

**yuzu**

+



**BOBA GUYS**

EST. 2011

+

**APIA VOTE**

ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**DRIVING VOTER REGISTRATION 2024**

## OVERVIEW

# #YuzuYourVote

1. **Custom Drink Sleeves available @ BobaGuys locations nationwide Sept 17th, 2024**
2. **Pop Up Experiences - Locations/Timing**
  - October 4. Vegas- BREW TEA BAR
  - October 11. Atlanta - SWEET HUT
  - October 19. Miami - [Smorgasburg](#)
3. **Custom drink and incentive to scan QR code**
  - Yuzu fresca / Yuzu Creamsicle flavored drinks- limited edition drink
    - Proceeds go back to APIA Vote or Boba Guys Costs
    - Boba guys incentivize users to scan QR code





# *Social Posts*

# *Boba Guys Social Media Rollout Strategy*

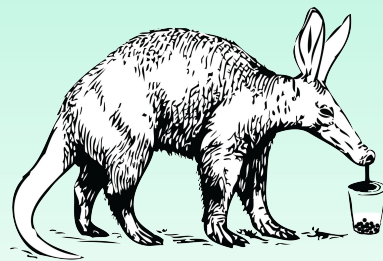
**Campaign Focus:** Drive awareness of the #YuzuYourVote initiative through in-store promotion and engagement with their audience, highlighting the exclusive merch in partnership with Yuzu.

## **Timeline & Post Schedule:**

1. **September 17, 2024:** National Voter Registration Day (Kick-off)
2. **September 24, 2024:** Announcement of Pop-Up Event Schedule
3. **October 1, 2024:** Reminder of Las Vegas Pop-Up Event
4. **October 4, 2024:** Las Vegas Pop-Up Event
5. **October 8, 2024:** Reminder of Atlanta Pop-Up Event
6. **October 11, 2024:** Atlanta Pop-Up Event
7. **October 14, 2024:** Reminder of Miami Pop-Up Event
8. **October 19, 2024:** Miami Pop-Up Event (Major Event)
9. **November 4, 2024:** Final Voting Reminder

## **Post Types & Assets:**

- **Product Reveal Post:** Showcase Yuzu-themed to-go bags and cup sleeves.
- **Event Promotion:** Promote the pop-up events in Las Vegas, Atlanta, and Miami.
- **Instagram Stories:** Featuring customers engaging with the campaign in stores.



**BOBA GUYS**  
EST. 2011



### Assets:

- **Images:** Photos of the Yuzu-themed products and in-store displays.
- **Stories:** Customer interactions, event teasers.

### Sample Copy:

- **September 17, 2024:** "We're thrilled to partner with @yuzuapp & @apiavote for #YuzuYourVote! Starting today, grab our exclusive Yuzu-themed merch in stores—because every vote counts, and we're here to make it easy. Check out the QR code on your cup sleeve to get all the info you need to register to vote!"
- **September 24, 2024:** "Exciting news! 🌟 Our #YuzuYourVote pop-up events are coming soon to a city near you. Join us in Las Vegas, Atlanta, and Miami for exclusive Yuzu x Boba Guys merch, delicious boba, and easy voter registration. 🗳️ Check out the dates and locations—let's make a difference together!"
- **October 1, 2024:** "Las Vegas, are you ready? 🌟 Our first #YuzuYourVote pop-up is this Friday, October 4th, at Brew Tea Bar. Come by for exclusive Yuzu x Boba Guys merch, refreshing boba, and the chance to register to vote. We can't wait to see you there!"
- **October 4, 2024:** "Today's the day, Las Vegas! 🎉 Join us at Brew Tea Bar for our first #YuzuYourVote pop-up. Enjoy your favorite boba, pick up some exclusive Yuzu x Boba Guys merch, and make sure you're registered to vote. Let's make our voices heard this election season! 🗳️"
- **October 8, 2024:** "Atlanta, it's almost your turn! 🍑 Our #YuzuYourVote pop-up event is coming your way this Friday, October 11th. Swing by for exclusive merch, delicious boba, and easy voter registration. Your voice matters—see you soon!"
- **October 11, 2024:** "Atlanta, we're here! 🎉 Visit us today at [Location TBD] for our #YuzuYourVote pop-up. Enjoy some refreshing boba, grab exclusive Yuzu x Boba Guys merch, and register to vote on the spot. Let's make a difference together! 🗳️"



## BOBA GUYS SOCIAL

- **October 14, 2024:** "Miami, get ready! 🌴 Our final #YuzuYourVote pop-up event is happening this Saturday, October 19th, at Smorgasburg Miami. Don't miss out on exclusive Yuzu x Boba Guys merch, your favorite boba, and the chance to register to vote. Let's make history together!"
- **October 19, 2024:** "Miami, today's the day! 🌟 Join us at Smorgasburg Miami for our final #YuzuYourVote pop-up. Get your boba fix, pick up some exclusive Yuzu x Boba Guys merch, and make sure you're registered to vote. Together, we can make a difference this election season! 🗳️"
- **November 4, 2024:** "Election Day is tomorrow! 🗳️ If you haven't registered or voted yet, now's the time. Stop by your local polling station and make sure your voice is heard. Every vote counts! #YuzuYourVote"



# *Yuzu Social Posts*

**Campaign Focus:** Engage and mobilize Gen Z Asian-Americans to register to vote and participate in the 2024 elections.

## **Timeline & Post Schedule Suggestions:**

1. **September 17, 2024:** National Voter Registration Day (Kick-off)
2. **September 24, 2024:** Pop-Up Event Schedule
3. **October 1, 2024:** Reminder of Las Vegas Pop-Up Event
4. **October 4, 2024:** Las Vegas Pop-Up Event
5. **October 8, 2024:** Reminder of Atlanta Pop-Up Event
6. **October 11, 2024:** Atlanta Pop-Up Event
7. **October 14, 2024:** Reminder of Miami Pop-Up Event
8. **October 19, 2024:** Miami Pop-Up Event (Major Event)
9. **November 4, 2024:** Final Voting Reminder



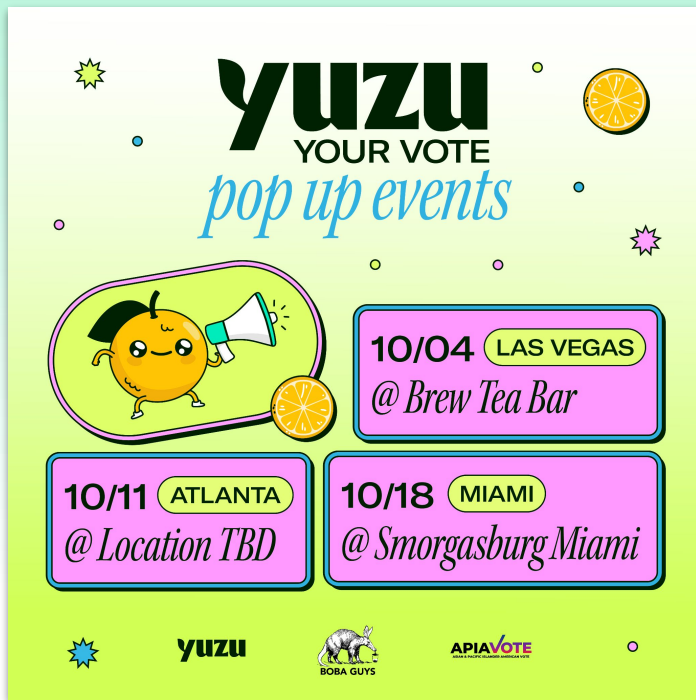




**SOCIAL POST COPY EXAMPLE:**

**September 17, 2024:** "Happy National Voter Registration Day!

🗳️ Today, we're launching #YuzuYourVote to help Gen Z Asian-Americans make their voices heard this election season. In partnership with @bobaguys & @apiavote, we're making voter registration as easy as grabbing your favorite boba. Head to [apiavote.org/yuzuyourvote](https://apiavote.org/yuzuyourvote) to get started, and stay tuned for our upcoming pop-up events! 💬"



**SOCIAL POST COPY EXAMPLE:**

**September 24, 2024:** "We're excited to announce our #YuzuYourVote Pop-Up Event Schedule! 🌟 Join us in Las Vegas, Atlanta, and Miami for exclusive Yuzu merch, delicious boba, and easy voter registration. Let's make sure every voice is heard this election season. Check out the dates and locations below:

- Las Vegas: October 4th @ Brew Tea Bar
- Atlanta: October 11th @ [Location TBD]
- Miami: **October 19th** @ Smorgasburg Miami"



**SOCIAL POST COPY EXAMPLE:**

**October 1, 2024:** "Las Vegas, it's almost time! 🌟 Our first #YuzuYourVote pop-up is just around the corner. Join us on October 4th at Brew Tea Bar for exclusive Yuzu merch, refreshing boba, and easy voter registration. Your voice matters—let's make it count together!"

**October 4, 2024:** "Las Vegas, today's the day! 🎉 Join us at Brew Tea Bar for our first #YuzuYourVote pop-up event. Grab some exclusive Yuzu merch, enjoy your favorite boba, and register to vote on the spot. Let's make our voices heard this election season! 🗳️"



**SOCIAL POST COPY EXAMPLE:**

**October 14, 2024:** "Miami, get ready! 🌴 Our final #YuzuYourVote pop-up event is happening this Saturday, October 19th, at Smorgasburg Miami. Join us for boba, exclusive merch, and easy voter registration. This is your chance to make a difference—don't miss out!"

**October 19, 2024:** "Miami, today's the day! 🌞 Join us at Smorgasburg Miami for our final #YuzuYourVote pop-up event. Come for the boba, stay for the exclusive Yuzu merch, and make sure you're registered to vote. Together, we can make a difference this election season! 🗳️"



**SOCIAL POST COPY EXAMPLE:**

**October 8, 2024:** "Atlanta, you're up next! 🍊 Our #YuzuYourVote pop-up is coming to you this Friday, October 11th. Don't miss out on exclusive merch, refreshing boba, and the chance to register to vote. We can't wait to see you there!"

**October 11, 2024:** "Atlanta, it's time to #YuzuYourVote! 🎉 Swing by [Location TBD] today for our pop-up event. Enjoy some delicious boba, pick up exclusive Yuzu merch, and make sure you're registered to vote. Your voice matters—let's make it count together! 🗳️"



**SOCIAL POST COPY EXAMPLE:**

**November 4, 2024:** "Tomorrow is Election Day! 🗳️ If you haven't already, now's the time to make sure your voice is heard. Head to the polls, cast your vote, and let's shape the future together. #YuzuYourVote #EveryVoteCounts"



*Posters*



## POSTER DESIGNS



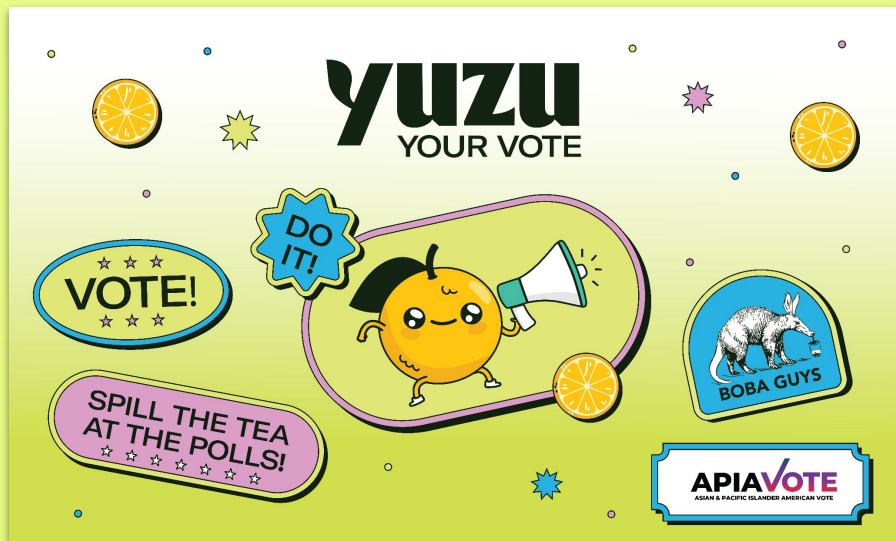


## POSTER DESIGNS



# *Postcards*

NOTE CARD



*Stickers*





## STICKER DESIGN 1

These stickers will be available in stores as a merchandise giveaway.

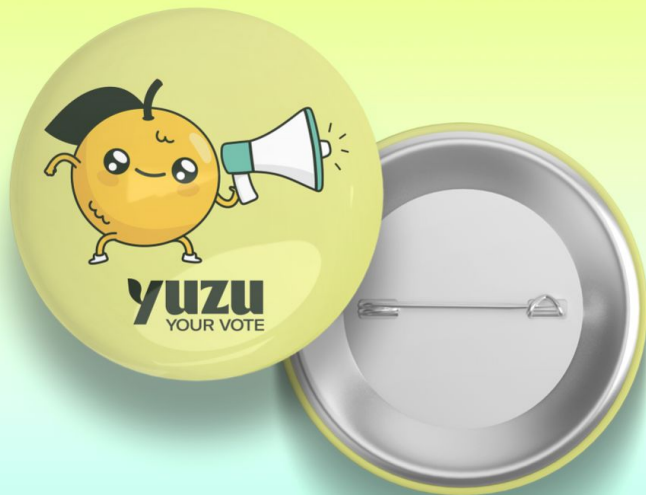


*Pins*



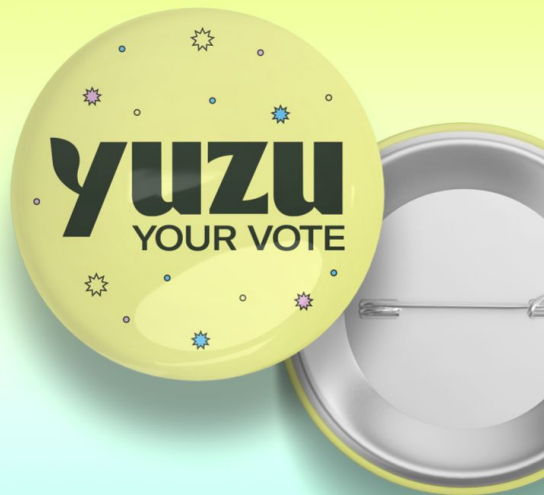
## BUTTON DESIGNS

These stickers will be worn by the Boba Guys staff and available in stores as a merchandise giveaway.





## BUTTON DESIGNS



*Website*

## YUZU YOUR VOTE: MAKE YOUR VOICE HEARD IN THE 2024 ELECTIONS!

### Hey, Asian Americans, Native Hawaiians, and Pacific Islanders!

The 2024 elections are right around the corner, and they're going to shape the future of our communities, our families, and our country. It's time to unite and make our voices louder than ever before.

Your vote is your power—and it's time to use it! Register to vote, and let's make sure we show up and show out at the polls. Join the movement and pledge to cast your vote in 2024. Together, we can make history again.

[REGISTER TO VOTE!](#)


### AAPIs Are The Game Changers: Why Our Voice Matters!



#### FASTEST GROWING FAM 📈

Over the last two decades, Asian Americans have become one of the fastest-growing racial and ethnic groups in the U.S. Our community is expanding like crazy, and we're ready to make some noise!



#### IMPACTFUL ECONOMIC STRENGTH 💪

The AAPI influence and power go beyond politics, shaping every corner of American society. Our growth is real, and our impact is felt everywhere. We're here to change the game!



#### WE SHAPE ELECTIONS 🗳️

The AAPI electorate is a powerhouse with the ability to sway elections across the country. From local to national races, we're out here making moves and influencing the ballot line pros.



#### REPRESENTATION MATTERS 🗳️

Who's making the big decisions? Policymakers and reps at all government levels impact our daily lives—from funding schools to setting crime prevention and gun safety policies. Let's make sure our voices are heard loud and clear!

### Voting 101

#### EARLY VOTING

In some states, there is an in-person early voting option prior to Election Day, where registered voters may cast a ballot in a designated period prior to Election Day. Each state or jurisdiction has varying rules and times, please check the details in your state.

#### ABSENTEE VOTING (BY MAIL)

Absentee ballots are available to voters in all states, with different restrictions depending on the state. The form that absentee voting takes varies—generally, absentee voting consists of a ballot mailed to your residence, allowing you to cast a vote prior to—or by—Election Day by mail. Many states allow you to vote absentee without an excuse or specific reason, while other states will require an excuse for you to vote absentee.

Some states, like California, offer permanent absentee voting, where you will receive a ballot prior to every election. Most states require you to request an absentee ballot by a predetermined deadline before each election. States like Oregon and Washington vote entirely by mail, where every registered voter receives a ballot by mail without requesting or applying for it. See how voting by mail or absentee works in your state.

#### ELECTION DAY VOTING

You may vote in person on Election Day, but you may be required to vote in designated locations and within the hours the polling places are open. Some states require a valid photo ID before you cast your ballot, or else you will cast a provisional ballot. Check your state's voter ID requirements here. As Election Day draws closer, you may find your polling location here.

#### VOTER REGISTRATION RULES

- You have to be a U.S. citizen.
- You need to be at least 18 years old on Election Day.
- You must be a resident of the state you are registering in.

You may need to re-register if your address, party affiliation, or name has changed since you last registered.

Many states require you to register to vote in advance of the election.

#### EVERY STATE HAS DIFFERENT RULES FOR ITS ELECTIONS

Make sure you are up-to-date with your voting rights and election information.

[IN YOUR STATE](#)


### Make a Plan to Vote

Download our interactive planner here.

Thank You!

yuzu


**APIA**VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

Asian and Pacific Islander American Vote (APIAVote) is the nation's leading nonpartisan nonprofit dedicated to engaging, educating, and empowering Asian American and Pacific Islander (AAPI) communities to strengthen their voices and create impact. For 30 years, APIAVote has been at the forefront of a rising movement to ensure AAPIs are represented and heard, leading to historic voter turnout and advancing equity for AAPI communities.

#### SUPPORT OUR WORK

Donate Online  
Volunteer  
Partner Organizations

#### QUICK LINKS

Election Information by State  
Election Basics  
Why AAPI Voters

#### CONTACT & CONNECT

1012 K St. NW, Suite 600  
Washington, DC 20006

202.225.4910  
info@apiavote.org

Media requests: media@apiavote.org

[f](#) [t](#) [i](#) [l](#) [y](#) [v](#)

#### STAY CONNECTED

Receive important email updates.

[Subscribe](#)



***Thank You***

