
BAD HABIT

The Founder

Who am I?

I'm Cece Latsko, a senior at the University of Miami, originally from Chicago. I travel constantly, and I bring something home from everywhere I go.

My Personality

- Observant. I read a city through its fashion and design first.
- Resourceful. I work smarter, not harder, and use whatever is already around me.
- Open minded. I've lived in enough different places to stop assuming there's one right way to live.
- Not serious. People come to me for the laugh and the real conversation, usually in the same night.

I love a long talk and a shared cigarette. That's my favorite thing and it's also the exact moment this brand was built for.





The Product


BAD HABIT
SPARKLING BOTANICAL INFUSION
Spearmint & Cucumber
No. 1 · 250 ml · 8.4 fl oz

The Essence of Bad Habit

The drink that goes with it.

Bad Habit is a lightly sparkling botanical drink made to accompany smoking.
It combines green tea, mint, cucumber, electrolytes, aloe, caffeine, L-theanine, and vitamin C in a crisp drink designed around the taste and feel of the occasion.
Most functional beverages are built around improvement. Better energy. Better hydration. Better sleep. Better health.
Bad Habit takes a different position.
It doesn't ask the customer to change the habit.
It simply makes a better drink to have with it.
Bottom line
A pairing, not a fix.

Why now?

17% of US adults smoke weed, the highest Gallup has ever recorded.
Vaping among 19 to 30 year olds has tripled since 2017.
Cigarettes hold at 11%.
Functional beverages are a $163.84B market growing to $240B by 2031, and all of that growth is gut health, hydration, and stress relief.

The Big Idea

Design for the habit people already have.

Bad Habit started with a simple observation.
Smoking already has a culture around it. People care about their lighter, grinder, vape, ashtray, music, setting, and the people they're with.
But the drink is usually an afterthought.
Water. Soda. An energy drink. Whatever happens to be there.
I wanted to create a beverage that felt like it actually belonged in that moment.
Bad Habit is not about making smoking healthy or telling people to quit. It is about treating an existing customer and occasion as something worth designing for.

The Mission and Vision

Vision

To become the default thing people reach for when they smoke.

Mission

To make the drink that belongs in the smoking occasion, designed around taste rather than guilt.

Brand Archetypes

THE EXPLORER, PRIMARY

From the Founder: Traveled to around the world. "I act on being open minded because I travel and try new things all the time." People come to me to travel.
In the brand: the premise is that you go do things and come back, not that you abstain.

THE JESTER, SECONDARY

From the Founder: comedic relief for family and friends. "I don't like to be serious about everything." The feeling lingers after I leave a room.
In the brand: a serious-looking can with a name that isn't. Nobody has to explain the joke, and it's never at the drinker's expense.

Bad Habit's Brand Wheel



The Problem

Millions smoke. Nobody made them a drink.

The gap: Beverage brands have built products for every other moment. After the gym, after the night out, after the flight. Nothing exists for smoking. The category that does acknowledge smokers is built around getting them to stop.

Why nobody has taken it: Big beverage companies won't risk putting their name next to smoking. Wellness brands can't without contradicting themselves. The gap exists because the industry is afraid to fill it.

What it costs the customer: Smoke dries your mouth and coats your palate. THC suppresses saliva production directly, which is why cottonmouth happens even with edibles. Smokers reach for water, warm soda, or whatever's in the fridge. Soda coats the mouth more. Water does nothing for the taste. The most relaxed part of their day has the worst drink in it.

WHO IS THE BAD HABIT DRINKER

The occasion, not the demographic

Demographic snapshot: 21 to 29. Urban, in cities where weed is legal. Gender balanced. Renting, service, creative or early office work. Modest income, expensive taste.

Lifestyle snapshot: Lives at night. The porch, the patio, the parking lot before the show. The sesh is an occasion with its own aesthetics, the grinder matters, the lighter matters, the can on the table is part of the picture. Health aware without being governed by it.

Persona: Maya and Dev, both 24, live in Logan Square, Chicago. She works at a design studio, he bartends. Thursday through Sunday there's a group on somebody's back stairs. They buy singles, not twelve packs, and they buy them where they buy everything else for the night.



The Three Groups

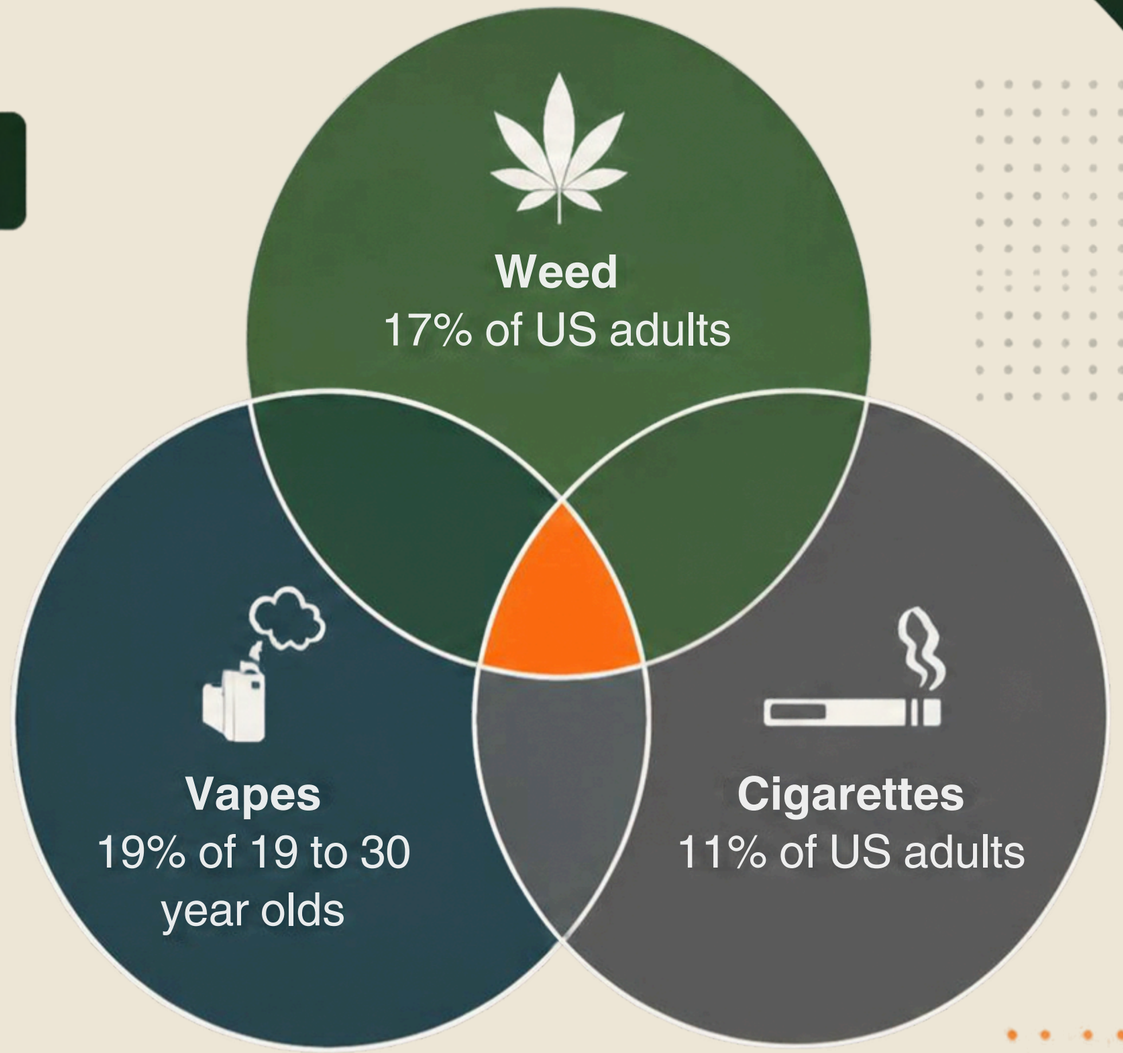
One ritual, three substances, heavy overlap

Weed: 17% of US adults, the highest Gallup has recorded, and 23% of 18 to 29 year olds. 29% of 19 to 30 year olds used cannabis in the past 30 days.

Vapes: 19% of 19 to 30 year olds vape nicotine, an all time high, tripled since 2017.

Cigarettes: 11% of US adults, a record low but still tens of millions, and Gallup found vaping is three times more common among people who also smoke cigarettes.

Bottom line: These groups overlap heavily. That's why we target the occasion instead of the substance.



news.gallup.com/poll/713645/marijuana-smoking-record-high-cigarettes-low.aspx

Deep Dive into the Product



The Packaging

THE FORMAT

250ml slim aluminum can, single-serve.

Aluminum because it chills fast, blocks light, and can take a drop on concrete.

THE FINISH

Matte.

THE FRONT

A French enamel street sign printed on aluminum. A bone keyline inset from the edges, four small bone dots at the corners like bolt heads, and one red dot.

No certifications, no health claims, no ingredient callouts.

WHAT'S ON THE BACK

Full ingredients, nutrition panel, caffeine content. Everything a regulator needs.



Ingredients

Ingredients with intention

Sencha Green Tea

The base. Tannin and astringency leave a dry, clean finish instead of a sweet one, and it carries about 30mg of the caffeine naturally.

Taste: grassy and lightly bitter.
Origin: Japan.

Spearmint & Peppermint

A 70/30 blend. Spearmint for roundness, peppermint for the cold hit.

Taste: cool and sweet, not medicinal.

Cucumber

Clean and vegetal with no fruit sugar. The flavor people already associate with clean feeling water.

Taste: fresh and quiet.
Form: distillate, not juice.

Aloe Vera & Chlorophyllin

Aloe inner leaf at 5% for body and a faint slipperiness on a dry mouth. Sodium copper chlorophyllin, 50 to 75mg, the stable form of chlorophyll, for the green.

For the Moment

Taste, thirst, drift

01 Taste: Smoke leaves the palate heavy and coated. Mint and cucumber provide contrast, sencha keeps the finish dry rather than candy sweet.

02 Thirst: Smoking creates the dry mouth moment that sends people looking for something to drink. Electrolytes, aloe, light carbonation and zero sugar keep it refreshing instead of coating.

03 Drift: 45mg of caffeine is a light lift, not energy drink intensity. 90mg of L-theanine keeps it consistent with the calmer personality of the product. A 2025 meta analysis found this pairing improves attention and alertness versus placebo.
Bottom line: Smoke is warm, dry and heavy. Bad Habit is cold, wet, green and crisp.

The Functional Add



40mg of vitamin C from acerola cherry

The NIH Office of Dietary Supplements states that people who smoke require 35mg more vitamin C per day than people who don’t, because of increased oxidative stress. That’s federal nutrition guidance, not a brand claim.

No health claims anywhere on the can.

Source: ods.od.nih.gov/factsheets/VitaminC-HealthProfessional

Competition Landscape









OLIPOP + POPPI

POSITIONING
Better-for-you soda.

STRENGTH
Strong branding, recognizable functional benefits, and an established young consumer.

LIMITATION
Built around self-improvement and everyday soda, not a specific smoking occasion.

- **BAD HABIT OPPORTUNITY**
  We are not trying to be a healthier soda.
  We are built for a moment they do not own.

CHLOROPHYLL WATER

POSITIONING
Clean, functional hydration.

STRENGTH
The closest product to Bad Habit visually and functionally: green, light, botanical, and wellness-oriented.

LIMITATION
Its identity is built around purity, hydration, and wellness ritual.

- **BAD HABIT OPPORTUNITY**
  We take a similar clean visual language and put it into a completely different cultural moment: the smoke break.

LIQUID DEATH

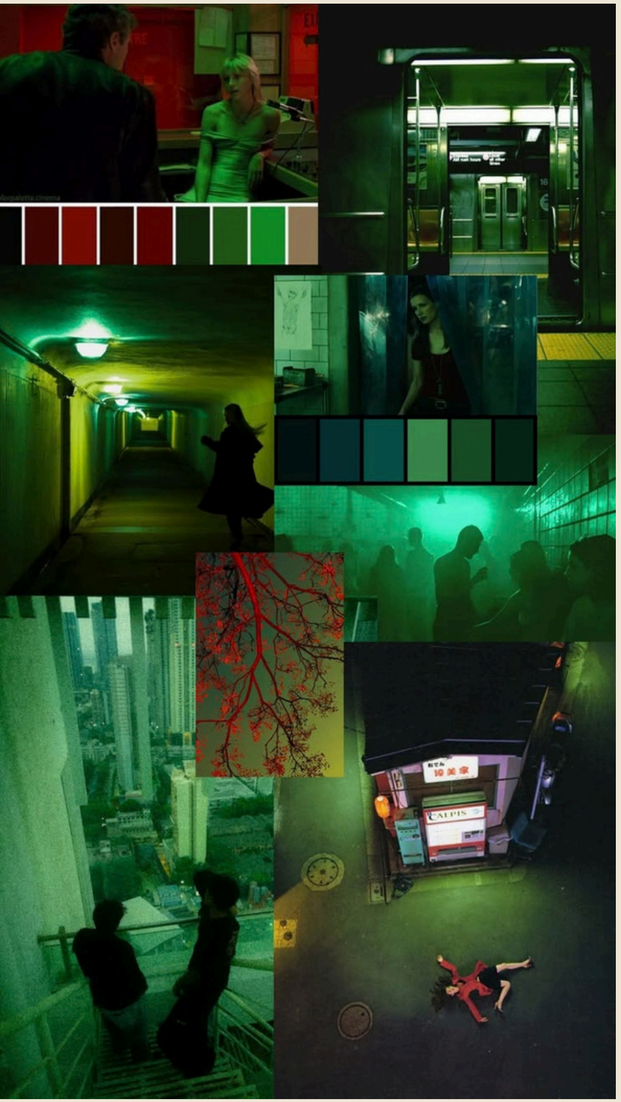
POSITIONING
Water with a strong entertainment brand.

STRENGTH
Proof that packaging, humor, and cultural identity can make a basic beverage feel desirable.

LIMITATION
Its world is broad: gyms, concerts, festivals, and general lifestyle.

- **BAD HABIT OPPORTUNITY**
  We use the same principle of strong identity, but attach it to one specific repeated occasion.

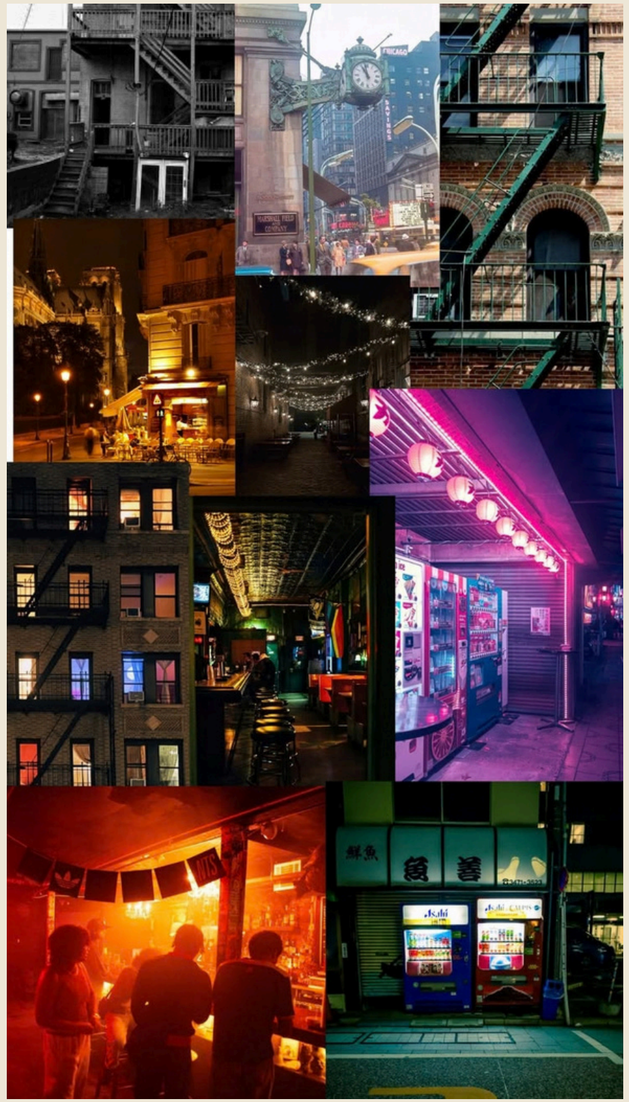
Bad Habit's Mood Board



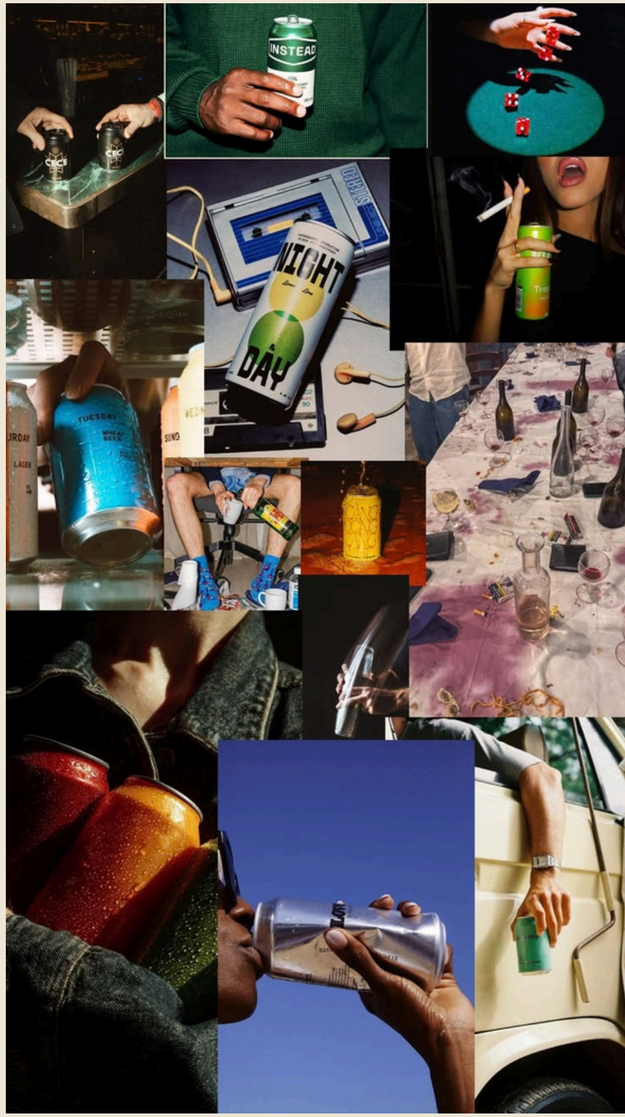
The Colors



The Print



The Places



The Can in the World

Location Launch

CHICAGO FIRST

Bad Habit should launch in Chicago because the brand was built from a behavior I already see here: cannabis use is part of the social culture, dispensaries are established retail destinations, and smoking outside bars and venues is a normal part of nightlife.

Chicago also gives Bad Habit the exact physical world the brand was designed around: brick alleys, neighborhood bars, patios, corner stores, dispensaries, and people stepping outside for a smoke break.

The first launch should stay concentrated in neighborhoods where nightlife, independent retail, and smoking culture naturally overlap, especially Logan Square, Wicker Park, and Pilsen.



Placement Strategy

DISPENSARIES + SMOKE SHOPS

Where the session is already being bought.

This is the most natural first placement because the customer is already there buying the thing they are about to smoke.

Bad Habit should be sold as a cold single can near checkout, not buried in a traditional beverage aisle.

Why it works: In dispensaries and smoke shops, staff recommendations are part of product discovery. A budtender or clerk saying, "Grab one of these too," can introduce Bad Habit at the exact moment the customer is preparing for the occasion.

Placement:

Counter cooler • checkout display • staff samples • matchbooks beside the cans

THE PATIO, NOT THE BAR

Where the session actually happens.

Months three through six, Bad Habit moves into bars, music venues, and nightlife spaces with outdoor smoking patios.

It is not meant to become another drink sitting behind the bar.

It is the drink someone grabs on the way outside.

The strongest execution would be small branded coolers positioned near patio exits or directly in approved outdoor areas, putting Bad Habit beside the behavior instead of several rooms away from it.

Why it works: The customer does not have to remember the brand later. They encounter it at the exact moment they want it.

Placement:

Smoking patios • venue exits • outdoor lounges • patio coolers • approved vending locations

Media Strategy

The placement strategy gets Bad Habit into the right hands. The media strategy makes people recognize it before they ever buy it.

Rather than relying on traditional advertising, the launch is built around curiosity, repetition, and physical presence. The red dot, numbered posters, creator content, vending machine, and retail placement all work together so the brand starts to feel familiar before it is fully explained.

The Campaign: The Dot

The tease: 40 posters across Logan Square, Wicker Park and Pilsen. Alley walls, bar back doors, the brick next to smoking patios. Bottle green, a bone frame, one red dot. No name, no logo, no QR code. Each hand numbered No. 01 through No. 40.

Why it works: People photograph what they can't explain. The dot looks official, like signage gone slightly wrong, and it appears exactly where people are already standing outside with nothing to do.

The game: Find all 40, post them, tag the account. The posters become a map of the city instead of a flyer.

The reveal: Week four, every poster gets covered overnight with a second one. Same green, same dot, now with the name. Still no product shot. The first time anyone sees the can is when they buy one.

The Vending Machine

The insight: Indoor smoking bans pushed every smoke break onto a sidewalk, a patio or an alley. The occasion happens outdoors now and there's nothing to buy out there. You grab something before you go out, or you go without. The idea came from Tokyo, where machines are on every corner and the drink finds you.

The idea: One machine wrapped in bottle green with the red dot, glowing from inside, in a Logan Square alley next to a bar with a smoking patio, or outside a dispensary. Card only, no screen, no app.

Why it's worth it: It's a store, a billboard and a photo op in one object. Every person who posts it is doing the advertising we aren't allowed to buy.

How People Find US

Instagram is the home base: A photo album, not an ad campaign. Night shots, real rooms, the can in someone's hand, posters out in the city. Stories are where the dot game lives.

Why we don't buy ads: Meta, TikTok and Google restrict paid ads for anything smoking adjacent. We have no THC and no nicotine so we technically qualify, but any creative connecting the drink to smoking gets flagged. The plan assumes zero ad spend.

Creators, with one rule: They hold the can, they never endorse the habit. Film your real night, no script, no review. Proposed: Natalie Benson and natashahasthemunchies. Not confirmed, and every paid post discloses.



Thank you!