

VERDICT CARD ACTIVATION SERIES · NO. 01

Is There Really a Delta For That?

Judge the moment. Meet the internet. There's a Delta for that.

CLIENT	Spec build, Delta THC seltzer & zero-proof spirit
TARGET	Legal-age social drinkers · party second screen
BUILD	Interactive HTML party game + live demo
SERIES	Verdict Card · No. 01

THE ASK

Take the brand's own line and make it a game. Every day begs the question, the 4:58 Friday meeting, the "we need to talk" text, the delivery fee for food three doors down. Each one gets a verdict: Delta Required, Maybe Delta Helps, or Beyond Delta's Powers. Call it, watch how the world voted, and get paired with a real Delta for the moment. New moments, endless rounds, one running joke everyone's already in on.

OFF THE SCREEN

Not every verdict happens on a phone, so the deck ships in the box. Every order drops a printed card with the same moments, made to be argued over a table as the night unfolds. Fans photograph the takes that start fights and post to the same feed for the same prizes, so paper turns packaging into reach and the product into the centerpiece.

THE AUDIENCE

Anyone of legal age with a group chat and an opinion, so, everyone. No cannabis expertise, no brand loyalty, no entry fee. First-timer and seasoned sipper fill the same card, because the moments are universal and the verdict is always personal. Casual and committed play the same deck, at the party, on the couch, and in the replies.

THE CONSTRAINTS

One rule runs everything, and it is compliance: every square is a moment, never a symptom. Delta rides along with the moment, it does not treat, calm, or cure it, and nothing says otherwise. Lifestyle-first, witty, never "you need this to cope." One tap to play, self-contained and dependency-free, and it reads as the brand's, not ours, age-gated in every market it reaches.

IS THERE REALLY A DELTA FOR THAT? • CONTINUED

The Pairing Engine

Real drinks, real links, and a reason to keep going past the punchline.

MOOD SPECIFIC

Call your verdict and the card answers with an actual Delta. Beyond the judgment, every moment resolves to a real product from the live catalog, matched to the mood, not pulled at random. Light and social lands on a 5mg seltzer, the long unwind pulls 10mg, the moments that truly test you earn 20mg, and the celebrations pour the zero-proof Spirit. Tap the pairing and go straight to the exact drink the moment calls for. The joke lands, the product is right there, and the shelf is one tap away.

THE REWARDS

Every verdict pays, not just a finished card. Match the community and the score climbs, string reads together for streaks, and finish to a badge that sums up your judgment beside a share card built for the group chat. Bail early and you still walk with a score, the game never holds your points hostage. Sampling codes at the bottom, hero drops at the top: play one round and you have a reason to buy, play all season and the rewards compound. The sponsor owns the ladder, and every prize entry is a first-party door.

WHAT IT PROVES

That recognition beats prediction: a card built from moments everyone has lived keeps everyone in, no wrong answer, nobody knocked out at halftime. That a tagline can be a mechanic, "there's a Delta for that" stops being a line and becomes a thing you do. That reward at every step, a pairing, a score, a share on every verdict, turns one round into a habit and one drink into a repeat. Screen, paper, and product feed one loop, driving branded reach, repeat sessions, and first-party opt-ins through every prize entry. One mechanic, many surfaces, endless moments.