



CAPS OFF
TO YOU!



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EXECUTIVE SUMMARY

Snapple is a staple of American pop culture.¹ With its signature cap facts and recognizable glass bottle, it has the ability to capture anyone's attention. Whether someone is in the mood for a juice or a tea, Snapple satisfies any thirst-quenching moment.

New York, New Jersey, Boston, Baltimore, Hartford, Washington D.C. and Philadelphia, also known as the "Heartland," embody almost 50% of all Snapple users.¹ Snapple's goal is to extend from the Heartland to the Non-Heartland and reach the Midwest and West Coast. By utilizing specialized marketing strategies for the different regions, Snapple can become a leading choice for ready-to-drink (RTD) beverages.

THE CHALLENGE

Our challenge is to grow Snapple's brand relevance by increasing engagement with the Heartland drinkers, promoting trial in the Non-Heartland, and increasing Snapple's volume all throughout the United States. The goal is to have Non-Heartland light users *buy 2 more times per year*, and have Heartland heavy users *buy 1 more time a year*.¹

HEARTLAND: HEAVY USER STRATEGY

- Grow Brand Relevance through engagement tactics with Heavy Snapple Users
- Brand Relevance is currently at 50%, implying that 50% of the time a consumer wants a Tea or Juice Drink Snapple is in the consideration set
- **Grow Purchase Frequency:** Grow Heavy User Buying Rate from **9x to 10x** per year

NON-HEARTLAND: LIGHT USER STRATEGY

- Drive Trial by converting our high Awareness (90%) to Top of Mind Brand Awareness (15%)
- 90% of people outside of the Heartland are aware of Snapple, but only 15% have Snapple in their top Tea or Juice Drink consideration set
- **Grow Purchase Frequency:** Grow Light User Buying Rate from **1x to 3x** per year

THE COMBINATION OF THESE OBJECTIVES LADDER TO OUR ULTIMATE OBJECTIVE, WHICH IS TO
GROW SNAPPLE VOLUME IN THE UNITED STATES.

RESEARCH OVERVIEW

42 
RESEARCH ARTICLES

529 
NATIONAL SURVEY
RESPONSES

106 
ASSOCIATION TESTS

45 
FOCUS GROUP
INDIVIDUALS

16 
GROCERY/GAS
STATIONS OBSERVED

50 
IN-DEPTH INTERVIEWS

36 
TRADE ARTICLES

49 
SURVEYED STATES

102 
SOCIAL MEDIA
CONVERSATIONS

16 
EATERIES OBSERVED

45 
BLIND TASTE TESTS

30 
SNAPPLES CONSUMED

SWOT ANALYSIS

STRENGTHS

- Glass Bottle and Cap Facts are strong brand equities¹
- Well-known brand name throughout the nation¹³
- Unique brand positioning - quirky and fun¹³

WEAKNESSES

- More expensive than its competitors³
- Not perceived as healthy - too much sugar³⁴
- Brand can be seen as undefined- Juice or Tea?¹³

OPPORTUNITIES

- Take advantage of increasing tea trends in the industry¹⁶
- Increase social and digital engagement with consumers⁵
- Promoting diet teas in areas that value healthier options²⁶

THREATS

- Saturated RTD market¹²⁶
- Health-conscious trends could hurt RTD sales²⁸
- Online reviews of product generally negative⁴



COMPETITIVE ANALYSIS & MARKET TRENDS

A unique aspect of Snapple is that the brand is not distinctly recognized as tea or juice. Some research articles called Snapple a juice brand, while others called it a tea brand.³ A competitive analysis was conducted of Snapple’s positioning against its competitors. From our secondary research, we found that the following words were most associated with the respective RTD tea brand images.



INEXPENSIVE, URBAN



TRADITIONAL, RELIABLE



URBAN, FAMILIAR



HOME BREWED, SOUTHERN



NATURAL, EARTHY

Based on our competitive analysis of RTD tea brands, we found that all of Snapple’s direct competitors had a solidified image associated with the brand.

With further investigation, the team discovered that Snapple did in fact have a strong brand image associated with it.

Our team focused on the tea competitors due to the increasing tea trends and potential for sale growth.¹⁶ There is a large market opportunity in the Non-Heartland to promote the RTD tea category. The industry has experienced growth in recent years with an increase of 20% from 2010-2014.⁶

Sales are expected to grow from 2015-2020 to \$8.5 billion.⁸

Market Share (2015)⁹



ALL OF SNAPPLE’S OWNED AND EARNED MEDIA RESONATES WITH THE IDEA OF BEING “QUIRKY” AND “FUN.”

CONSUMERS ARE LOOKING FOR HEALTHY, SINGLE-SERVE, AND SWEETENED RTD TEA.⁶

IDENTIFYING THE SNAPPLE IMAGE

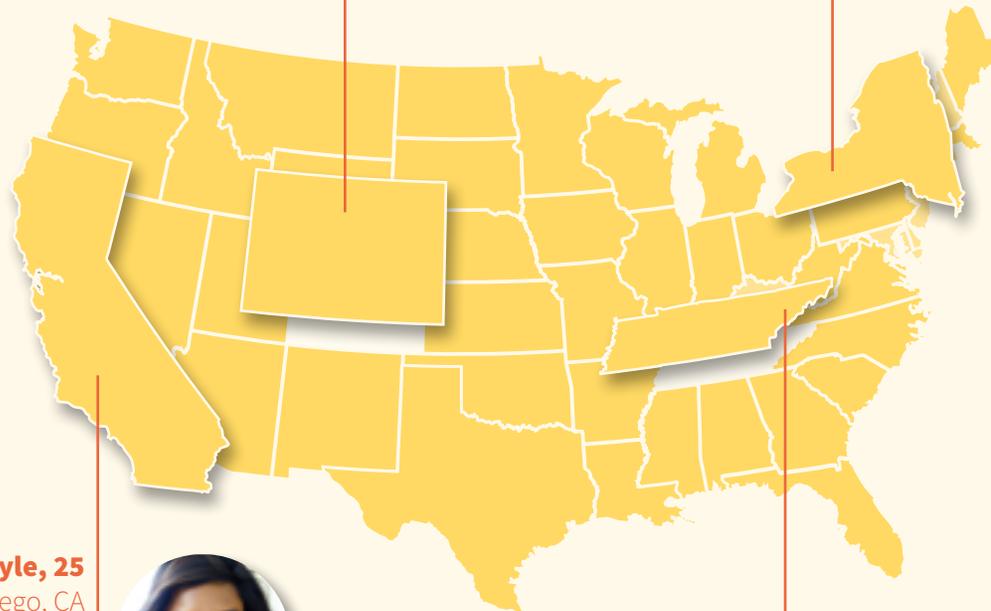
To confirm the findings in our secondary research about the Snapple image with our target market, we administered a national survey and in-depth interviews. **65% of individuals surveyed on the brand's image mentioned the words "quirky"¹⁰ while 43% of association test respondents associated Snapple as a "fun brand."**¹¹ These results were found consistently in both the Heartland and the Non-Heartland. As expected, these findings align with the research presented in the case study.



Cole, 19
Colorado Springs, CO
*"Someone like Tina Fey.
Someone funny and
witty."*



Courtney, 31
West Point, New York
*"Johnny Depp. He's very
quirky and eccentric."*



.....

WHICH CELEBRITY COULD YOU SEE DRINKING SNAPPLE?

.....



Kyle, 25
San Diego, CA
*"Mindy Kaling. She has
this unique personality
and charm."*



Anna, 43
Bristol, Tennessee
*"Someone pretty, bright,
and sunny like Blake
Lively."*

ASSOCIATION BREAKDOWN

Snapple's past campaigns were very effective in establishing a brand identity. Almost all of our target audience respondents indicated that they had a positive brand perception of Snapple.

Then why is that not converting into stronger sales for the brand?

IT WASN'T UNTIL WE CONDUCTED OUR FOUR FOCUS GROUPS THAT WE FOUND THE ANSWER.



NON-HEARTLAND RESPONDENTS:

Think of Snapple as a suitable beverage for a road trip or on-the-go, as it is sold at convenience stores and gas stations.¹²

54%

CONSUME SNAPPLE
WHILE ON-THE-GO¹⁰

HEARTLAND RESPONDENTS:

Associate Snapple with grabbing lunch at a bagel shop, pizza parlor, or deli. They also feel nostalgic, since Snapple has stayed with them through childhood.¹²

62%

CONSUME SNAPPLE WHEN
EATING OR SOCIALIZING¹⁰

The team realized that Snapple's brand identity was very strong in both regions of the United States but those in the Non-Heartland associate Snapple with a **rushed experience** while those in the Heartland found consuming the product to be a **social and relaxing experience**. This will be taken into consideration when devising tactics for the different regions.

AUDIENCE SEGMENTS

Since our target is both men and women who are 18-49 years old,¹ the team thought it would be best to separate our audience into three segments based on their buying engagement with RTD brands.



THE SIPSTERS (HEARTLAND)

These are the people who grab a Snapple from a café beverage fridge to go with their chosen lunch. Nothing washes down a deli lunch quite like a Snapple.

.....

HOW TO TARGET

Focus on in-store promotions and digital and social engagements to grow brand relevance.

.....

GOAL

Encourage strong brand affinity



DEAL SEEKERS (NON-HEARTLAND)

This group buys in bulk to save some money. Knowing that it's economically efficient to buy beverages in a six-pack than individually, they feel accomplished in their savvy saving.

.....

HOW TO TARGET

Attract Deal Seekers with in-store coupons for immediate buying power¹³ and in-store activation advertising.

.....

GOAL

Encourage trial



ON-THE-GO (NON-HEARTLAND)

Our On-The-Go crowd buys single RTD beverages when they're, well, on-the-go. Whether on a plane, train, or automobile, they seek a refreshing beverage when getting from point A to B. These buyers head to gas stations, convenience stores, and other pit stops.^{10 11}

.....

HOW TO TARGET

Utilize promotional offers on single bottles of Snapple and in-store activation methods.

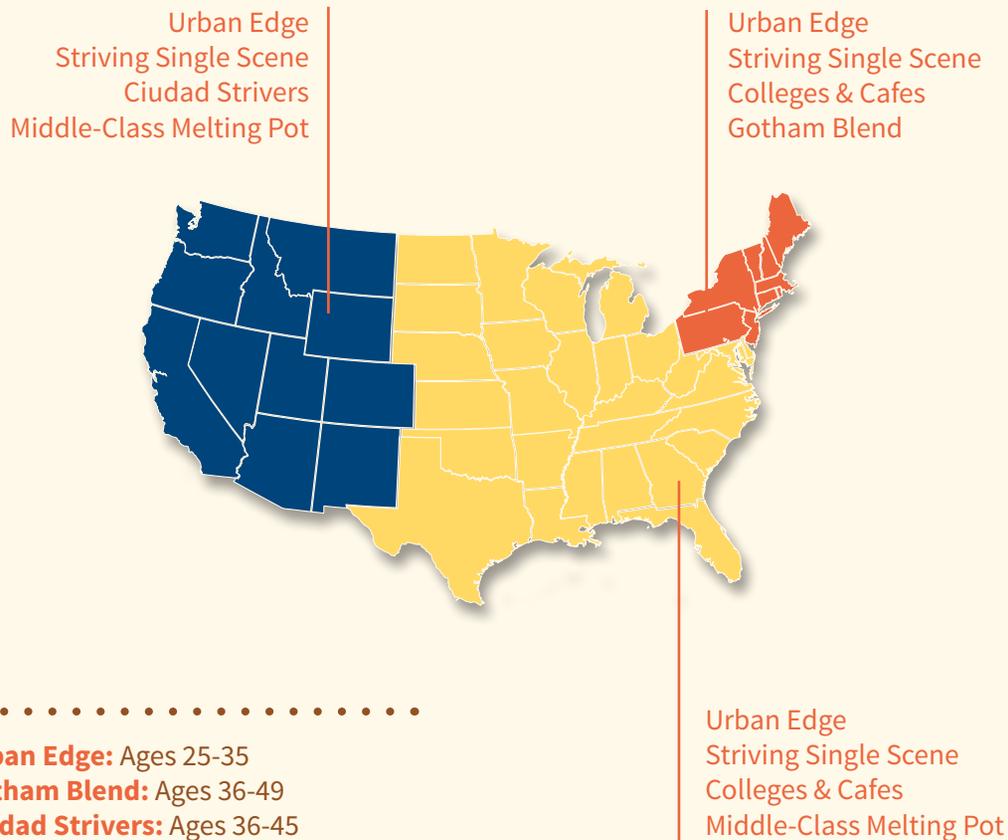
.....

GOAL

Encourage trial

PSYCHOGRAPHICS

Based on GeoSelector segments, psychographics of each region can help us tailor our messaging to become more relatable to the specific region. The adjacent map indicates the consumer segments that the campaign is projected to target. Research shows that there is a large population of bilingual Hispanics in the West, so we will feature a portion of our ads in Spanish.¹⁴



- Urban Edge: Ages 25-35
- Gotham Blend: Ages 36-49
- Ciudad Strivers: Ages 36-45
- Striving Single Scene: Ages 19-35
- Middle-Class Melting Pot: Ages 34-49

NORTHEAST (HEARTLAND)

- Temperamental and uninhibited
- More likely to be **brand loyal**
- Less willing to try new things

SOUTH & MIDWEST

- Most **conventional and friendliest**
- Focus on traditional family values
- Tend to settle near friends and family
- Less affluent, less educated
- More politically conservative
- Less health conscious than other regions

WEST

- Most **relaxed and creative**
- More culturally and ethnically diverse
- More politically liberal
- Wealthier, more educated
- Comparatively healthier
- Open to ideas and alternative lifestyles

There are 136.4 million 18-49 year olds in the United States.¹⁶ We plan on targeting 75% (102.3 million) of this market through these consumer segments.

*Psychographics taken from Time.com

CREATIVE INSIGHTS

In order to increase Snapple consumption from current and potential buyers, we need to examine how people make purchases. Emotions are the primary reason why consumers prefer brand name products.¹⁹ Positive emotions toward a brand have far greater influence on consumer loyalty than trust and other judgments.¹⁷ In addition, mood is a large factor of purchasing behaviors. It is a driver for customer retention, purchase intent and engagement.¹⁸

In order to drive trial in the Non-Heartland and grow brand relevance in the Heartland, Snapple has to take its positive brand image and attach it to a strong affinity to consuming the product.

.....
WE HAVE TO CONNECT SNAPPLE CONSUMPTION WITH A STRONG POSITIVE EMOTIONAL EXPERIENCE.
.....

TACTICAL INSIGHTS

Furthermore, because Snapple’s competitors are focusing on traditional media and lack dominance in the digital space,¹ this can be an opportunity to increase Snapple’s share-of-voice through digital media. Creating emotional engagement can be utilized through digital and social opportunities.

Positive associations with the brand can be formed through content marketing that creates a two-way conversation.^{20,21} Snapple needs to provide relatable and entertaining material to its audience in order to drive profitable consumer action and promote brand loyalty.²¹ The more connected our audience feels to Snapple, the more consumers will reward the brand.



THE BIG IDEA

AT SNAPPLE, WE WANT TO CELEBRATE YOUR ACHIEVEMENTS, WHETHER BIG OR SMALL.

Celebration is a universal concept. It relates to all age groups, personalities, and geographic locations. Being proud of achievements is something that resonates for everyone. Snapple wants to celebrate its customers- they are what makes Snapple so great.



.....
SNAPPLE IS RECOGNIZING ITS DIVERSE CONSUMERS BY
CELEBRATING RELATABLE EVERYDAY ACHIEVEMENTS.
.....

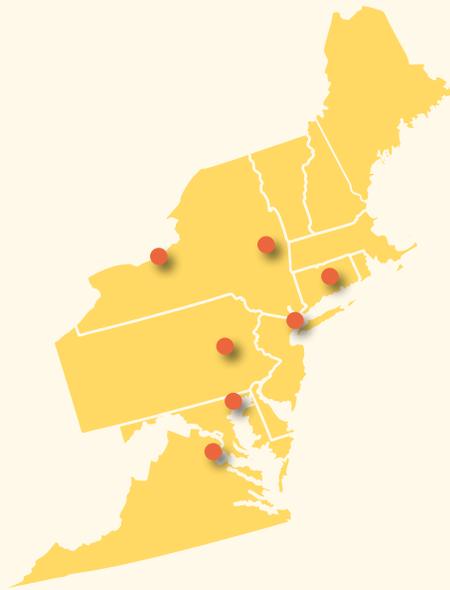
The “Caps Off to You!” Campaign will focus on promoting our appreciation for our sippers. Keeping with the previous Snapple campaigns and the Snappy image, the campaign tone will be upbeat, celebratory and relatable. It will continue the idea of embracing “personality quirks.”⁴⁰

.....
FROM HITTING THAT HOME RUN TO GETTING FREE LUNCH
AT THE OFFICE, ALL PARTS OF AMERICA HAVE SOMETHING
TO CELEBRATE.
.....

MEDIA MARKETS & TOUCHPOINTS

HEARTLAND

This is the Heartland. People know us. We know them. We need to bring our brand to the top of their minds at the moment before they are going to make a purchase. Strategies that target the consumer in the moments before they make a buying decision are the most effective.²² We believe that focusing on heavy-user strategies will produce a positive ROI for this region.



Baltimore, MD

Washington, DC

Boston, MA

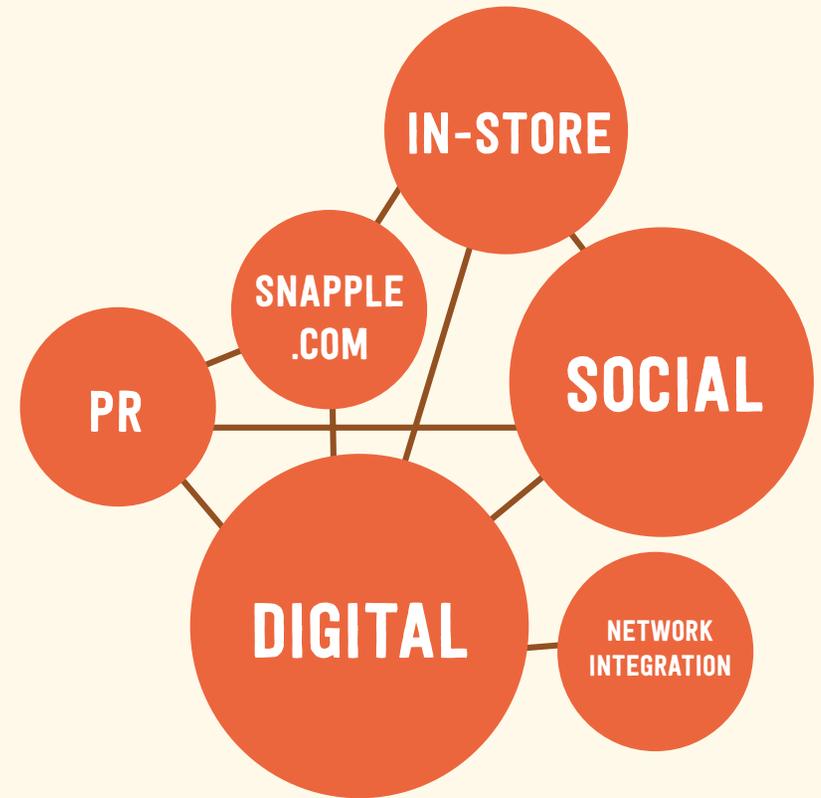
Philadelphia, PA

Buffalo, NY

Albany, NY

Syracuse, NY

Hartford, CT



.....
UNIQUE STRATEGIES FOR THE HEARTLAND INCLUDE DIGITAL,
SOCIAL AND TRADITIONAL ENGAGEMENT AND IN-STORE ADS IN
LOCAL EATERIES
.....

IN-STORE (HEARTLAND)

Snapple images will be placed on menu boards at local eateries as a beverage suggestion. We chose this method since Snapple is largely seen as a beverage associated with meals in the Heartland.^{10 11 12} Since the Heartland consists of places known for its specialty foods, such as Philadelphia's Philly Cheesesteak or New York's Delis, Snapple will promote itself at local favorites in the Heartland area. The pairing of Snapple with the different Heartland restaurants will increase brand loyalty, grow relevance and overall sales in the region.²³

During the campaign, Snapple will use its social media accounts to highlight featured eateries to increase digital engagement.²⁴



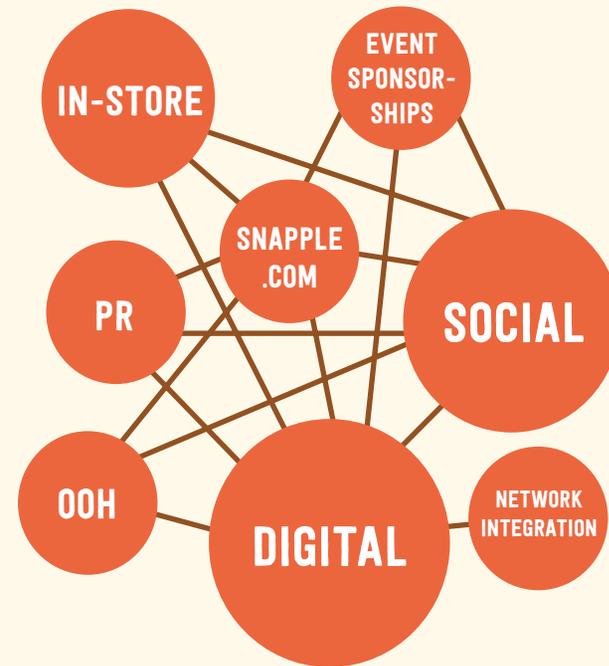
400 EATERIES IN THE HEARTLAND WILL BE CHOSEN TO PROMOTE THESE ADS BASED ON CUSTOMER FREQUENCY AND ONLINE YELP REVIEWS.

MEDIA MARKETS & TOUCHPOINTS

NON-HEARTLAND

The Non-Heartland is a huge part of our campaign both in physical size and potential buying power.^{1,25} These areas have the highest concentration for public transportation markets and high quantities of gas stations, convenience stores, grocery stores, and supercenters.^{27,28} To effectively reach this important crowd, in-store activation and OOH strategies will be utilized for Non-Heartland consumers seeking RTD beverages on-the-go or in bulk.^{10,11} Our pop-up shop and event sponsorships will not only promote trial, but also increase social and digital engagement.²⁶

Seattle, WA	Phoenix, AZ	Tampa, FL	Jacksonville, FL
Salt Lake City, UT	Houston, TX	St. Lois, MO	Lawrence, KS
Portland, OR	Miami, FL	Cincinnati, OH	Chicago, IL
Los Angeles, CA	Orlando, FL	Chicago, IL	Athens, GA
Denver, CO	Columbus, OH	Nashville, TN	Iowa City, IA
Atlanta, GA	Williamsburg, VA	Kansas City, MO	Sans Fransisco, CA
Milwaukee, WI	Minneapolis, MN	Raleigh, NC	Lafayette, IN
Ann Arbor, MI	Detroit, MI	New Orleans, LA	Lexington, KY
Charlotte, NC	Fort Lauderdale, FL	San Antonio, TX	Austin, TX
Las Vegas, NV	San Diego, CA	Cleveland, OH	



.....
 WE CHOSE THE MARKETS WITH THE HIGHEST OPPORTUNITY FOR PROMOTING TRIAL.

OUT-OF-HOME (NON-HEARTLAND)

In popular Non-Heartland airports, Snapple will place ads on luggage carts, elevators, and baggage claim carousels. Each will be a statement applauding an airport-related achievement such as, “You made your flight on time. Caps Off To You!” These types of ads will also be reproduced to fit subway stations, buses and bus stops. Areas of transit were chosen due to their long exposure, high frequency, timeliness, geographic selectivity and cost.^{29 30} It was also chosen because our target audience associates RTD teas and juices with on-the-go travel.^{11 12} These placements are a great way to bring the joy of Snapple to those passing by or traveling.



.....
LTO PROMOTIONS FOR LIBERTEA AND FALL SPICE TEA WILL BE PROMOTED SEASONALLY THROUGH THESE TACTICS.¹
.....

POP-UP SHOP

From July 20th - August 3rd (2 weeks) in Chicago, Snapple will host a pop-up shop. The shop will distribute Snapple samples to visitors. The average temperature in Chicago during this time is 80 degrees,³¹ therefore people will be seeking a refreshing drink to cool off with from a variety of Snapple flavors.



Visitors will be encouraged to submit a personal accomplishment that will be featured on a digital display board in the shop. Snapple giveaways will be distributed using social currency. The more the consumer posts about the event, the more rewards they can earn. These collected accomplishments will be shared on all of Snapple’s social media accounts and will encourage consumers to do the same.

This attraction is strategically held during Lollapalooza when the festival draws up to 300,000 tourists to Chicago³² in addition to the thousands of city residents passing by daily.³³ The city was chosen for its high concentration of Snapple’s target market. Our team estimates that the shop will generate over 1.4 million impressions and promote trial in the Non-Heartland.

IN-STORE (NON-HEARTLAND)

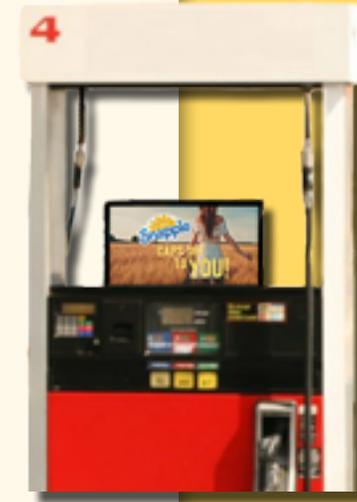
At gas stations, gas pump TVs will play Snapple's video ads prompting them to enter the store. Gas stations were chosen because of their ability to narrowly target specific consumer demographics based on zip codes.³⁵ Inside gas stations and convenience stores like 7-Eleven, Snapple will display congratulatory ads on the floor as well as feature a coupon dispenser for the product. The floor will also include a footprint path to Snapple's exact location in the fridge. Because of gas stations' relatively smaller size to grocery stores, these footprints will draw more attention while being cost-effective for our budget.³⁴ This will promote trial among those on-the-go Non-Heartlanders.



COUPON DISPENSERS CONTAINING MONEY-SAVING SNAPPLE COUPONS WILL BE PLACED NEAR THE SNAPPLE SECTION IN THE AISLES, PROVIDING NON-HEARTLAND DEAL-SEEKERS THE INCENTIVE TO TRY SNAPPLE, WHILE STILL SAVING MONEY.³⁶



In localized grocery stores like Wegmans and Supercenters such as Wal-Mart, Target, and K-Mart, Snapple will place a refrigerator near the checkout lanes to promote last minute buying decisions. Since 55% of Snapple sales occur in grocery stores,¹ this tactic was given the largest budget of in-store spending (73%) due to its current success. The display will attract the eye of the customer and draw them in to grab a refreshing RTD beverage.



EVENT SPONSORSHIPS (NON-HEARTLAND)

At two socially influential, national conferences, Snapple will be there ready to celebrate. The first event Snapple will sponsor will be South by Southwest (SXSW), an annual film, interactive media, and music festival in Texas held in March. The next, will be in June at VidCon, an annual online video conference located in Southern California. These events have large attendance rates of about 20,000 and 70,000, respectively.^{36 37}

These functions are significant for their attendance numbers, in addition to attracting social influencers. These individuals have the ability to reach a larger audience. South by Southwest has attracted entertainment and social media celebrities like Nina Dobrev and Bethany Mota, who each individually hold over 4 million Instagram followers.³⁸ Furthermore, VidCon invites a community of online video content creators with over 2 million YouTube subscribers like Casey Neistat, Philip DeFranco, and GloZell Green.³⁷

We plan to hold booth sponsorships at these events that encourage attendees, celebrities, and influencers to celebrate their accomplishments with everyone. Participants can interact with the brand by submitting a recent accomplishment that will display on a digital board at the booth. These submissions will also be featured on other Snapple sites. Snapple samples will be distributed to participants and visitors will be encouraged to follow the brand's social media accounts to find their submissions.

.....

WE PLAN TO GENERATE A SIGNIFICANT AMOUNT OF SOCIAL AND DIGITAL BUZZ THROUGHOUT THE CAMPAIGN. WE ESTIMATE AN AVERAGE OF 400,000 IMPRESSIONS TOTAL FOR BOTH OF THESE EVENTS.

.....



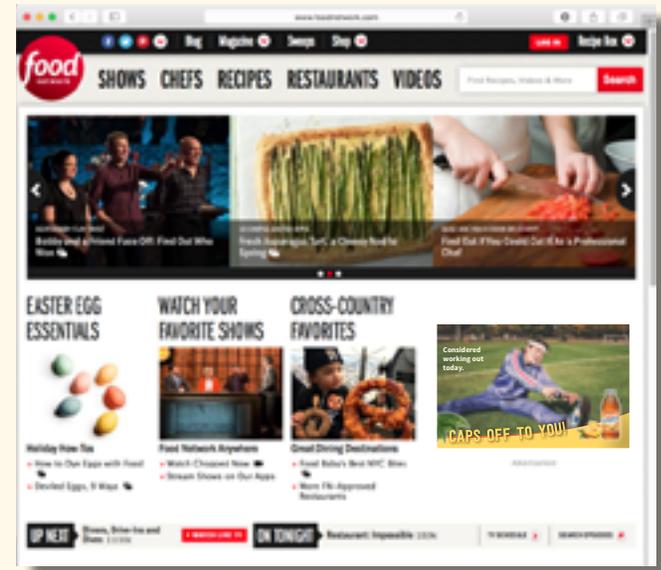
DIGITAL

We will use the Google Display Network to enhance the reach of Snapple's celebratory campaign message. Audience parameters will be set to target users 18-49 years old to both mobile and desktop platforms. These websites will include rich media content that is relevant to the Snapple brand. Other platforms that will be utilized to promote our Snapple messaging include YouTube, Hulu and Pandora because they were found to be frequently visited by our target market.³⁹ We will also sponsor five BuzzFeed articles that are Snappily and relate to celebrating everyday accomplishments. BuzzFeed has over 200 million monthly unique visitors and captures our Millennial segment. Their clients see an average lift of 48.8% in brand affinity.⁴⁰ Additionally, we will have social media advertising on Facebook, Instagram, Twitter and Vine to reach our target.

NETWORK INTEGRATIONS

As opposed to buying traditional TV space, we will partner with compatible networks in order to deliver content in an integrated and cost-efficient way. Proposed networks include Food Network, FX, Comedy Central's @Midnight and Fox Sports, which will provide the greatest reach for our diverse target audience.⁴¹ We will work collaboratively with partner networks to produce content that features funny, relatable accomplishments with a variation of individuals. These integration pieces will also be posted on all of Snapple's owned websites, including its social media platforms and Snapple.com. These integrated content pieces are a preferred form of marketing content since they are more cost efficient, have a significant positive contribution to ROI, and are generally used for building not only brand awareness, but also online engagement.⁴²

.....
CHECK OUT OUR VIDEO [HERE](#).
.....



SOCIAL MEDIA

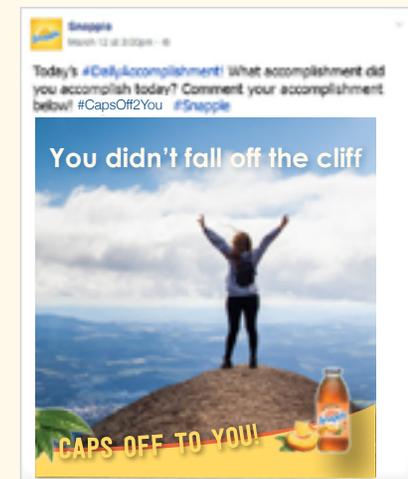
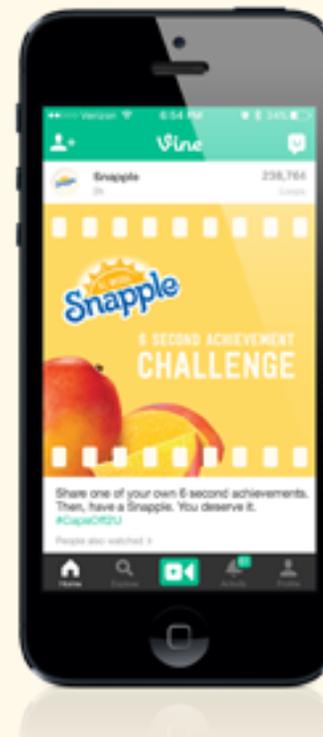
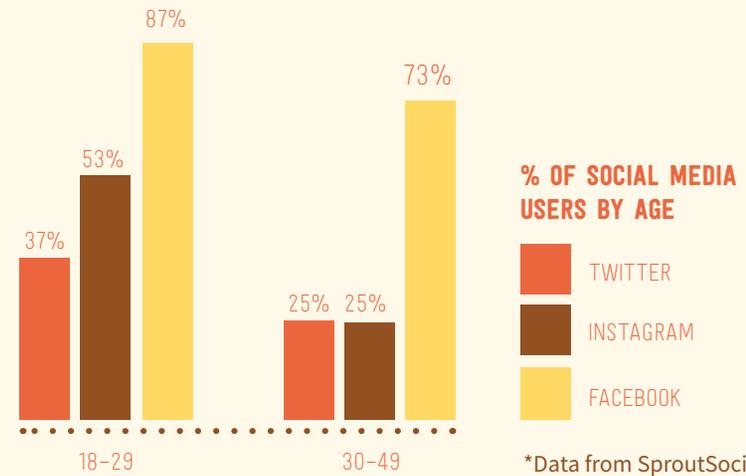
Social media will be a heavy focus for our campaign. Since about 70% of 18-34 year-olds say they visit a social networking site at least weekly,⁴³ this is a cost-effective medium for reaching the aforementioned campaign objectives. Since our target is “highly active and influential on social channels,”⁴⁴ engaging on social media is crucial to increasing share-of-voice in the social realm. In addition, consumer engagement with Snapple’s social channels can lead to more coupon and reward opportunities.

VINE: 6 SECOND ACHIEVEMENTS

Snapple can utilize its Vine account to engage with consumers by celebrating humorous 6-second achievements. Because five Vines are tweeted every second, we see Vine as a viable social media platform.⁴⁴ These Snappy Vines will promote other users to create their own 6-second achievement Vines. By sharing these Vines, Snapple can spread awareness of the brand to target the Millennial segment of our target audience since 71% of Vine users are of this generation.⁴⁵

LITTLE WINS

Weekly social media users will show daily achievements and feature our Snapple hashtag “#CapsOff2U.” This will be the prompted hashtag to use on all social media posts throughout the campaign. The hashtag can transcend across Twitter, Instagram, Facebook and Vine. Weekly, Snapple followers will be encouraged to share their little wins. This will run from January to early December and feature seasonal achievements.



SNAPPLE.COM

Consider Snapple.com the storehouse of celebrations. This will be the location of all social media feeds for the duration of the “Caps Off To You!” Campaign. All digital efforts will be incorporated into the website so that those who engage with the brand can effortlessly refer to the website to see the entirety of our digital campaign. Engagement from the pop-up shop and event sponsorships, such as consumers’ pictures and personal celebrations, will be posted on the site for visitors to view and share.

.....
USER-GENERATED CONTENT INCREASES BRAND ENGAGEMENT BY 28%.⁴⁷
.....

The website also allows for any visitor to include their daily accomplishment to be posted on the site and shared on any preferred social media platform. The inclusion of user-generated content has the capability to increase brand relevance and awareness.

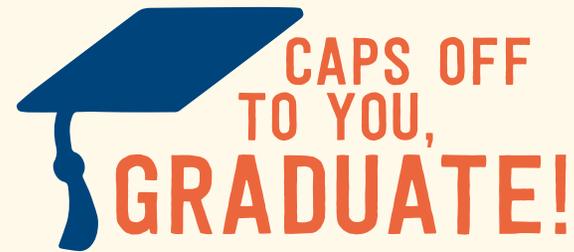


CORPORATE SOCIAL RESPONSIBILITY

CSR is important to the target market and it can create stronger brand loyalty within both the Heartland and the Non-Heartland.⁴⁷ We focused our public relations efforts in the Heartland area towards New York City to give back to our devoted consumers. In the Non-Heartland, a social media campaign will be focused on digital campaigning to reach the span of the country in a cost-effective manner.

CAPS OFF TO YOU, GRADUATE!

Snapple has a long history with New York City public schools.⁴⁸ To keep the connection strong, Snapple will provide scholarships to five exemplary students who depict a Snappily, bright personality and have made great academic accomplishments. Applications will be open in April and will be advertised on social media and the Snapple website. Applicants will be nominated through New York City Public Schools. Students will be chosen at the end of May and featured on social media and Snapple's website.



CAPS OFF TO U-S-A

This small social media campaign will run from June to July, where consumers can honor their favorite local park. Since Snapple's tea seasonality peaks during the summer months,¹ Snapple can create more engagement with those in the Non-Heartland by giving back and celebrating their local parks. They will vote for a park using social engagement (liking, commenting, sharing). It will be featured and shared on Snapple's social media pages and website. The top 3 parks around the country will receive a portion of Snapple's proceeds so participants can keep celebrating their local park.



MEDIA STRATEGY

Our media plan targets Snapple customers during the times of the day when they are most likely to be purchasing RTD teas. For the Heartland, it will be during mealtimes (highest from 11am to 5pm) and for the Non-Heartland it will be during times when people are most likely commuting or traveling (during holidays and before or after work).⁴⁹ Each demographic's media usage and habits are utilized to effectively place our messaging. The media timeline was created with consideration for when and where our target will be most receptive to the message. Each media platform was chosen for its reach, frequency and relevance to achieve the campaign's objectives.

DIGITAL

Since a majority of our target are heavy digital users^{45 46} and due to Snapple's past success with increasing digital spend, 56% of our budget will be used to increase online engagement, social media conversations and click-through rates to the Snapple website.

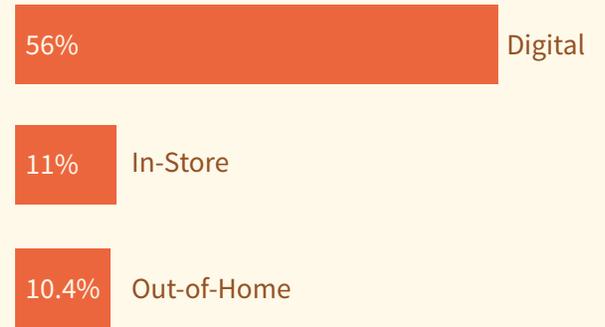
IN-STORE

RTD beverages are usually purchased with low involvement⁵⁰ so 11% of our budget will be utilized to draw attention and incite immediate in-store purchase.

OUT-OF-HOME

This tactic will be used in the Non-Heartland areas to promote trial and increase Top-Of-Mind awareness. 10.4% of our budget will be used to maximize customer engagement in this market.

BUDGET SPENDING

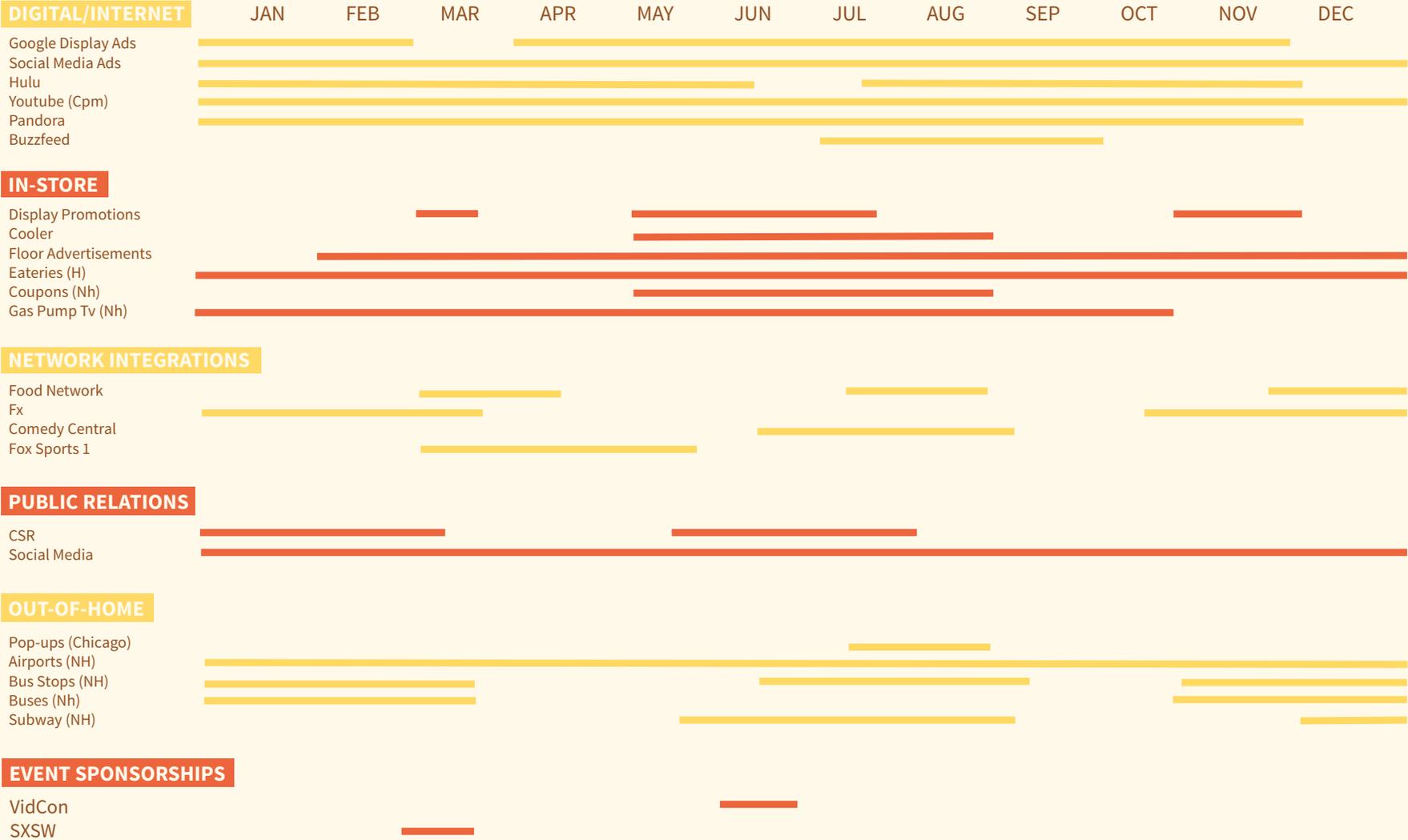


MAJORITY OF MEDIA SPEND WAS DEVOTED TO DIGITAL, OOH AND IN-STORE ACTIVATION TACTICS.



MEDIA SCHEDULING

Our media schedule corresponds specifically to where and when our target could be considering a Snapple. We have strategically constructed the campaign’s timeline to be heaviest in engagement before and during the summer as this is when most people drink RTD juices and teas.¹⁴⁹ The goal is to be Top-Of-Mind when a potential sipper is the thirstiest and in most need of a congratulations.



CAMPAIGN BUDGET

The proposed budget shows the media spending required to strategically reach the campaign objectives and maintain Snapple's budget of \$50 million for a year-long campaign. It suggests the use of local media in the Heartland to maintain brand loyalty.

DIGITAL/INTERNET

GOOGLE DISPLAY ADS	\$14,342,067
SOCIAL MEDIA ADS	\$10,788,526
HULU	\$480,100
YOUTUBE (CPM)	\$2,314,510
PANDORA	\$83,333
BUZZFEED	\$40,000
DIGITAL/INTERNET TOTAL	\$28,048,536

OUT-OF-HOME

POP-UPS (CHICAGO)	\$923,962
AIRPORTS (NH)	\$2,014,525
BUS STOPS (NH)	\$658,903
BUSES (NH)	\$706,825
SUBWAY (NH)	\$874,525
OUT-OF-HOME TOTAL	\$5,178,040

NETWORK INTEGRATIONS

FOOD NETWORK	\$1,440,000
FX	\$336,000
COMEDY CENTRAL	\$720,000
FOX SPORTS 1	\$480,000
CABLE TOTAL	\$2,976,000

IN-STORE

DISPLAY PROMOTIONS	\$369,000
REFRIGERATOR	\$4,100,000
FLOOR ADVERTISEMENTS	\$570,000
EATERIES (H)	\$200,000
COUPONS (NH)	\$20,000
GAS PUMP TV (NH)	\$370,821
IN STORE TOTAL	\$5,630,021

PUBLIC RELATIONS

CSR	\$26,500
SOCIAL MEDIA	\$8,840
PUBLIC RELATIONS TOTAL	\$35,340

EVENT SPONSORSHIPS

VIDCON	\$15,000
SXSW	\$25,000
PARTNERSHIPS TOTAL	\$40,000

PRODUCTION COSTS

SOCIAL MEDIA	\$7,440
WEBSITE	\$9,600
TV/DIGITAL SPOT	\$2,400,000
AGENCY FEES	\$1,600,000
CONTINGENCY*	\$4,000,000
PRODUCTION COSTS TOTAL	\$8,017,040

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TOTAL BUDGET: \$50,000,000

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EVALUATION & MEASUREMENT

To ensure campaign success, post-creative research will be conducted to measure Top-of-Mind awareness from those in the Non-Heartland and continuing brand loyalty from those in the Heartland. Since most of the campaign budget is focused on digital advertising, metrics will include social media engagement, online advertising measurement, and tallying of brand mentions. Prior to the campaign launch, we will set KPIs in order to measure if the campaign is considered successful.



BRAND LIFT WILL BE MEASURED TO PERCEIVE THE EFFECTIVENESS OF “CAPS OFF TO YOU!” THROUGHOUT THE UNITED STATES.



Quarterly surveys will be distributed to those in the Non-Heartland target market to determine if there has been an increase in Top-of-Mind awareness and purchase intent for the brand.³³ Measuring brand loyalty in the Heartland will be employed through quarterly surveys to measure customer affinity, trust, and purchase frequency.³⁴



THE CAMPAIGN WILL BE CONSIDERED SUCCESSFUL, IF WE INCREASE BRAND RELEVANCE IN THE HEARTLAND AND DRIVE TRIAL IN THE NON-HEARTLAND. THIS WILL RESULT IN INCREASED SNAPPLE VOLUME IN THE UNITED STATES.



ROI & CONCLUSION

PROFIT MEASUREMENT

In 2015, volume performance for cases in the Heartland and Non-Heartland was 9.5 million and 9.3 million cases,⁴⁰ respectively. To evaluate profit, we looked at the percent increase in cases during the year for both markets and determined that **10,450,000** and **9,920,000** cases need to be sold in order to be successful and reach the campaign goals.

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THE 8.35% INCREASE IN CASE VOLUME CORRELATES TO A PROFIT OF \$4.99 MILLION AFTER A YEARLONG CAMPAIGN.

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RETURN ON INVESTMENT

Snapple can reach a positive ROI by incorporating a heavy digital presence with traditional engagement. With a modest budget of \$50 million, we are able to garner an increase in sales and a positive return on the campaign costs.

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FROM THE CAMPIAGN, A PROFIT OF \$500 MILLION AND AN ROI OF 1000% IS EXPECTED.

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CONCLUSION

By creating a consumer promise, Snapple will be able to connect with the audience on a personal level, rather than a product level. We recommend that future messaging strategies appeal to consumer's emotions and focus on providing a positive association with Snapple through its brand image and consumer promise. The emotional connection between the consumer and the product needs to be fulfilled in order to maintain brand loyalty and relevance in the United States.

YOU MADE IT TO THE END OF THE PLANSBOOK, CAPS OFF TO YOU!

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