



AUGUST

18.5oz Snapple Promotion



Program Objective & Opportunity

Program Objective

- Delivers on key consumer needs; Simple, Just Right Sweetness, All-Natural, "On-the-go" packaging

Consumer Insights

- Consumers choose brand first and prefer Snapple

Shopper Insights

- Tea lovers want the flavor of the tea itself to shine through

Media & Marketing Support

- Communicate retail on DPSG provided POS and advertise via account normal means of advertisement

Supporting Rationale



Program Details

Dates

- August 1, 2015 thru August 31st 2015

Package

- 18.5oz Straight Up Tea

Retail

- \$1.49 Retail

Merchandising & Execution

- 18.5oz should be executed in schematized location in the cooler, execute stackers where space permits.

Look of Success



POS