



June 1st thru June 30th NEURO 2/\$4 Promotion

Program Objective & Opportunity

Program Objective

- Have new customers try NEURO.

Consumer Insights

- NEURO has one of the top trial to purchase rates in the industry at 74%.

Shopper Insights

- NEURO is on the forefront of the evolution from pure refreshment to healthy function.

Media & Marketing Support

- Advertise on normal means of advertisement at store level.

Value Proposition

- When consumers try NEURO they become purchasers.

Supporting Rationale



Look of Success

Program Details

Dates

- June 1, 2016 thru June 30, 2016

Package

- 14.5oz. NEURO

Retail

- 2/\$4.Retail

Merchandising & Execution

- Execute static on the cooler. Execute Incremental Display stackers where space is available.



June 2016 Snapple Promotion

Program Objective & Opportunity

Program Objective

- Execute 16oz Snapple promotion during the months of June w/aggressive retail and outside spanner activity

Consumer Insights

- Snapple has the strongest Uniqueness score. Snapple purchase Intent (60) higher than Pure Leaf (44%) and Gold Peak (42%)

Shopper Insights

- New design will amplify personality as point of difference
Delivers strong flavor and taste cues, while maintaining tea credentials and premium attributes

Media & Marketing Support

- Actual New Yorker will be spoke persons for the brand and tell America why they love Snapple supported by Television spots

Value Proposition

- Take advantage of the special offer on Snapple plus improve basket rings. Place in barrels for incremental purchase.
Member still receive a \$1 rebate on top of the great price



Look of Success



Program Details

Dates

- June 2016

Package

- Snapple 16oz Glass 12ct

Retail

- ,99

Merchandising & Execution

- Promotion includes all flavors

\$8.00 CS

Cooler static
here →

June 2016 BAI Promotion



Program Objective & Opportunity

Program Objective

- Promote High Margin BAI product

Consumer Insights

- BAI is a 100%, 5 Calorie, Antioxidant Infusion packed with flavor NOT sugar.

Shopper Insights

- BAI satisfies the Consumers Trifecta: Great Taste, Low Calorie, All Natural

Media & Marketing Support

- Advertise on In-Store Statics and Displays.

Value Proposition

- Drives category growth in the declining Enhanced Water category†

Supporting Rationale



Program Details

Dates

- June 1, 2016 thru June 30, 2016

Package

- 180z BAI

Retail

- 2/\$4 Retail

Merchandising & Execution

- Set up incremental displays in high volume locations. Set a goal to sell a minimum of 10 cases of BAI per store during promo period.

Look of Success

