



Envision Marketing Agency

Turning Ideas into Brands, and Brands into Success

Group Members:

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Client : Cola NEXT

Product :

Next Beverages

Cola Next is a successful beverage project of Mezan Beverages Private Limited.

Vision Statement

Attainment of distinction in carbonated soft drinks categories, our aim is to make Cola Next a part of houses, restaurants and pride of place at every point of consumption in Pakistan.

Ad Campaign Objective and Target Market

Campaign's objective is to position **Next Beverages** as a locally-produced brand that upholds international standards of quality. Through our campaign, we aim to communicate to our target audience that choosing Next Beverages supports local businesses while offering a superior beverage experience.

Primary Market:

- **Geographically:** Pakistani market, emphasizing the importance of supporting local products and the boycott of imported beverages.
- **Business Segmentation:** Fast food businesses, highlighting the relevance of Next Beverages as a preferred local beverage option for these establishments.

Secondary Market:

- **Demographically:** Youth aged 15-30, tapping into the preferences and consumption habits of this demographic.
- **Geographically:** While the primary focus is on the Pakistani market, the campaign also aims to appeal to youth across various regions within the country.

Budget

Print Budget

Local Magazine	\$ 2000 - 5000 / PKR 600,000 - 1,500,000
National Magazine	\$ 1500 - 2500 / PKR 450,000 - 750,000

Radio Ad Budget

\$ 1500 - 3000 / PKR 60,000 - 150,000

Billboard Budget

\$ 3000 - 8000 / PKR 900,000 - 2,400,000

Television Budget

\$ 15,000 - 30,000 / PKR 4,500,000 - 9,000,000



Print Ad for Primary Market



Cola Next Logo

mention about the heat

Image of sun to emphasize on summer and heat

All beverages Images to display the variety of beverages

Pakistan's flag to focus attention on Cola Next being a Pakistani brand

Contact Information

Banner Ad

Why??

The tagline "**Made in Pakistan, Made to Chill You Out**" is chosen for our primary market because it proudly highlights company's local roots while promising a refreshing experience. It resonates with customers who prefer supporting local products and seek relaxation with their meals. This slogan effectively communicates Next Beverages' quality and local appeal, making it a compelling choice for businesses and consumers alike.



Social Media Content

Content :

🌟 Introducing **Next Beverages!** 🌟

🥤 Quench your thirst with our refreshing drinks, proudly made in **Pakistan** 🇵🇰 and crafted to perfection! From tangy citrus blasts to sweet fruity delights, there's a flavor for everyone! 🍊🍓



Check out our latest offerings and join the

#NextBeveragesRevolution today! #MadeInPakistan

#RefreshingDrinks #SupportLocal

Why Facebook?

We chose Facebook for this social media content because of its extensive reach and popularity among our target audience of fast food businesses and the youth demographic in Pakistan. With its diverse user base and robust advertising features, Facebook provides an ideal platform to showcase Next Beverages' local appeal and engage with our target audience effectively. Additionally, Facebook's interactive features, such as comments, likes, and shares, allow us to foster meaningful connections and conversations around our brand, driving engagement and awareness.

COLA NEXT

CHILL OUT

BUY NOW

www.cola-next.com.pk



Radio Ad

Radio Ad description:

- **Attention Grabbing Opener** (Sound Effect: Upbeat Pakistani music with a modern twist): For example Hassan's Rahim Joona would be an excellent candidate because of the "chill vibe" it offers to its listeners.
- **Announcer** (Energetic, youthful voice): Are you tired of the same old fizzy drinks? Do you crave something refreshing, local, and made with international standards? Then try out our new set of Next flavours!! **Kioke Next Best hai yarrrr!**

Local Radio Stations selected

- **FM91** - Selected FM91 for its large youth listenership in Karachi, aligning perfectly with our target demographic of fast food businesses and the youth aged 15-30.
- **Radio Pakistan** - As the national broadcaster, Radio Pakistan offers extensive reach across Pakistan, making it an ideal choice for increasing brand awareness and reaching a broader audience beyond Karachi. By airing our ad on Radio Pakistan, we can effectively target listeners nationwide, including potential customers in fast food businesses across different regions of Pakistan.
- **Local Radio Stations in Major Cities e.g Lahore, Islamabad, etc.**

What we are trying to communicate?

In our radio ad, we aimed to communicate the unique selling points of Next Beverages to our target audience. We emphasized that Next Beverages is a locally-produced brand made with international standards, offering a refreshing alternative to imported drinks. We wanted to convey the message that by choosing Next Beverages, consumers are supporting local businesses while enjoying a high-quality beverage experience. Additionally, we highlighted the various flavors and options available, inviting listeners to taste the difference and join the Next Beverages revolution.

Conclusion

In conclusion, our marketing campaign for Cola Next aims to position it as a locally-produced brand that meets international standards of quality. By emphasizing its support for local businesses and its appeal as a preferred beverage option for fast food establishments in Pakistan, we aim to attract our primary market. Additionally, by targeting youth aged 15-30 across various regions within the country, we strive to tap into their preferences and consumption habits, solidifying Cola Next's position as the beverage of choice for the Pakistani market.

Thanks!

Do you have any questions?

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