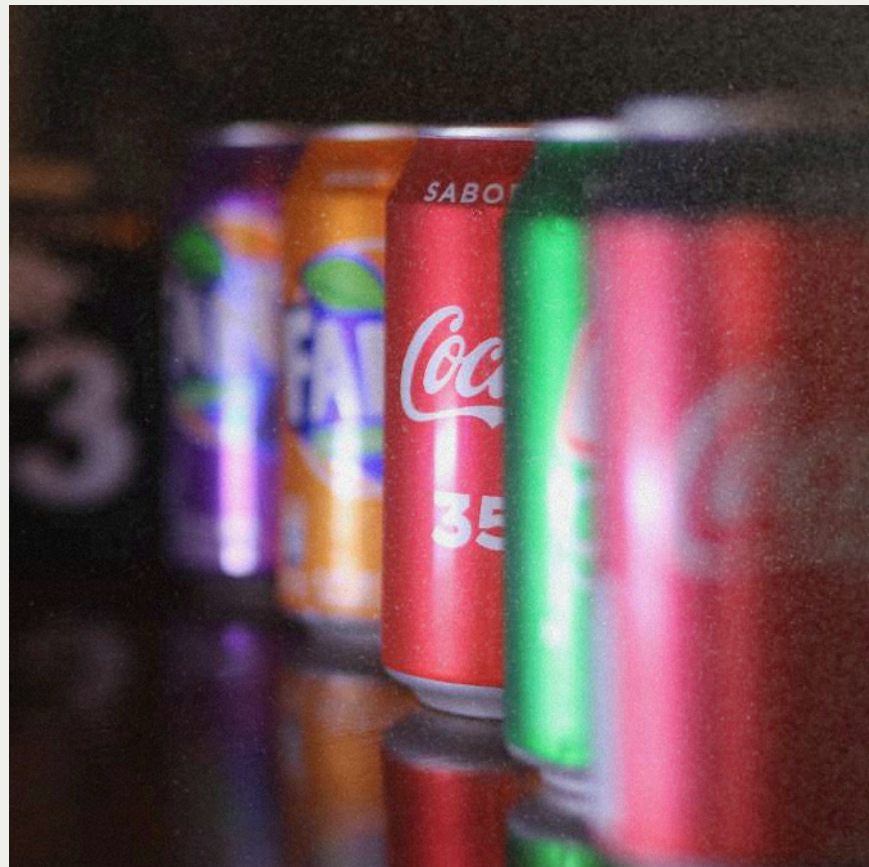


# MARKETING WITH A MESSAGE

How We Turned Zero-Sugar Drinks  
into a Feel-Good Experience



# CHALLENGE



**A beverage brand selling zero-sugar drinks needed a way to differentiate itself in a crowded market.**

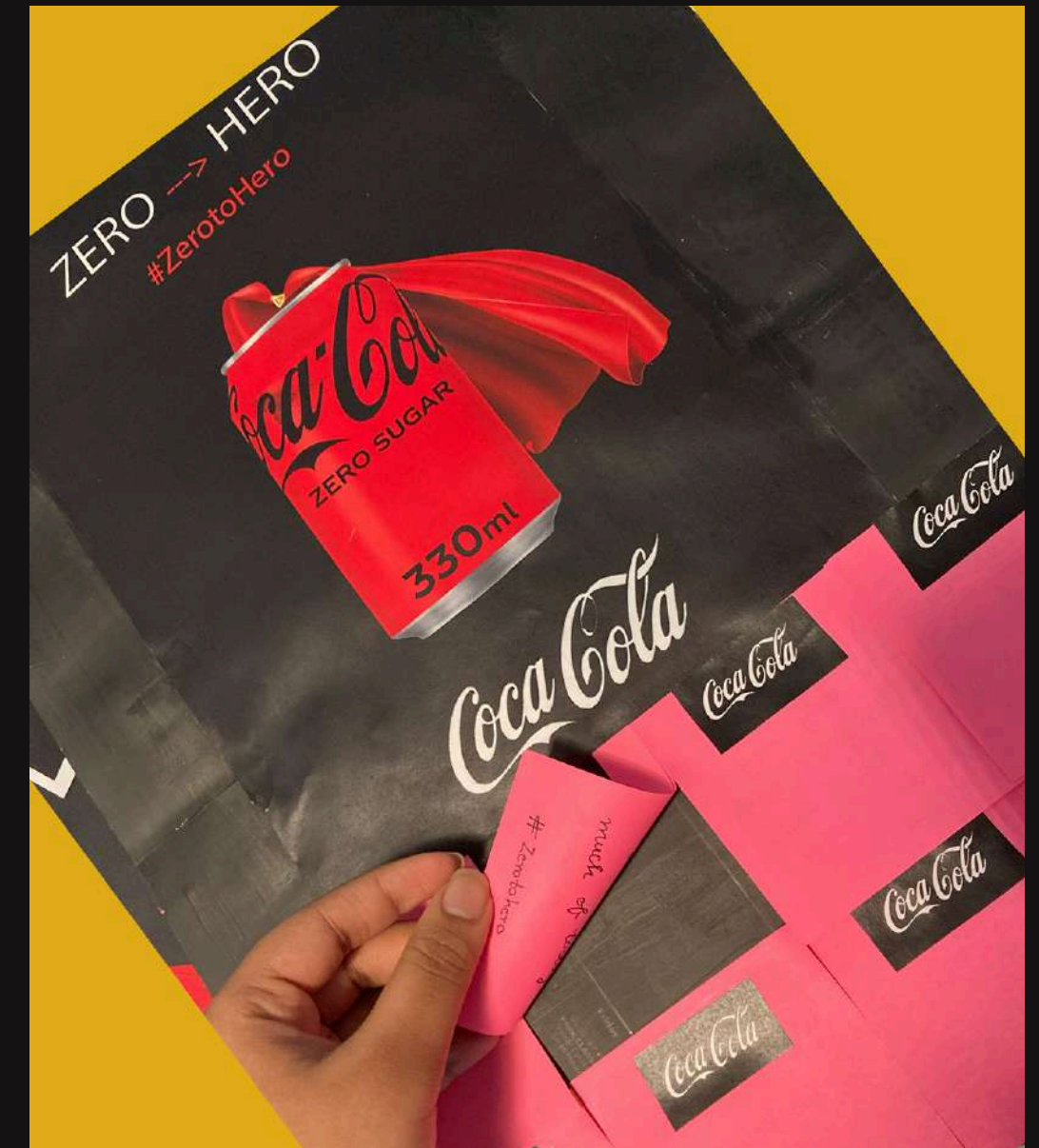


# STRATEGY

📁 Introduced "Surprise & Delight" marketing by including positive, handwritten messages inside bottle caps.

🎯 Used psychological reciprocity, when customers received an unexpected, uplifting message, they were more likely to engage with the brand and share on social media.

📢 Encouraged user-generated content with a "Share Your Message" hashtag, prompting customers to post their own bottle cap notes.

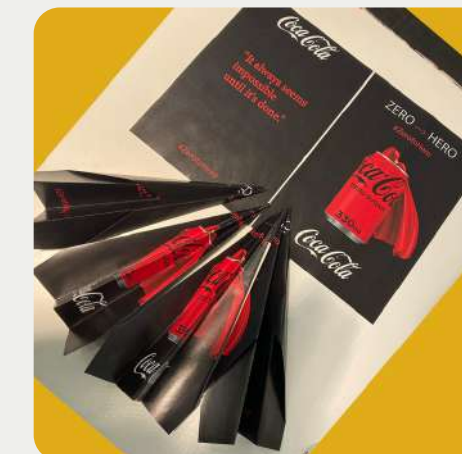


# IMPACT

🔥 Brand recall increased by 40% as customers associated the drink with positivity & motivation.

📊 Social media engagement grew organically as customers eagerly shared their bottle cap messages.

💰 Sales increased by 25%, proving that small, thoughtful brand interactions lead to big results.





# TAKEAWAY FOR MARKETERS

✓ Surprise elements drive customer engagement and make brands memorable.

✓ Emotional marketing (joy, nostalgia, motivation) creates strong brand loyalty.

**THANK  
YOU**