

Thirteen

Experimental Marketing and Creative Boutique

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be smart. drink smart.

Company Overview



- ❑ Privately owned subsidiary of the Coca-Cola Company.
- ❑ Smartwater energy water released in 1996 as the company's first product.
- ❑ Most popular in southern/western regions of the United States.
- ❑ Glaceau Smartwater reported 28.1% growth in 2011 holding 45% market share in the premium water category. (BevIndustry)

Consumer Profile

Psychographics

- ❑ Visits websites such as:

- ❑ Reads online newspapers daily and subscribes to publications such as WSJ, Good Housekeeping, National Geographic, and Readers Digest.
- ❑ Watches networks such as:
 - Target consumer stays informed enjoys learning
 - Self-improvement and DIY is appealing to our consumer



Ethnographic Evaluation



TARGET

- ❑ Bright fluorescent lighting reflected off of a white tile floor
- ❑ Product placement needs improvement, poor display and location
- ❑ Shoppers appeared to be at the top of our target age

Ethnographic Evaluation



- ❑ Men ages 20-35 dressed business casual/business formal
- ❑ Women ages 20-25 dressed casually
- ❑ Majority of customers entered CVS shopping alone
- ❑ Refrigerated product/Non refrigerated product displays dated and dull

Ethnographic Evaluation



- ❑ Refrigerated product section conveniently located and easy to find.
- ❑ Displayed directly next to competition.
- ❑ A majority of shoppers came in alone, and had very limited interactions with store employees or other customers.

SWOT



Weaknesses

1. Private brand
2. No obvious diversity or differentiation between regular bottled water and SmartWater.
3. Not flavored