



Snapchat Marketing Pitch / Fall 2016

Company

About

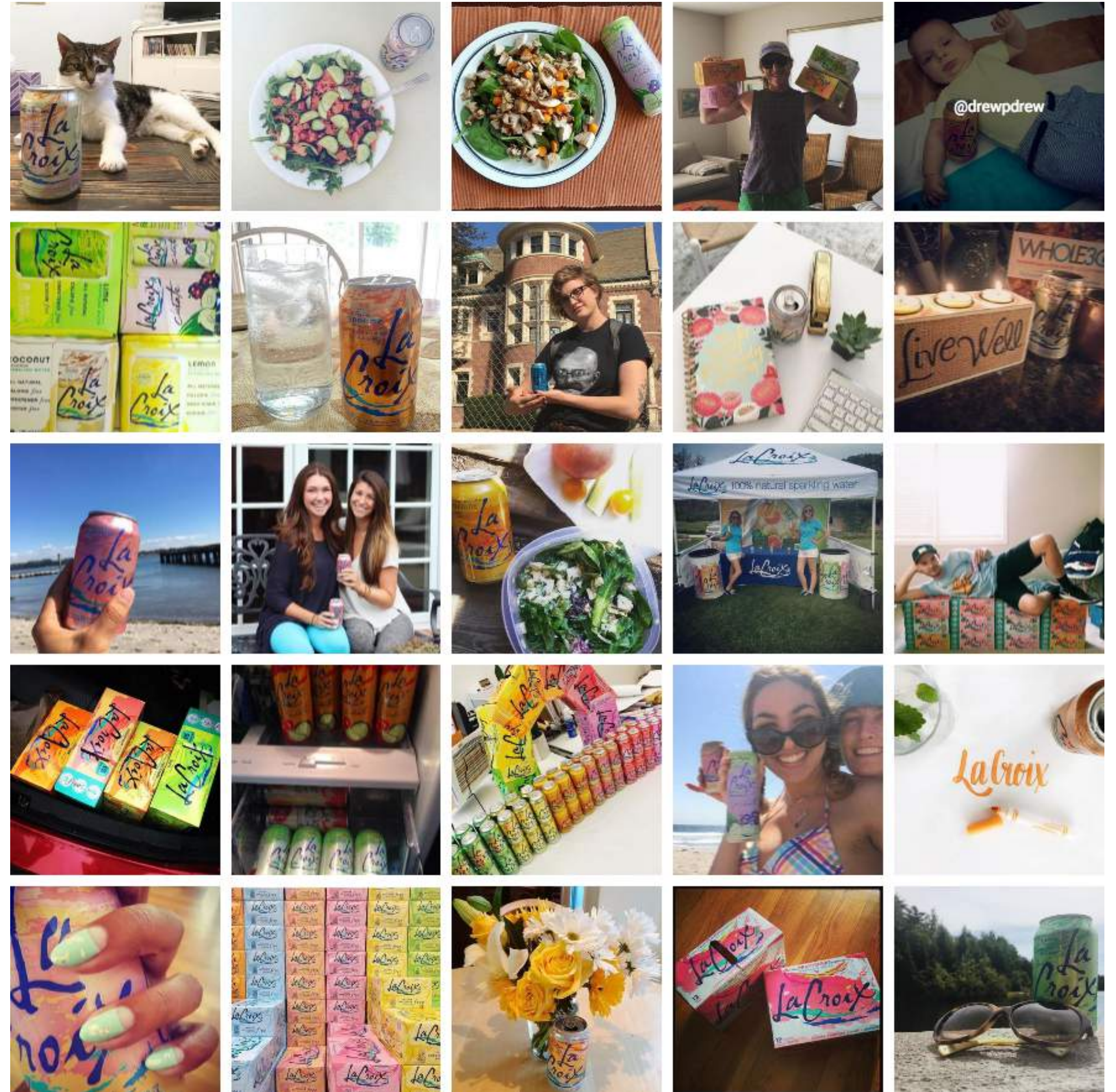
LaCroix is a flavored sparkling water that is free of sweeteners, sodium, and calories. A healthy alternative to soda, LaCroix is especially popular among tech culture.

The beverage is currently available in various sizes of cans and bottles, and has started becoming more consistently available in American grocery stores.

#LiveLaCroix

The company's current marketing strategy is to have "micro-influencers" on social media hype the product. These people are often popular viral figures who already have a passion for the product. They are rewarded with free stuff and the cycle continues.

Using this strategy, LaCroix increased it's Instagram followers from 4,000 to 30,000 within eight months in 2015.



Market

Overview

Between 2009 and 2014, the volume of carbonated bottled water sold in the U.S. has increased by 56.4 percent, according to data from Euromonitor International, a market research firm.

The market features many European brands due to the popularity of selzter in Europe that predates the popularity spike currently happening in America.

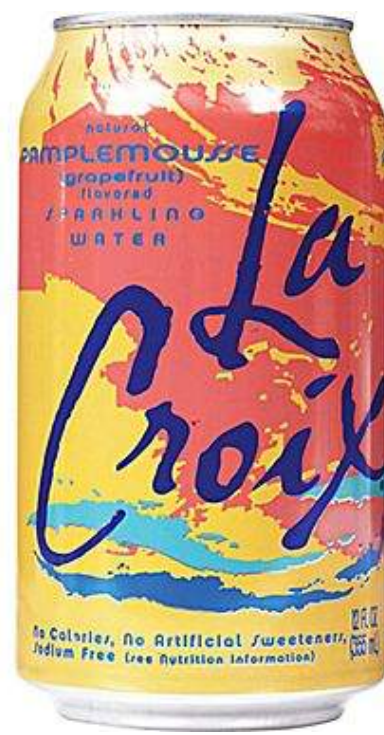
Market Position



Schweppes
2.9c/fl oz



Polar
3.8c/fl oz



LaCroix
4.2c/fl oz



Perrier
4.6c/fl oz

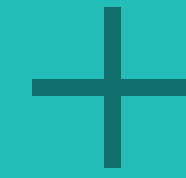


S. Pellegrino
6.8c/fl oz



Perception

Drinking LaCroix still feels like a special status due to the brand's small market share and continued limited availability nationwide. This works both for and against LaCroix in terms on brand perception.



The elusiveness of fellow drinkers and purchase points creates an aura about the drink making it seem like a luxury among the already familiar crowd.



However, the exclusivity of purchasing the drink and the passion among fans is leading to a perception of the brand being pretentious and trendy from the outside observers.

Campaign

LaCroix is just water & bubbles.

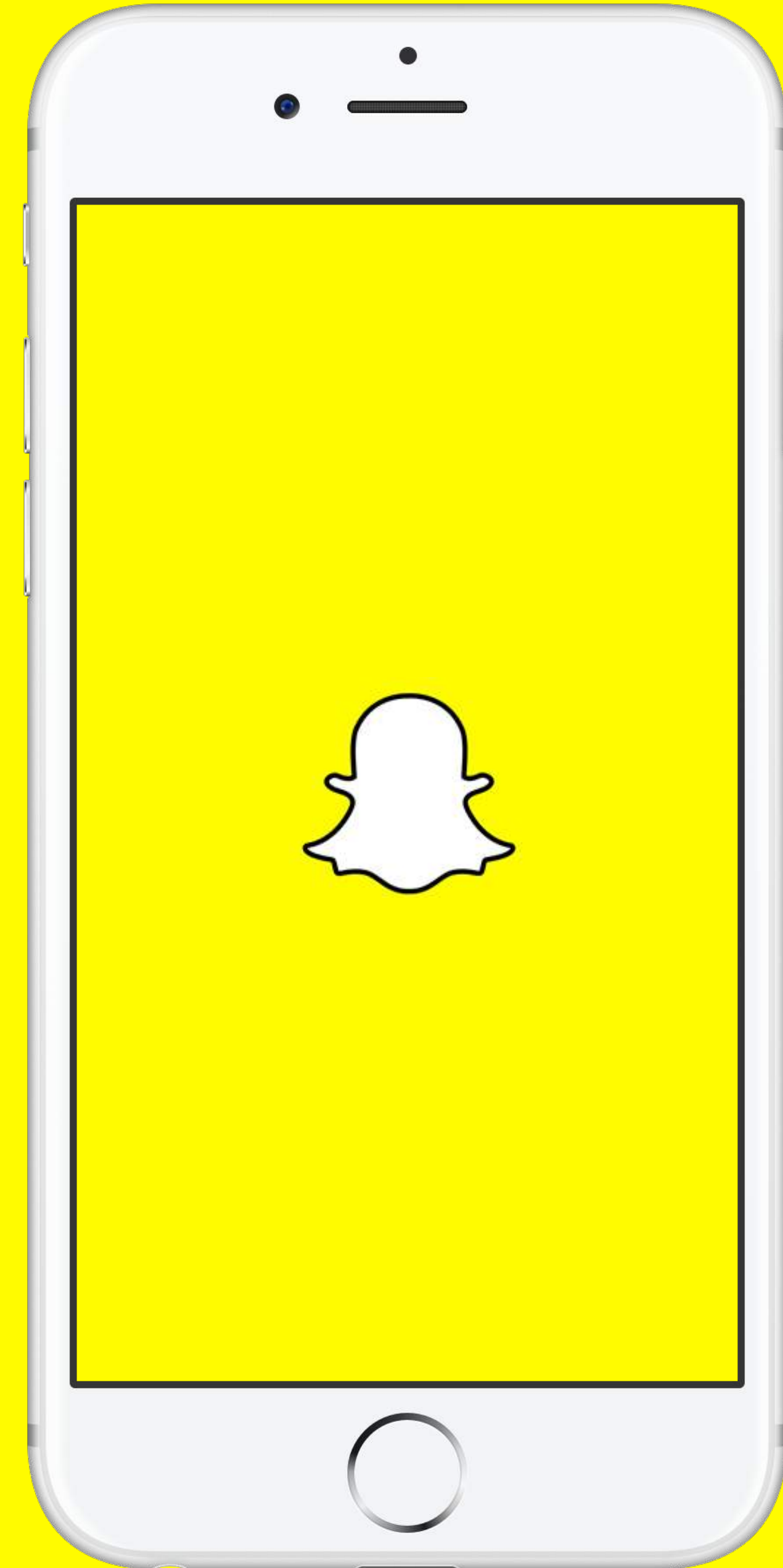
It's just water & bubbles.

LaCroix is a casual beverage.

Campaign Platform

Snapchat

A social media platform for sharing expiring content on which the young, digital crowd that makes up LaCroix's microinfluencers already has a presence.

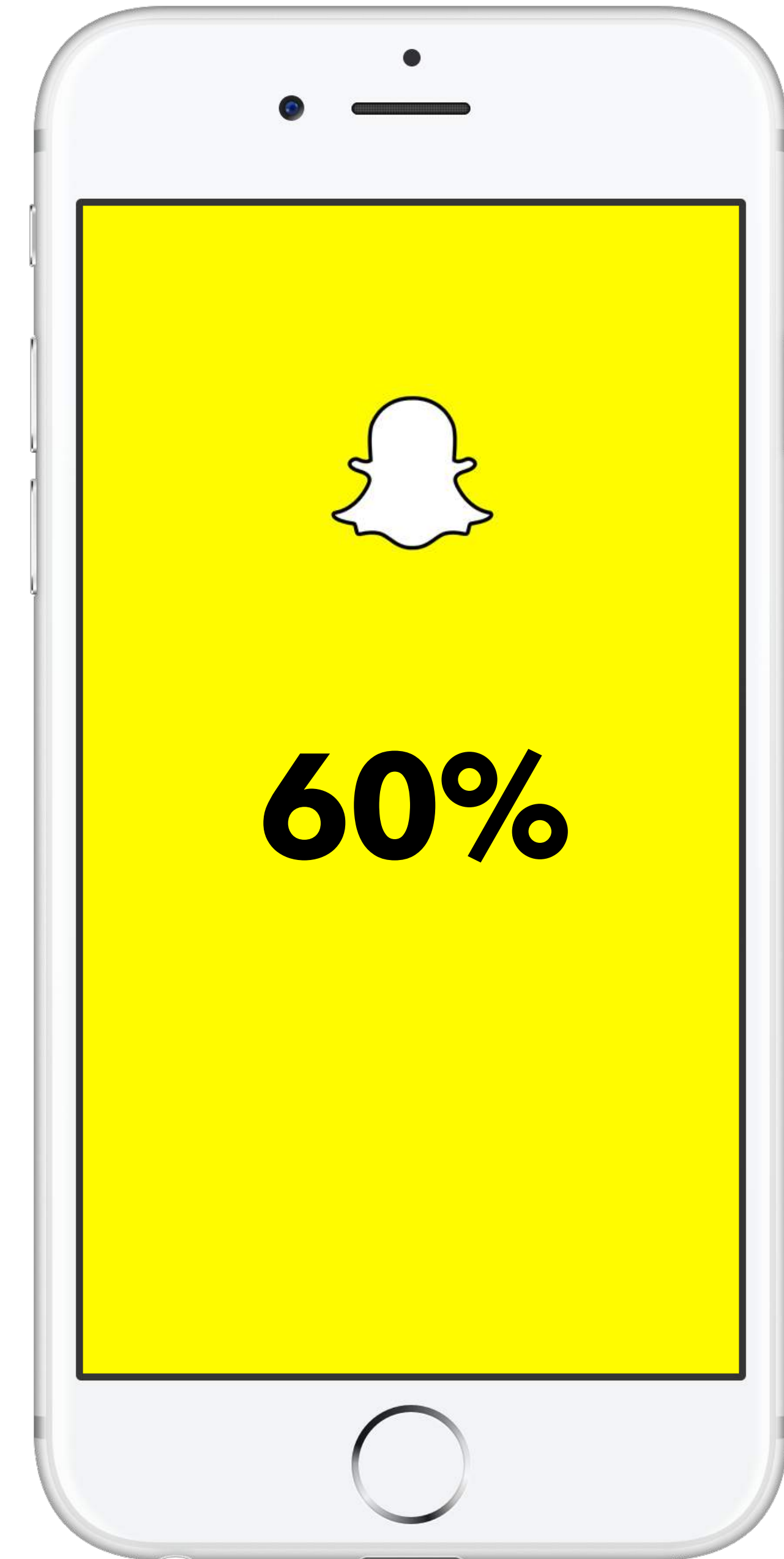


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60% of Americans between 18-24 years old with a smartphone have Snapchat on it.

41% of Americans between 18-34 years old use Snapchat every day.

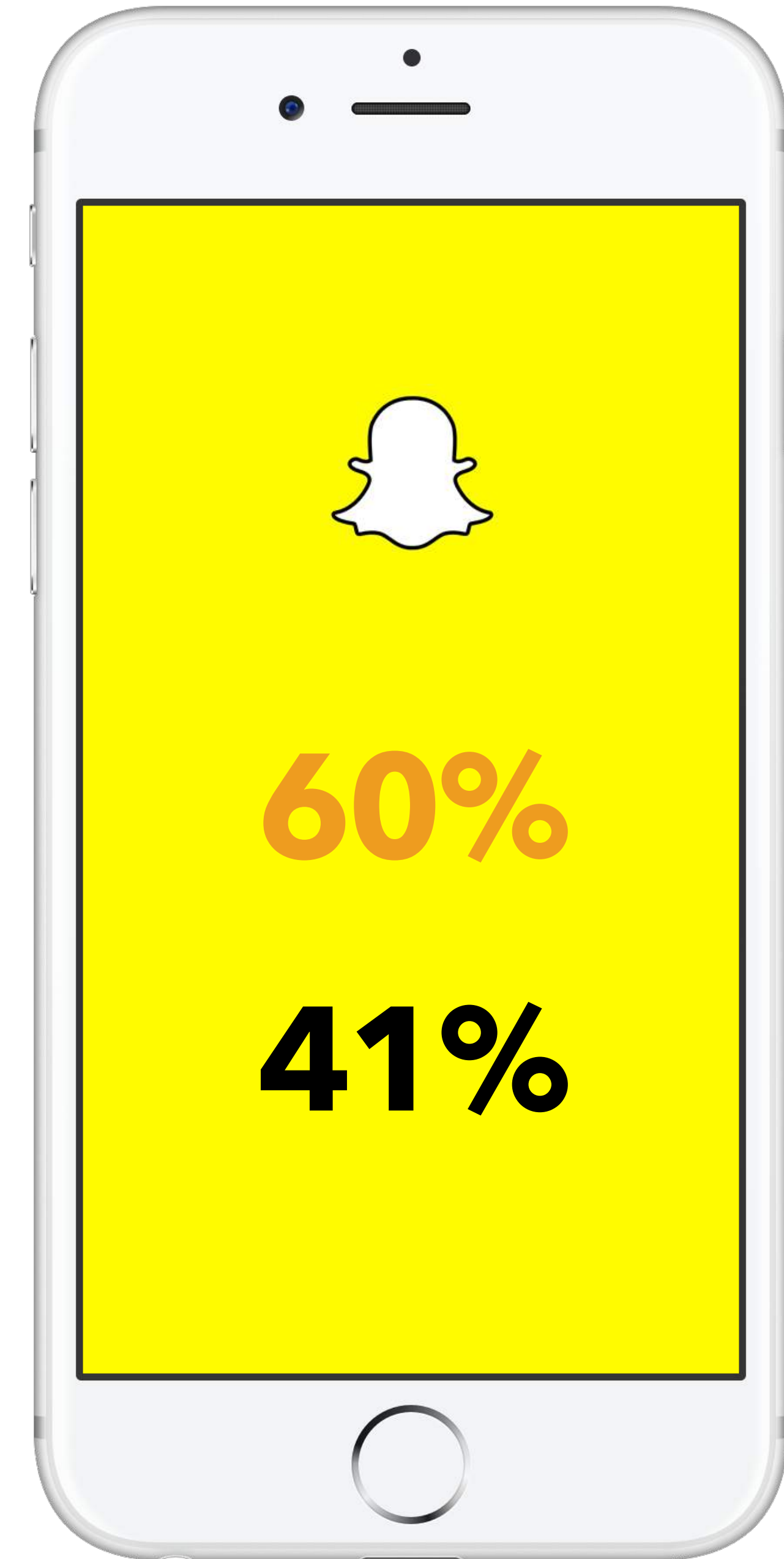


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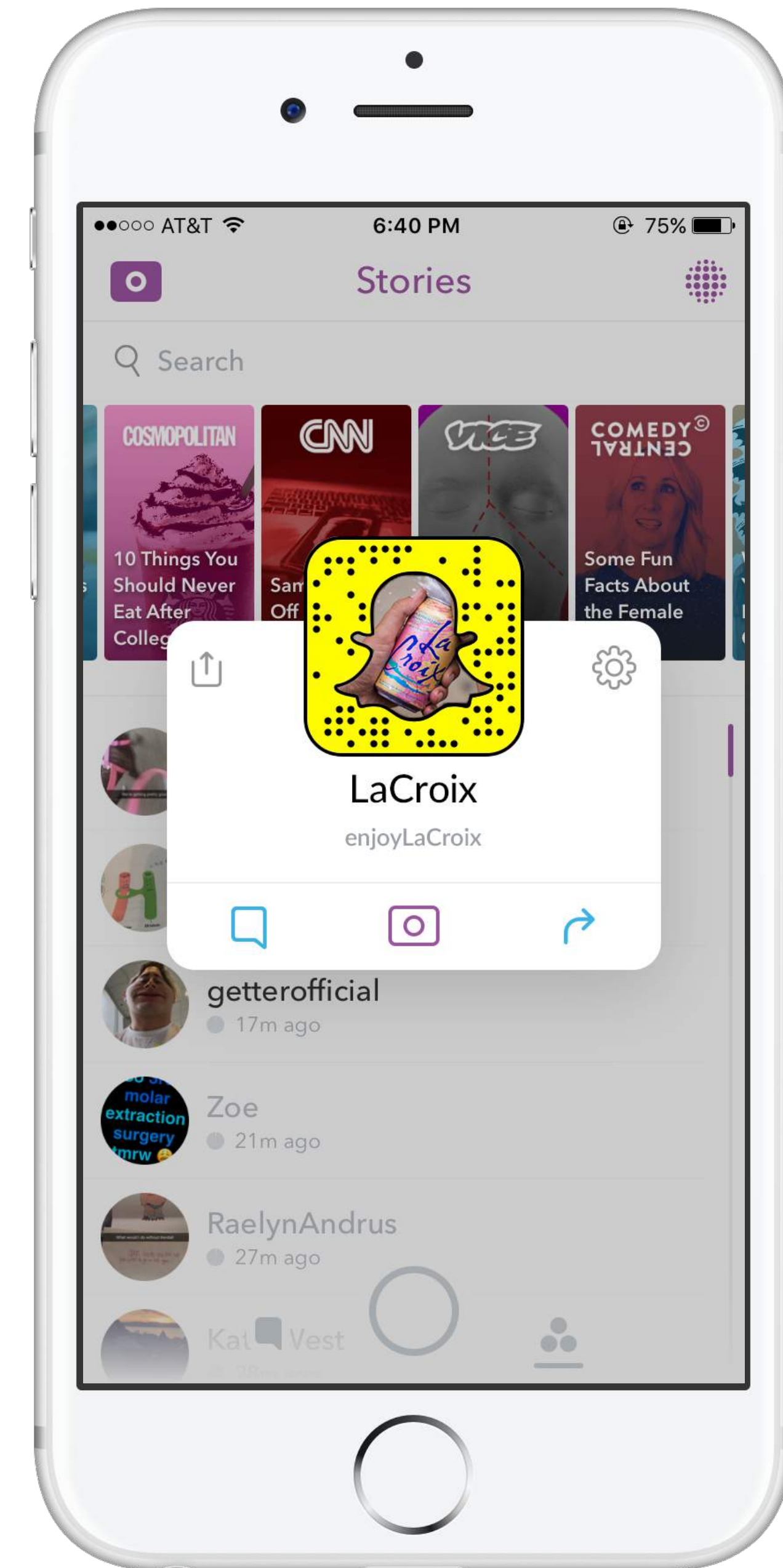
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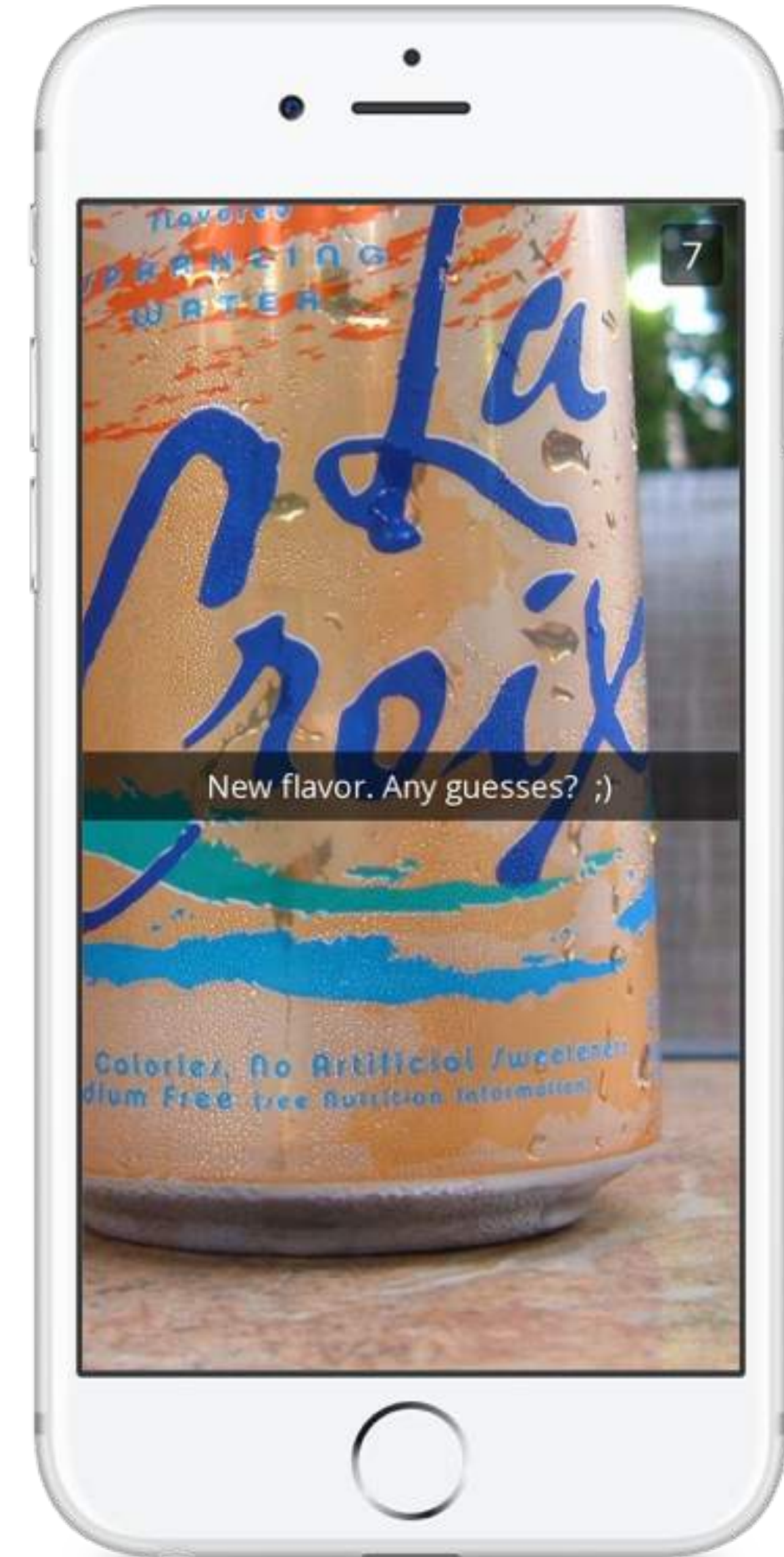
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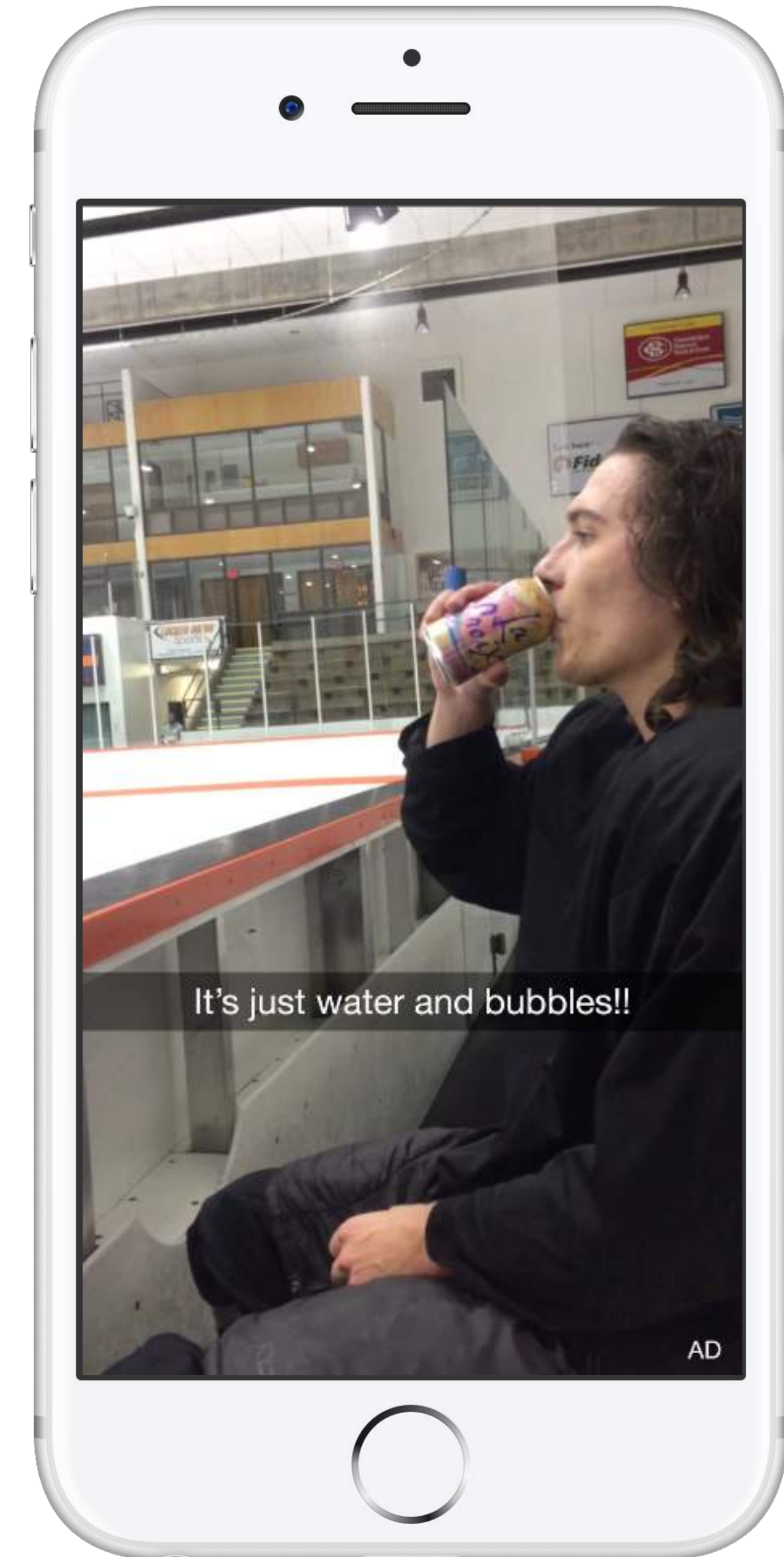
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The company can post behind the scenes photos from HQ, preview new flavors and products, or run fan contents.



Ads

Ads are displayed between user stories in a 16:9 format. The ads include an informative page that users can swipe up to access if they are interested.

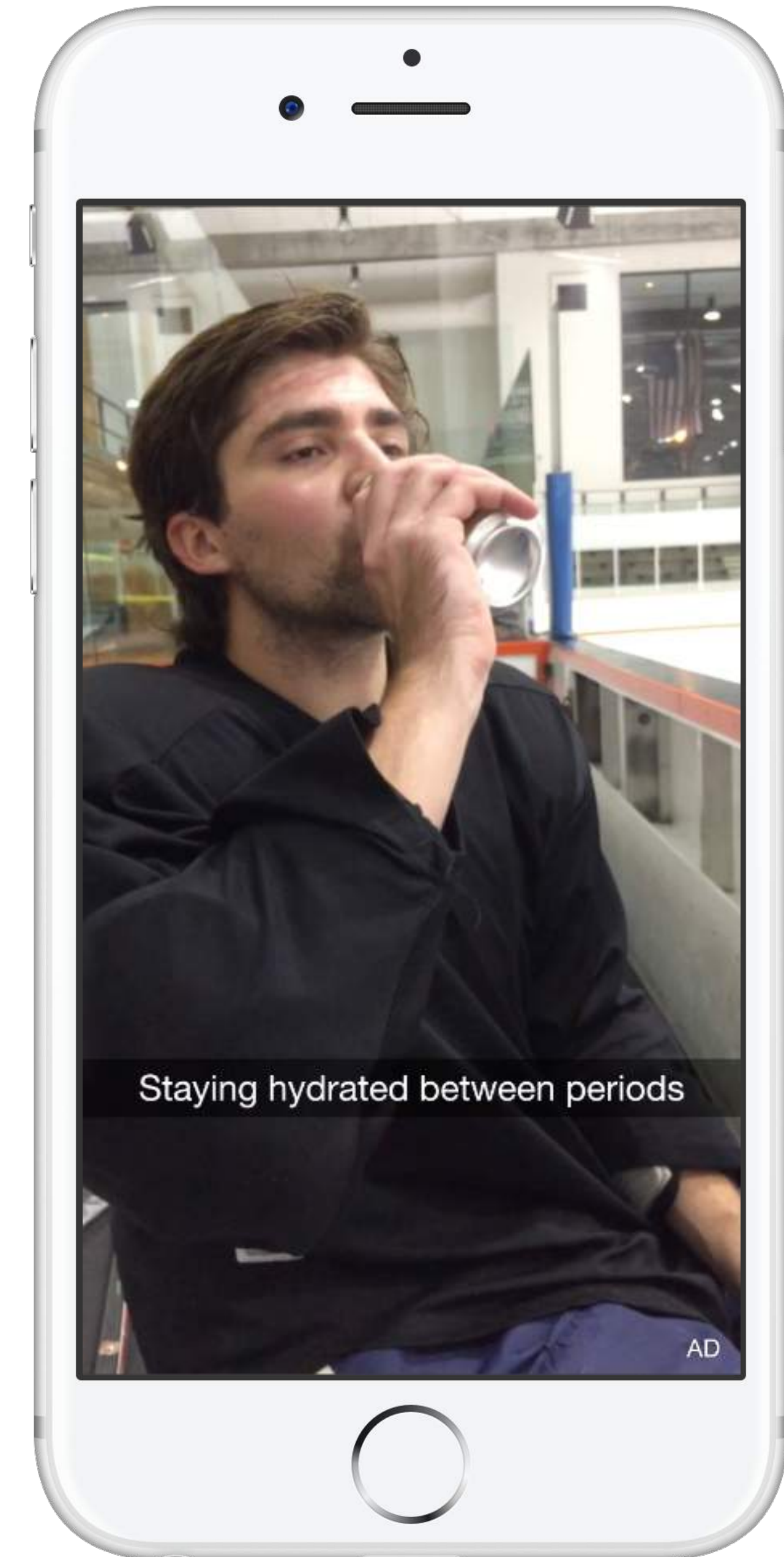


See the ad @ www.coltonwoytas.com/snapchat

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The most successful ads feel as though they are actually created with the app. This is achieved by shooting to video hand-cam style and adding text, emojis, or filters.



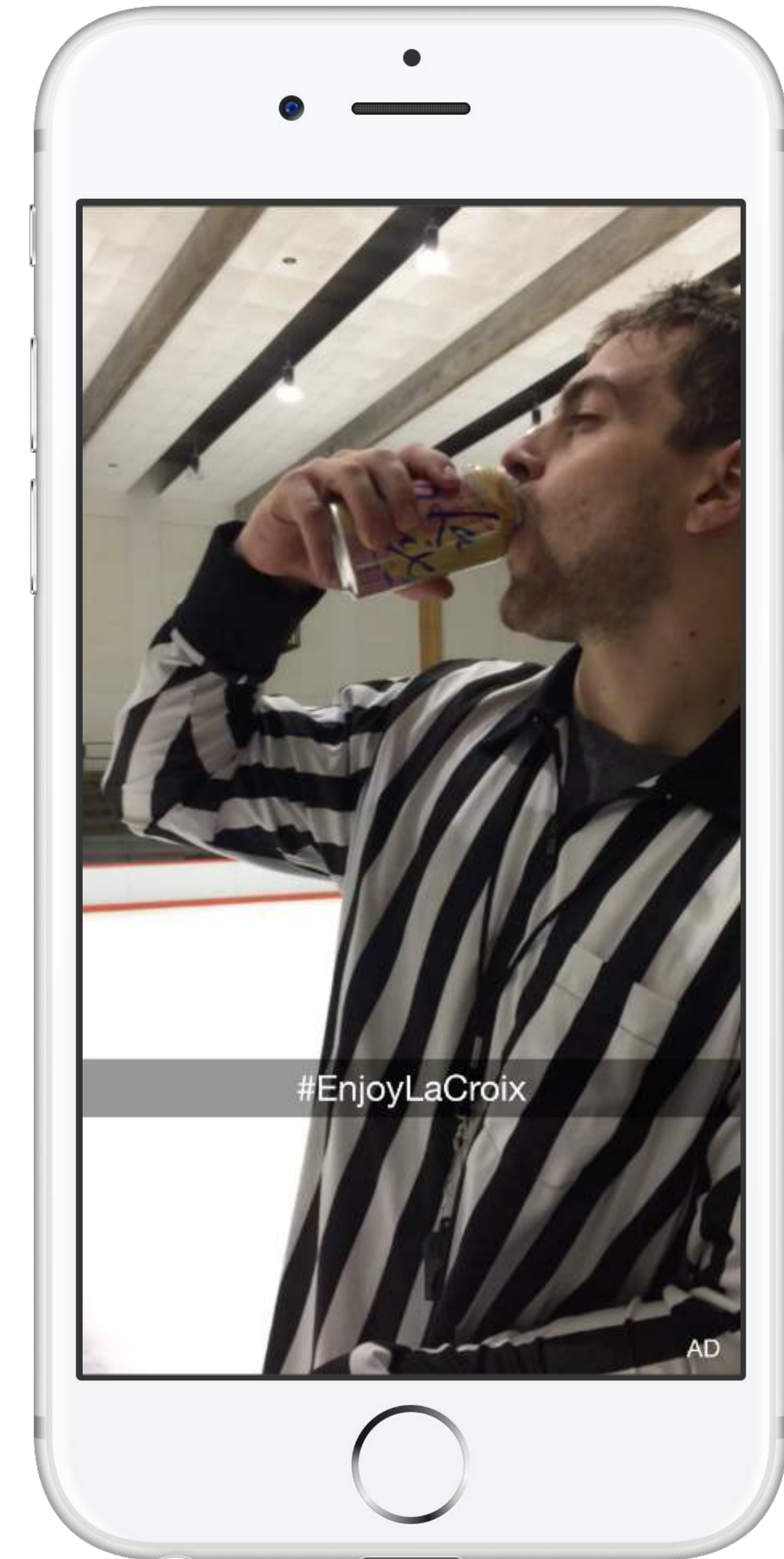
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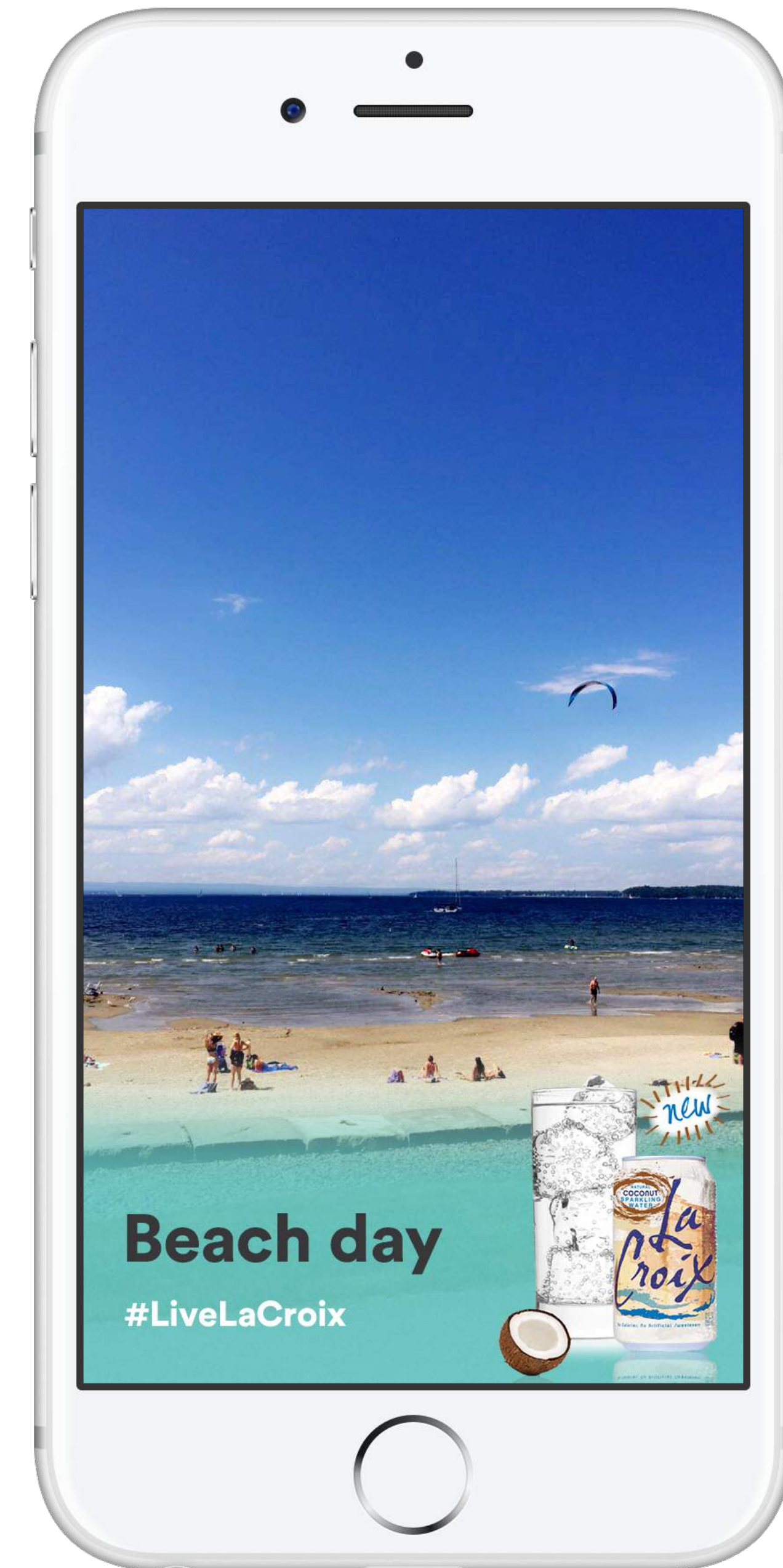
This ad concept displays the marketing theme of “It’s just water and bubbles” by showing an exaggerated situation of athletes using the drink to hydrate in game.



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Geofilters

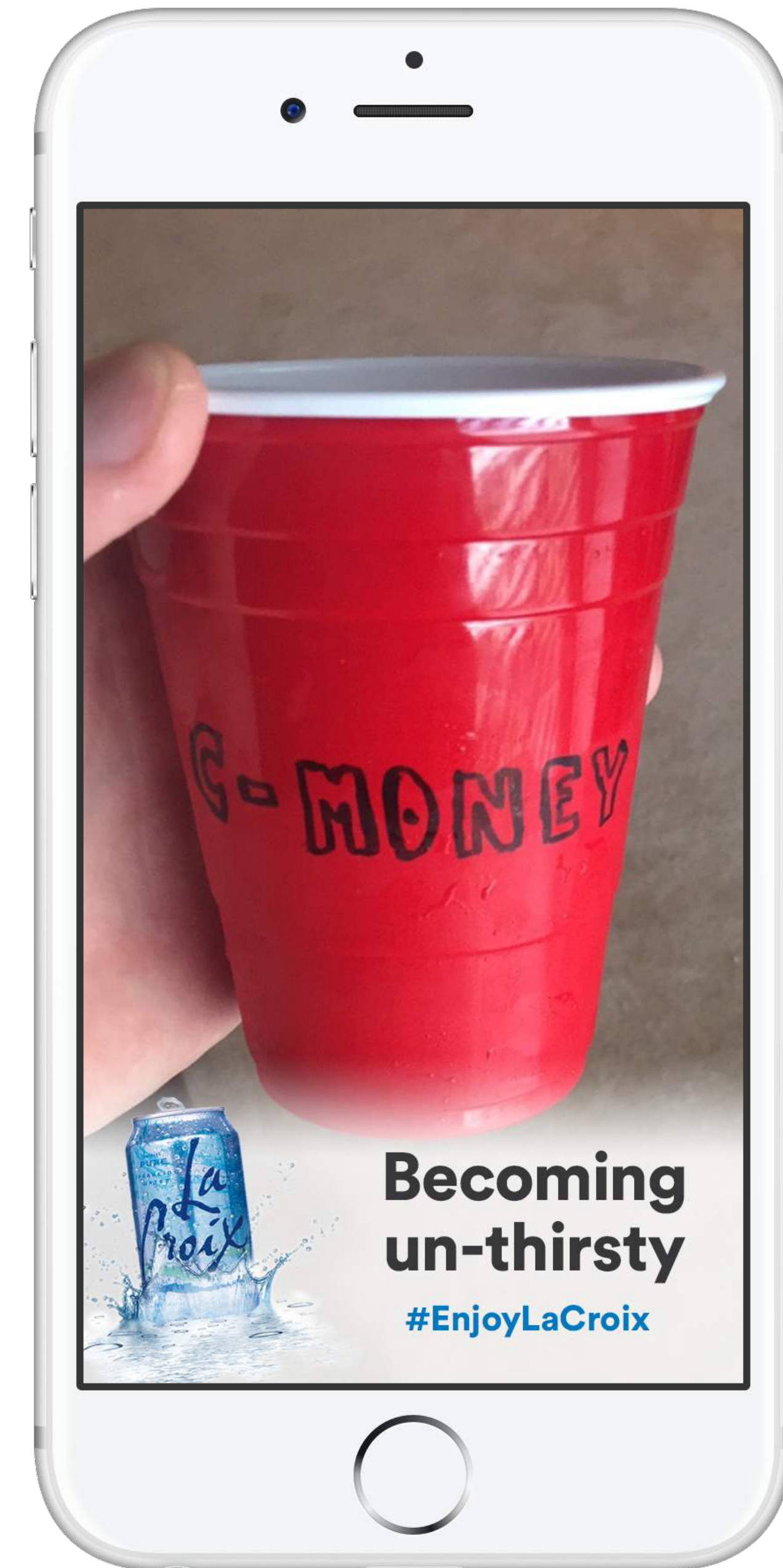
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Filters

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The most successful filters are curiously relevant to what the user just took a photo of and don't overwhelm the user's media.

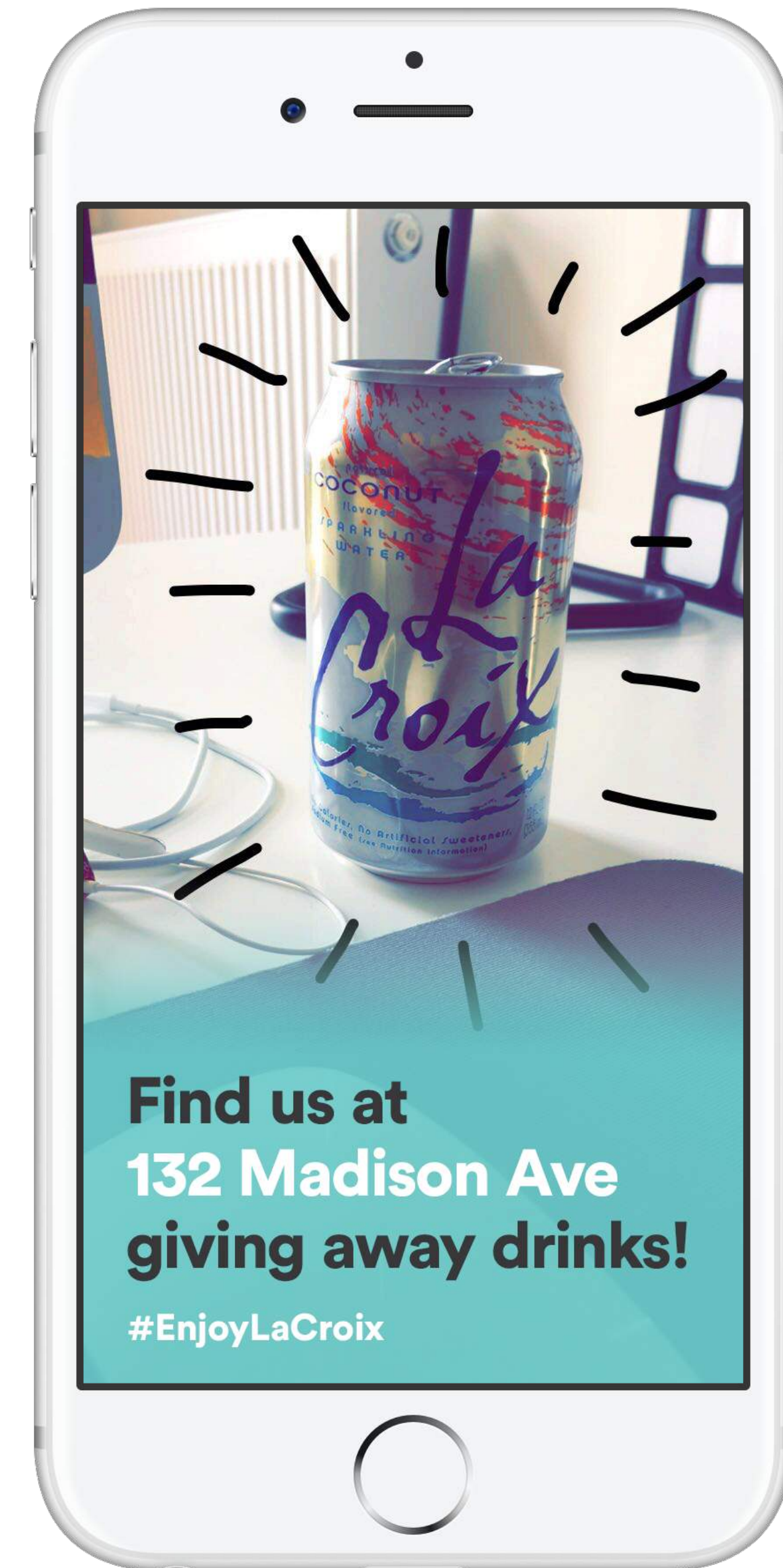


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LaCroix could also utilize filters to advertise street events. The shown example is guiding tourists to free, ice cold Lacroix in a city during a hot weekend.



Thank you!