



NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION

TEAM
101

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EXECUTIVE SUMMARY

INTRODUCTION

People across the nation, young and old, are striving to be healthier. Among U.S. adults, being healthy means more than just caring about physical well-being, with 73% of women and 66% of men saying that they want to be healthy to feel better about themselves.¹ Consumers are looking for a beverage that suits their taste and health desires, nurtures their balanced lifestyles, and validates their idiosyncrasies. Snapple, as a drink that encourages offbeat individuality and quirkiness, is in an ideal position to fill those needs.

UNDERSTANDING WHERE SNAPPLE FITS IN

Consumers have different expectations for their juice and tea drinks. Juice drinks universally serve as healthier substitutes to soda, while ready-to-drink (RTD) tea is shifting into the health drink category.

Our research found that many consumers view Snapple juice and Snapple tea as extremely similar products, if not the same. Thus, our campaign aims to strengthen Snapple's overall brand image, rather than

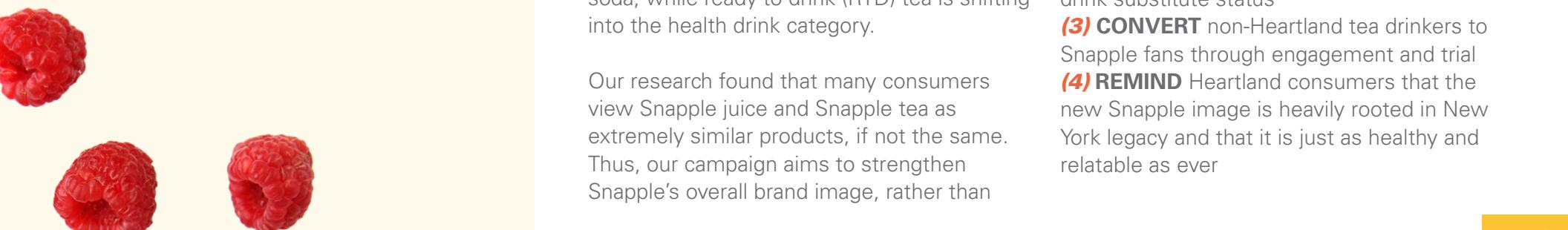
individual Snapple product lines, in order to prevent confusion in the target market's understanding of Snapple's brand.

OUR CAMPAIGN

Our nationwide, dual-strategy campaign recognizes the regional differences between **Heartland** and **non-Heartland** consumers and seeks to influence each group in regionally tailored executions and ad spots. Our campaign recognizes that Snapple's target market is searching for a beverage that offers the sweetness of an indulgence but can still be consumed guilt-free.

OUR CAMPAIGN AIMS TO

- (1) PIVOT** Snapple's tea flavors into a healthier perception across all segments
- (2) MAINTAIN** Snapple juice's current soft drink substitute status
- (3) CONVERT** non-Heartland tea drinkers to Snapple fans through engagement and trial
- (4) REMIND** Heartland consumers that the new Snapple image is heavily rooted in New York legacy and that it is just as healthy and relatable as ever



STRATEGY



THE TASK

Create a **dual-strategy, integrated marketing campaign** to grow and shape Snapple's trademark image into a brand that is relatable to both **Heartland** and **non-Heartland** consumers.

OBJECTIVES

INCREASE sales volume from 1x to 3x in the non-Heartland and from 9x to 10x in the Heartland. To accomplish this, we had to understand the differences in consumer interaction throughout Snapple's varied history in both regions.

IDENTIFY and understand the different types of juice and RTD tea consumers in terms of their beverage preferences and consumption frequency. Our top priority was to gain insights into why Heartland consumers prefer Snapple in order to devise a plan to expand it to non-Heartland consumers.

IMPROVE brand image and interaction with younger millennials who may be unfamiliar with the Snapple brand. We needed to understand two aspects of Snapple consumer behavior: how changes in company ownership may have influenced brand perception and how consumers view Snapple's different product lines.

DEVELOP strategies to compete with tea brands that are perceived as healthy in an increasingly health-conscious world. We examined the evolving beverage industry trends and found health trends to be a dominant movement in the beverage space.



1,525
RESPONDENTS

TO ONLINE CONSUMER SURVEY,
CONDUCTED NATIONWIDE



36
TASTE TESTS

OF SNAPPLE JUICE AND
TEA BEVERAGES



300+
HOURS

OF SECONDARY RESEARCH
CONDUCTED ONLINE



10

FOCUS GROUPS

FACILITATED TO EXPLORE
BEVERAGE CONSUMPTION
AND BUYING HABITS



9

SHOP-ALONGS

EXAMINING HOW CONSUMERS
MAKE DECISIONS IN STORES



44

STATES

REACHED NATIONWIDE
THROUGH SURVEYS AND
INTERVIEWS

PRIMARY GOALS



Heartland

EXPOSE consumers to

588 million

impressions in order to increase
brand relevance to 75%

CONVERT

28 million

heavy users from 9x to 10x
annual purchases



Non-Heartland

DRIVE

26 million

people who do not currently
drink Snapple to trial

CONVERT

101 million

light users from 1x to 3x annual
purchases

By accomplishing these objectives, we will increase Snapple's overall sales
volume by **14 million** cases nationally

RESEARCH METHODS

SECONDARY RESEARCH

To supplement our primary research, we also turned to a variety of secondary resources. We primarily focused on industry reports and general consumer reviews to gain a sense of the industry, consumer buying habits, and the public's perception of Snapple.

In terms of consumer habits, we found:

MILLENNIALS & READY-TO-DRINK TEA:

A MILLENNIALS

are more likely to drink RTD teas than other generations.²

B OLDER MILLENNIALS

(late 20s to early 30s) are more likely than younger millennials to drink RTD teas.²

C WESTERN MILLENNIALS

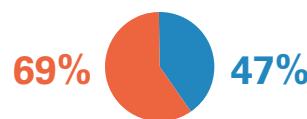
have conflicting habits in that they are **more health conscious** but are **38% more likely** to eat at **fast food** restaurants once a week or more.³

D NORTHEASTERN MILLENNIALS

are more likely to eat breakfast on the road or at work than at home, and are **38% more likely** to have at least a **20-minute commute to work**.³

PARENTS & READY-TO-DRINK TEA:

A



Parents are significantly more likely to drink RTD tea (**69%**) than non-parents (**47%**), and **fathers** are the heaviest RTD tea drinkers.²

B

52%

of parents purchase RTD tea for their children.²

C



When asked to create their ideal RTD tea, consumers are more likely to create one that is **relaxing** rather than **energizing**.²

D

BABY BOOMERS

are the most likely demographic to buy RTD teas at supermarkets.²

ADULTS & JUICE:

A

75%

of adults drink 100% juice and/or juice drinks.⁴

CONVENIENCE STORE INSIGHTS

A



The vast majority of people who visit **convenience stores** are between the ages of **18-34**.⁵



RESEARCH METHODS

COMPETITIVE ANALYSIS

We sampled **five top RTD tea brands** in the category and derived market positions for each. By analyzing product and digital messaging, we discovered that the market contains two key audiences within the category: **Taste-Seekers** and **Health-Seekers**.

We found these five brands to be representative of how smaller brands within the RTD category compete. Brands geared towards **taste** tend to have more creative freedom with their core brand message. Conversely, tea brands that appeal to **health** have more informative messaging that emphasizes the functional benefits of tea.

HEALTH-SEEKERS



PURE LEAF – GOOD FOR YOU

Pure Leaf's core messaging highlights the ingredients of the tea with the tagline "Real Leaf-Brewed Tea." Compared to competitors, Pure Leaf is centered on associating its tea with complementary health offerings, such as vegetarian recipes. Therefore, the brand speaks more as a health-expert (straight-forward) than a health-advocate (inspirational).

GOLD PEAK – HOMEMADE RECIPE

Similar to Pure Leaf, Gold Peak attracts the health-seeking market. However, it positions itself around domestic family life. It alludes to nutrition through its "Home-Brewed Taste" slogan rather than its ingredients. Instead of direct health promotion, the brand places its products in the context of life events where tea is appropriate.

LIPTON – ESTABLISHED TEA BRAND

As a more established brand in the market, Lipton has a historical brand offering. It largely markets itself as a generic tea. By using simple messaging, it does not specifically target health or taste. However, it tilts slightly towards the health-seeking audience by associating more generally with traditional tea.

TASTE-SEEKERS



BRISK – SOFT DRINK

Brisk has the strongest appeal towards taste. More similar to soft drinks than its competitors, it seeks to circumvent calorie-conscious consumers by boasting its "Bold and Refreshing" taste. Brisk has experimented with its marketing more recently, utilizing graffiti-style characters to promote the brand.

ARIZONA – AFFORDABLE PRICE

AriZona markets more on style, from its packaging to its social media messaging. From funky flavor names to partnerships with Shaquille O'Neal, AriZona emphasizes the taste and culture of its brand. All in all, AriZona has a much more pronounced geographical culture, e.g. West Coast, which represents a surfer/skater aesthetic.



RESEARCH METHODS

SURVEY

SURVEY OBJECTIVES

Considering Snapple's huge potential market, our first goal was to identify who drinks Snapple, who does not, and why. Our second goal was to identify how people in the two given regions (the Heartland and non-Heartland) differ in attitudes towards Snapple. We achieved this goal by asking survey participants to answer questions about their personality and interactions with the Snapple brand. We also explored how consumers perceive Snapple's presence in the beverage niche by asking them to directly compare Snapple to its two largest competitors, Lipton and AriZona. This shed light on how consumers ultimately choose a drink in the highly saturated beverage market.

SURVEY DESIGN

By conducting preliminary focus groups with a variety of consumers from diverse geographical backgrounds, we were able to define important questions and metrics with which to design our survey and measure results. We developed working hypotheses based on preliminary focus groups and constructed the survey to rigorously test our hypotheses. Our four areas of focus were Snapple perception, competitor comparison, overall beverage preferences, and lifestyle.

FINDINGS

Brand Perception

In agreement with the case, our respondents from the Heartland reported more favorable perceptions of Snapple than those from the non-Heartland. However, people across all regions tended to favor healthier tea brands. The top three words survey respondents used to describe Snapple were "sweet," "tea," and "juice." These descriptions reflect the two problems with Snapple's current branding: **1) consumers view Snapple juice drinks as overly sugary** and **2) a large majority of non-Heartland respondents find Snapple's branding ambiguous**.

Beverage Drinking Habits

53% of respondents listed taste as the most important determining factor when choosing a beverage, followed closely by healthiness (**21%**) and price (**19%**).

65% of parents ranked healthiness as the most important factor when considering a beverage for their child.

39% of respondents purchase Snapple primarily on the go, **28%** buy Snapple with a meal, **26%** view it as a treat, and **7%** buy in bulk only.

Gas stations and minimarts were by far the most popular places to purchase Snapple for the non-Heartland, capturing **46%** of respondents.

Delis were the most popular places to purchase Snapple for the Heartland, capturing **50%** of respondents.

52% of people reported Snapple's sugar content as the primary barrier to purchase, although **59%** of people also believed Snapple was a slightly healthier substitute for soft drinks.

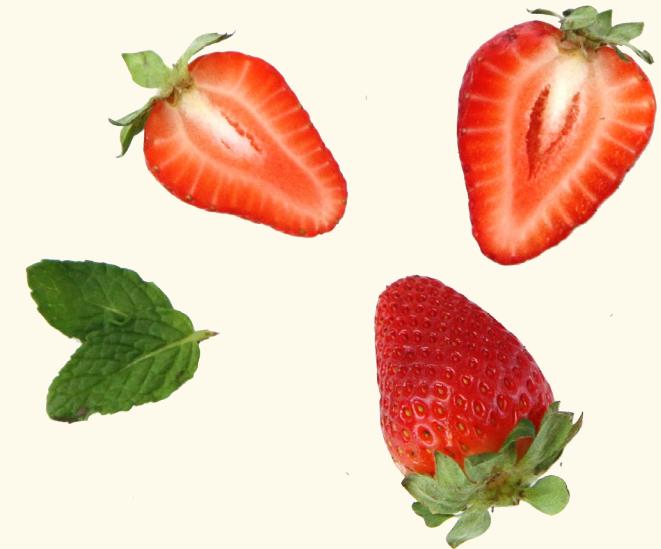


FOCUS GROUPS + TASTE TESTS

Following our survey, we conducted ten focus groups among non-Heartland consumers to further understand their views on tea and juice drinks. Each focus group lasted thirty minutes, during which participants discussed and answered questions about **(1) their purchasing habits and motivations, (2) how they view Snapple and its competitors, and (3) how they interact with other beverage brands.**

FINDINGS

- 1** Consistent with our survey results, we found that non-Heartland consumers are more likely to purchase tea and juice drinks while **on the go** than with a meal. They drink tea and juice beverages to feel refreshed, especially during the afternoon when energy is low.
- 2** Most participants tend to buy the **same brand of beverage** every time they make a purchase. Since purchases are often made on the go, non-Heartland consumers do not have as much time to make a decision and thus always choose the brand they are already familiar with.
- 3** Participants are **unlikely to switch beverage brands** unless they have first sampled the product or heard about it from a famous figure, either online or on television.
- 4** Consumers consider Snapple's **glass bottle** to be one of the brand's main positive differentiating features, though the glass bottle itself does not drive purchase. However, having the glass makes them feel as though the drink is less artificial than those packaged in plastic bottles or aluminum cans.
- 5** Many have memories of drinking Snapple as children and can describe their childhood impressions of the brand. However, when asked about their perceptions of Snapple today, participants **did not have a clear idea** of how to describe the brand's personality.



TASTE TESTS

To further our competitive analysis, we lined Snapple up against two of its competitors — **AriZona** and **Lipton**. We assessed non-Heartland consumers' beliefs on the differences of each beverage. Snapple ranked **high on sweetness and uniqueness** of flavors, but ranked **low on healthiness**. The highest-ranking Snapple flavors were Peach Tea, Pink Lemonade, and Kiwi Strawberry, due to the participants' association of the beverage with their childhoods.



MARKET SEGMENTATION

NON-HEARTLAND



**18-28
SNAPPLE STRANGERS**

The Snapple Stranger segment is composed of the **younger half** of the non-Heartland demographic and is characterized by a combination of large **transitional life stages**: college, career beginnings, and family. Too young to remember Snapple at the height of its popularity, Snapple Strangers are ready for a reintroduction to the brand. This segment most often purchases Snapple and similar beverages at convenience stores and gas stations. They are the most **price sensitive** of the age spread, and consider value for their money to be a very important factor in their purchases. For them, tea is meant to be healthy and refreshing. This group is **aspirationally healthy**, caring more about a lifestyle that appears healthy than one that actually is healthy.



**29-49
SNAPPLE SENTIMENTALS**

This demographic is familiar with Snapple and likely remembers snippets of the brand's popularity throughout the '90s; however, they do not have particular loyalty to the brand. When purchasing beverages for their children, **healthiness** is the most important factor. This group is **less price sensitive** and most often buys Snapple **on the go** when requested by their children or in bulk during grocery shopping trips. They care less about brands being socially responsible and have the **lowest levels of brand loyalty** compared to other groups. This segment values tea drinks that are genuinely healthy over those that only appear healthy.

HEARTLAND



**18-28
SNAPPLE DEVOTEES**

Like the Snapple Strangers, this demographic lives life in the fast lane and is facing **transitional life stages**. This demographic is the most likely to be commuting on public transit in populous, metropolitan areas. Their love of Snapple has been passed down by their parents. Because of this love, this demographic is most likely to purchase Snapple **in bulk** at a supermarket or with a meal in a deli. They care about the **appearance** of a healthy lifestyle over actual healthiness. These Snapple drinkers, while **already sold** on the Snapple product, would also like Snapple's tea beverage to feel more like a healthy drink. However, they enjoy the taste of Snapple juice drinks so much that they **do not care** about the sugar content.



**29-49
SNAPPLE CRUSADERS**

This segment also leads a fast-paced life, constantly trying to **balance** a career and family. A large portion of this segment also commutes on public transit, but they are more likely to have **dispersed** into suburbs and/or purchased a car. This group grew up drinking Snapple and they absolutely love it. They are passing on their love of Snapple by buying it **in bulk** for their children to drink at home. They are most likely to purchase individual bottles of Snapple for themselves at delis or supermarkets to **drink with a meal**. This group has stuck with Snapple throughout its ups and downs and takes the Snapple legacy very seriously. Although they would love to have Snapple **on tap**, **health consciousness** has begun to set in.



CREATIVE BRIEF



HUMAN INSIGHT

People wish to reconcile with their flaws and become comfortable with who they are, while still striving to achieve their ideal selves.

PLANS BOOK LEGEND

CREATIVE



HEARTLAND
EXECUTIONS



NON-HEARTLAND
EXECUTIONS

MEDIA ANGLES

C - CAPTIVATE

D - DIFFERENTIATE

A - ACTIVATE



CAMPAIGN FOCUS

Snapple is the same quirky brand it has always been, but it has matured to accommodate different lifestyles. We are not positioning Snapple as a health drink. Instead, we are reframing the conversation and showing that Snapple fits into a balanced, healthy lifestyle.

POSITIONING/TONE

Snapple is a premium beverage that appreciates the consumer's need for **individualism** and **balance**. The beverage provides a guilt-free option with a genuine demeanor. Snapple allows brand newbies and brand veterans to enjoy a fun, affordable, and healthy beverage. The brand celebrates the idiosyncrasies of the individual by emphasizing how one should appreciate and embrace his or her quirks. Our market seeks improvement, but not perfection. Snapple is not a health drink, but **a taste of sweetness in a balanced lifestyle**.

STRATEGY AND SUCCESS

We need to spur NHL trial purchases and increase HL loyalty purchases in order to:

- 1** **Frame** Snapple as a beverage that fits into the lifestyle of a young NHL consumer and is an extension of their distinct personalities.
- 2** **Build** awareness of Snapple's premium value, durability, and individuality.
- 3** **Convince** older NHLs that Snapple is a naturally refreshing drink that can be shared with their families without experiencing the guilt that less-healthy options bring.
- 4** **Position** Snapple in the minds of parents as a healthy and fulfilling option for their children, compared to other drinks.
- 5** **Emphasize** the same Snapple that young HL customers know and love, while showing how the brand is now healthier and better suited to their balanced lifestyle.
- 6** **Eliminate** the guilt Snapple customers may feel with their Snapple consumption. Ensure that the Snapple they love is still alive!

CREATIVE



Snapple is an **idiosyncratic drink** for **idiosyncratic people**.

With a huge range of tea and juice flavors and hundreds of real facts, each Snapple bottle is unique. Snapple knows that no two consumers or lifestyles are the same and seeks to demonstrate that there is nothing wrong with **being a little offbeat**.

We sought to highlight Snapple as the **quirky, free-spirited companion** Heartlanders have always known and loved, while simultaneously sharing the Heartland's enthusiasm with those in the rest of the country. For the non-Heartland, we wanted to **(re)introduce a beverage that is natural** in every sense of the word: a brand that prides itself on its wholesome ingredients while encouraging its consumers to **live naturally** themselves.

Out of this came a message we wanted to spread across the country, from Manhattan Beach to Manhattan, New York:



Snapple is all natural, and it encourages you to be, too. Embracing the lifestyle you lead, quirks and all, is essential to a happy and balanced lifestyle. **"The Best Stuff Pops"** celebrates both Snapple's "Best Stuff" and your own.

Just as Snapple "pops" when you open it, so do the best things about you and your hometown, whether that be in the Heartland or non-Heartland. After all, the best attributes are those that set you apart from the crowd.



MEET THE SNAPPLE LADIES

Building on Snapple's previous success with Wendy, we looked to create a consistent set of characters for our campaign. They would help build and differentiate Snapple's brand personality and encourage potential consumers in both the Heartland and non-Heartland to connect with the brand in a memorable and lighthearted way. **Enter the Snapple Ladies, Bobby and Libby.**

Bobby

Meet **Bobby**. While Bobby may call the non-Heartland her home, she is happiest when on the move. She has spent her life scaling mountain ranges all over the world and continues to do so to this day. Bobby emanates a free-spirited sense of positivity and approaches life like she approaches rock climbing — **the only way to go is up**. Bobby personifies the **well-rounded, healthy, and glass-half-full** attitude of Snapple, while representing the **non-Heartland**.

Libby

Meet **Libby**. Libby is a New Yorker through and through, so much so that she was named after the iconic statue on Liberty Island. Libby dresses to **impress** and **express**. She is refined, well traveled, charmingly witty and smart. Libby is always out to enjoy herself and marches to the beat of her own drum. She personifies the **premium, witty, and individualistic** side of Snapple, while also representing the **Heartland**.



ULTIMATELY, AS BEST FRIENDS AND PARTNERS IN CRIME, THE SNAPPLE LADIES LIVE LIFE TO THE FULLEST AND EMBRACE WHO THEY ARE. THEY WANT THE SAME FOR YOU, BECAUSE **THE BEST STUFF (ABOUT YOU) POPS.**

PRINT ADS



ALL-AMERICAN POP

The background is a New York skyline. It is 4th of July, and fireworks are going off. Libby stands in the foreground holding a Snapple positioned so it looks as though a firework is coming out of the bottle. It is not only Snapple that pops, but also the best traditions and happy memories of your hometown, as well as Snapple's.



ALL-NATURAL POP

The ad is situated at Yellowstone National Park, where Bobby is standing in front of an active geyser. Bobby is holding a Snapple bottle right in front of the geyser to make it look as if the water is popping out of the Snapple bottle. This connects with "The Best Stuff Pops" as the ad celebrates the idiosyncrasies of nature - a natural occurrence of "pop" that is tied to Snapple in a fun and humorous way.

MEDIA ANGLE



Print media will target our older demographics: Snapple Sentimentals and Snapple Crusaders. These placements fit into the consumer's lifestyle as they drink Snapple on the go, when consumers are likely to read a magazine or newspaper.

VIDEO AD PART ONE



INTRODUCING THE SNAPPLE LADIES

Narrator: (*In a comically formal voice*) The Snapple team has scoured the nation to find the new face of its brand. One, a ray of sunshine from Snapple's home in the Big Apple, and the other, an avid adventurer hailing from the great outdoors.

[The Snapple Ladies are only shown through glimpses until the big reveal.]
Narrator: America, meet the Snapple Ladies.

Libby struts through a crowded subway train as Bobby casually scales a cliff, pulling out her smartphone to snap a picture of her surroundings.

Libby: I woke up like this.

Bobby: That one's for the grandkids! Ooo... but what filter?

Narrator: Bobby and Libby have been Snapple fanatics since the '70s. But it's more than that. They live with a certain *joie de vivre*, this *je ne sais quoi*. What's the word? They are... They just...

Bobby and Libby interrupt, walking out into what is revealed to be a film set. Sitting in director's chairs, they each pull out a Snapple.

Libby: I believe the word you're looking for is they-

Bobby & Libby: (popping open Snapple) Pop!

Cut to white screen with a Snapple popping open.

"Snapple. The Best Stuff Pops."

VIDEO ADS PART TWO



THE BEST STUFF IS...

A mother and daughter walk through a supermarket's drink aisle. The girl, Susie, grabs a Snapple and reads the slogan. She asks:

Susie: Mom, what's the best stuff? A booming narrator answers.

Narrator: Well Susie, the best stuff is...

Each example cuts to the corresponding scene.

A boy running through sprinklers: Cooling off because school's out!

A girl playing dress up: Refusing to believe that socks are only for feet.

A sprinting student, papers in hand: Getting to class on time and working out, all at once.

A lumberjack in the woods: The smell of fresh mahogany in the

autumn twilight.

A bearded biker on an open road:

When the wind tickles your face [giggles].

A dancing librarian with her music player: When that one song comes on unexpectedly!

A unicorn in space: A unicorn... in space... and guess what - he's jamming to that same song.

The Snapple Ladies interrupt.

Bobby: Wait, wait, wait - the best stuff is simply this.

She points to Libby, who pops open a Snapple— sound and all.

Cut to a white screen with a Snapple popping open.

"Snapple. The Best Stuff Pops."



IT'S NOT THE SAME

We open on a whistling kettle. A hand picks up the kettle and pours water into a glass. The main character, Tony, is revealed to be scooping tea leaves from a mason jar and steeping them in the water. He carefully transfers the tea into an ice-filled pitcher, and then slices a ripe peach. He puts a few slices in a glass, mixes, and pours in the cold tea.

Tony puts his face behind the glass

(facing the camera) and makes a pop sound with his lips. He sips:

Tony: Ah... not the same.

We cut to the Snapple Ladies in the NY apartment across from Tony's, enjoying their Snapple.

Libby: We told you, Tony! It can't be done!

Cut to a white screen with a Snapple popping open.

"Snapple. The Best Stuff Pops."

MEDIA ANGLE

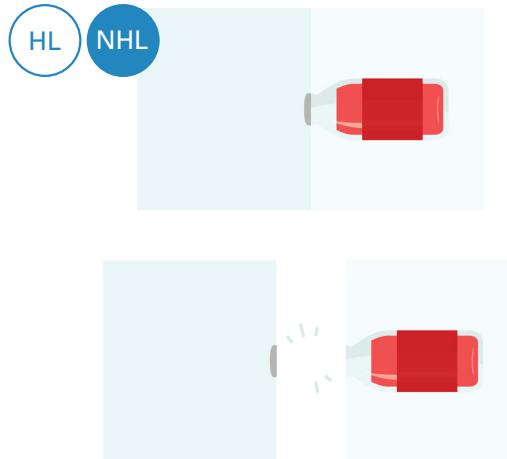


50%**C**
50%**D**

TV is the strongest medium to reach Snapple Sentimentals and Snapple Crusaders nationally. Strategic media buys have been selected on days with a high volume of beverage consumption.

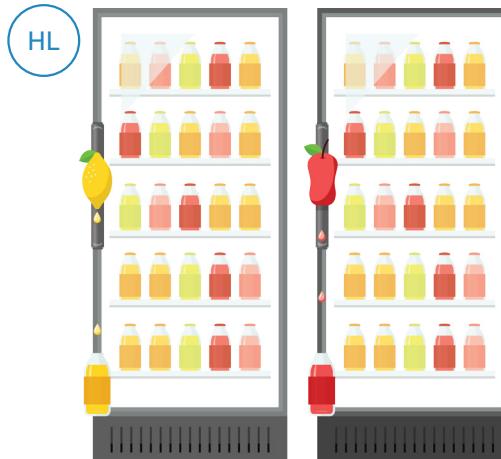
IN-STORE ACTIVATION

SLIDING SNAPPLE



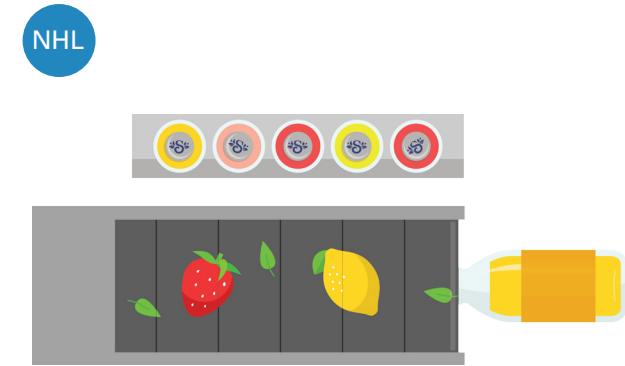
This ad depicts the “pop” that comes from opening a Snapple bottle by utilizing an automatic sliding door. One door will have a Snapple bottle without the cap and the other will have the corresponding cap with copy that reads, “Snapple. The Best Stuff Pops.” As you approach, the doors separate and the cap appears to pop off, alluding to our creative message by both referencing the one-of-a-kind experience of drinking a Snapple and visually capturing the pop.

A FRIDGE THAT POPS



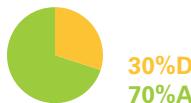
A decal will be stuck on the Heartland deli beverage fridge handles, which replicates squeezing fruit to make juice. The handle will have a squashed fruit that is dripping juice (located where the hand grabs the handle), and an open Snapple bottle collecting the juice at the bottom. Through the execution, customers will be interacting with the ad in a fun and quirky way. In effect, the ad will reinforce the idea that Snapple juices are natural, and by association, simply made and wholesome.

NOT TOO LATE TO POP

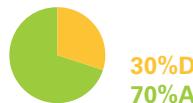


An open Snapple bottle decal is printed on the beginning section of a checkout conveyor belt, with its cap at the end of the belt by the cashier. The continuously moving belt features flying fruit, tea leaves, and the line “It’s not too late to pop,” actively showing the possibilities within each bottle of Snapple and offering customers their last chance to grab a bottle before checking out. This ad addresses the tendency to purchase Snapple as an impulse buy and is located at the point-of-purchase, so non-Heartlanders will be tempted to give it a try after seeing the drink’s natural ingredients.

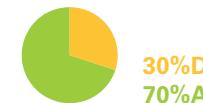
MEDIA ANGLE



This execution grabs the consumer’s attention at the closest point of purchase, outside the fridge door—placing Snapple into a consumer’s consideration set upon entry.



This execution makes Snapple stand out against the crowd like its unique consumers. Purchase displays reposition Snapple as the leading beverage choice at the point of selection.



Conveyer belts drive purchase consideration, encouraging consumers to add a Snapple to their cart. This creative execution captures consumers at busy checkout lines and engages them during their checkout experiences.

ENVIRONMENTAL ADS

NHL



HL



NHL



HL



SNAP AND POP BILLBOARD

Placed across NHL roads at scenic landmarks, the billboards frame the picturesque scenes behind them. On the top, copy reads: "Snap a photo, Pop a Snapple! The Best Stuff Pops." In the mostly empty frame, there is a cutout of the Snapple Ladies taking a selfie with the scene behind them. These ads highlight how the surrounding nature pops while bringing in the quirky, fun-loving Snapple Ladies.

POP-UP PARKLETS

Pop-up parklets bring a burst of nature to malls across the US. They are lined with picket fences and will have grass, fruit trees, flowers, and benches for visitors to enjoy. The bright colors and natural textures, visually contrast with the surrounding man-made structures. People of all ages can appreciate the brief respite that Snapple offers amidst their bustling days.

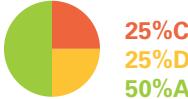
SNAPPLE SKYLINE

The ad will be an on-the-go execution placed on airport shuttles in major metropolitan areas. The shuttle will have an image of the host city's skyline that is created with a singular line. The end of the line will flow into the shape of a Snapple bottle, uniting the host city with Snapple. By placing these ads on a transitory medium, Snapple will be perceived as an on-the-go beverage, perfect for long plane or bus rides.

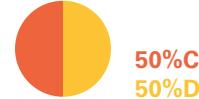
CITY CAPS

This bus ad utilizes a lenticular display, changing the image as you change angles. First, you see the Snapple cap. As the bus approaches, it flips and reveals a real fact about the city. Copy flanks each side of the cap. Left: "What makes your city pop?" Right: "Snapple. The Best Stuff Pops." By highlighting something unique about the city, this ad underscores the creative message's focus on individuality and authenticity.

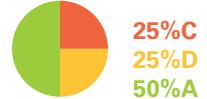
MEDIA ANGLE



Environmental media prompts activation. On-the-go consumers within the HL and NHL regions will see a billboard ad and be prompted to stop at a gas station or deli to purchase a Snapple.



These refreshing parks will be placed in the six largest and highest traffic malls [4 NHL/2HL] across the US during summer months, when the frequency of purchasing Snapple is the highest.



These shuttles allow Snapple to become a part of travelers' journeys by kicking off and concluding their vacations. These shuttle wraps will be showcased in the ten highest traffic airports in HL and NHL.



These dynamic displays leverage high-traffic bus routes, impacting passers-by in major cities across the NHL and HL. They encourage consumers to add a "pop" to their journeys with a purchase of a Snapple.

WEB AND RADIO ADS



SNAP CAPPELLA

Snap Cappella is a radio ad that features a popular song reimagined in an a cappella style composed purely of the “pop” sounds of a Snapple cap. Snapple’s take on this popular song style will engage younger

consumers and underscore the delight of opening a bottle, as well as the quirkiness of Snapple’s brand. The ad ends simply: “Snapple. The Best Stuff Pops.”

MEDIA ANGLE: With over 80% of Snapple Devotees and Snapple Strangers streaming music online, Spotify and Pandora are integral to consumers’ daily lives in HL and NHL. Online radio will reach Snapple purchasers across mobile and desktop platforms.

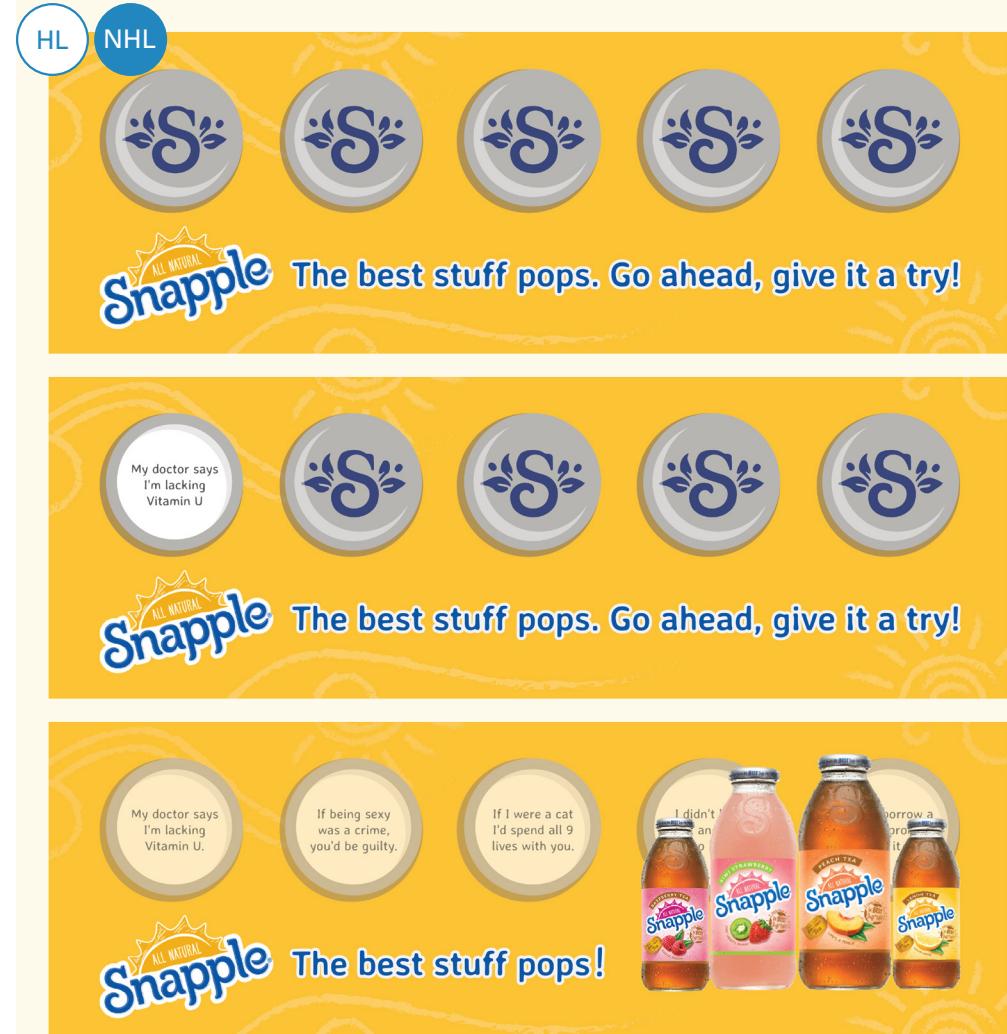


SNAPPLE DANCE-OFF

This rich display banner will depict Bobby and Libby dancing to different fruit-based choreography. The viewer will be able to rotate between different routines like the Mango Mamba and Peach

Pirouette. Copy reads, “Don’t be afraid to get a little wacky. Snapple. The Best Stuff Pops.” By showing Bobby and Libby dancing, we imply that being themselves is ultimately what makes them pop.

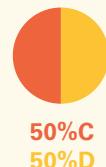
MEDIA ANGLE: Display ads communicate the brand messaging that enlarges Snapple’s digital presence at a low cost with a high conversion rate.



POP-UP PICK UP LINES

This rich banner ad showcases a grid of Snapple caps that pop when clicked. Copy at the bottom reads, “The Best Stuff Pops. Go ahead, give it a try!” Each clicked cap reveals a tasteful, quirky pick-up line in the form of a compliment. After all are popped, a Snapple bottle appears with “The Best Stuff Pops” and the Snapple logo below.

MEDIA ANGLE: Banner ads are an opportunity for online consumers to interact with Snapple’s products while they are quickly browsing the interest. We will utilize Google’s Display Network to place these ads on sites our demographics frequent.



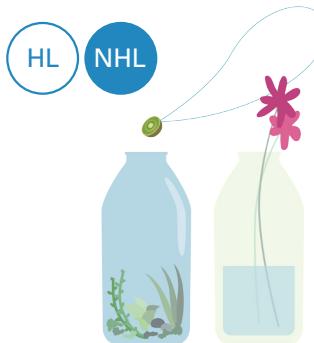
SOCIAL CONTENT

SPOTIFY PLAYLISTS



Snapple will curate two Spotify playlists to attract different types of listeners. The first, titled **"Au Naturale,"** will feature stripped down, acoustic covers of popular songs, tying it back to Snapple's all-natural roots. The second, titled **"Get Poppin,"** will feature workout-ready popular songs that listeners can use during their exercise routine. Both tie to health and positivity.

BUZZFEED LISTICLES



- (1) **"Creative Ways to Reuse Snapple Bottles"** offers creative ideas for repurposing your bottle, such as a ship in a bottle or terrarium, highlighting how your personality can shine through even after you have finished your beverage.
- (2) **"10 Accessories That Prove Your Obsession with Fruit"** highlights accessories only true fruit fans would buy, such as banana earrings and orange slice headbands, showcasing Snapple pride and the customer's individuality.

MEDIA ANGLE



100%C

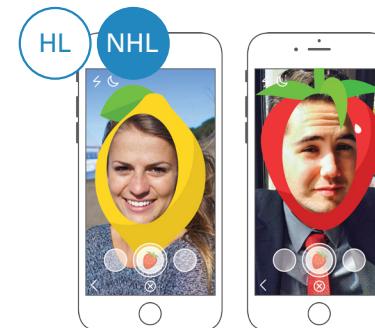
With the average American listening to four hours of music a day, this execution allows Snapple to fit organically into a consumer's lifestyle.



100%C

Utilizing Buzzfeed allows Snapple to capitalize on its 75% rate of cross-channel traffic in order develop and promote its brand personality.

A FACE THAT POPS



This **Snapchat selfie lens** will change the user's face into a fruit. Younger audiences, in general, tend to use selfie lenses and Snapchat more frequently. Each day will feature a different fruit (Snapple flavors: peach, strawberry, kiwi, lemon, mango, apple, and raspberry) for users to transform into and show off to their friends. Now, they not only drink the best stuff, they can become the best stuff, too.

IT'S NOT THE SAME



This execution mimics the plot of the video execution and will be placed on Facebook, Twitter and Instagram. It will be shot from a bird's eye view so that you only see the ingredients and hands of the person trying to make a DIY Snapple tea. At the end of the ad, you hear the Snapple Ladies yell, "We told you, Tony! It can't be done!" The camera then pans away from the table to show the Snapple Ladies popping open a Snapple, ending with "The Best Stuff Pops."



100%D

Purchasing a face morph filter for one week allows digitally savvy Snapple Devotees and Snapple Strangers to interact with Snapple in an exciting way, generating buzz within the national online community.



50%C
50%D

Video ads convey long form content to generate brand awareness through storytelling, setting Snapple apart from its competitors through regional personalization in the HL and NHL.

Our public relations campaign aims to **(1) clarify Snapple's identity** as a brand that celebrates everyday idiosyncrasies and **(2) increase the frequency of trials and purchases** in the non-Heartland and Heartland by emphasizing how Snapple naturally fits in their lives. Each execution is regionally targeted and takes into consideration differences in culture and preferences across the Heartland and non-Heartland—reinforcing that "The Best Stuff Pops" by serving audiences with unforgettable experiences.

HEARTLAND EXECUTIONS



HL



NEW YEAR, NEW YOU, NEW SNAPPLE

To kick off the New Year and introduce HL loyals to "The Best Stuff Pops," Snapple will help jumpstart fitness resolutions by hosting a Zumba workshop in Times Square. Free Snapple and Snapple t-shirts will be distributed. The workshop will culminate in a competition that will inspire everyone to show off their dance moves. The final two competitors will be live streamed on Facebook.



NEW YORK



JANUARY

MEDIA ANGLE

This execution begins the year by appealing to Snapple Crusaders in the HL and re-introduces Snapple at the center of an active lifestyle.




HL



DELI DINE-AND-DASH

Snapple will hide \$1,972 (Snapple's birth year) somewhere in New York City and New Yorkers will participate in a scavenger hunt for the prize using clues provided at select delis. The delis will be Snapple vendors, and participants must take a Snapple selfie at each deli to earn a "Real Clue" to lead them to the next destination. The first clue will be provided after registration on Snapple.com.



NEW YORK



APRIL



HL



THE BEST STUFF FOR NOT-THE-BEST-DAY

Customers ordering food via a food delivery service in targeted HL areas are asked how their day is going. For those selecting, "Eh, it's been better," a message appears: "We're sorry to hear that! We're sending a little treat that will hopefully help." Their food will arrive with a Snapple and a note: "We thought some of the Best Stuff on Earth might make your Not-The-Best Day just a little bit sweeter. Here's to hoping that tomorrow pops!"



TARGETED
HEARTLAND



JUNE



HL



SNAPPLE CABS

Twenty Snapple-wrapped cabs in New York will brighten the days of city commuters. Cab drivers will quiz customers on "Real Facts," testing customers' Snapple trivia knowledge for a chance to win Snapple gear, drinks and coupons. Carefully selected cab drivers will embody similar qualities to those of the Snapple Ladies. These interactions will be promoted in an online video.



NEW YORK



MID-DECEMBER



NON-HEARTLAND EXECUTIONS

SNAPPLE FOOD TRUCK



The Snapple Food Truck will sell Snapple's top four beverages in different forms (e.g. slushies and popsicles) at four food festivals in the NHL. Food bloggers will be invited to invent original Snapple recipes with the incentive of being featured in a "Best Stuff" recipe book, which will be distributed for free and publicized on Snapple's online media pages. Customers can also leave their mark on the truck by answering, "What makes you pop?" on a chalkboard.

 GEORGIA PEACH FESTIVAL
OXNARD, CA STRAWBERRY FESTIVAL
NAT'L APPLE HARVEST FESTIVAL (PA)
INT'L MANGO FESTIVAL (MIAMI, FL)

 MAY
JUNE
OCTOBER

"THE BEST STUFF ROCKS" BONNAROO MUSIC FESTIVAL

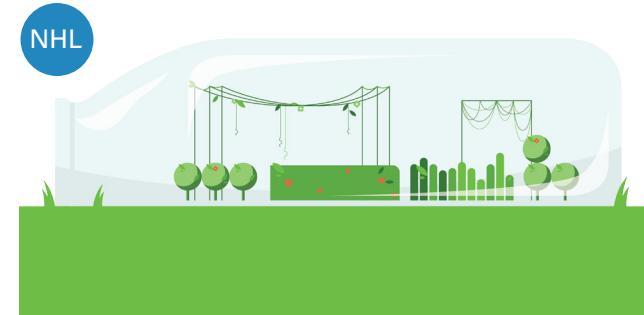


Free Snapple t-shirts will be distributed to the first 100 people who purchase a Snapple product at Bonnaroo. To draw crowds and drive social media buzz, Snapple will set up a xylophone display made from giant Snapple bottles which will sound different pitches when hit by a metal rod. Snapple will also hand out "DIY Snapple Bottle Xylophone" instruction booklets encouraging people to reuse Snapple bottles while fostering their inner creativity.

 TENNESSEE

 JUNE

SNAPPLE GREENHOUSE



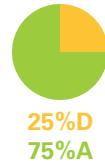
A greenhouse resembling a Snapple bottle will showcase Snapple's natural contents. Inside the greenhouse, we will grow the particular fruits that make up Snapple's many flavors. All visitors will be given a complimentary Snapple bottle and have the opportunity to buy any of the fresh fruits being grown inside the Snapple Greenhouse. A percentage of revenues earned from the fruit sale will be donated to sustainable farming initiatives and educational programs.

 TEXAS STATE FAIR
MINNESOTA STATE FAIR

 AUGUST - OCTOBER

MEDIA ANGLE

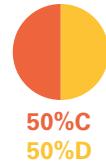
The food truck will highlight the versatility of the Snapple drink in the HL and NHL. Food truck festival attendees are 50% more likely to try products that they are not familiar with, increasing the consumer's engagement with Snapple.



This execution appeals to the NHL South by targeting the musical roots that make the region "pop" and attracts millennials who value experiences over material things. A sponsorship will also quickly generate organic social media engagement.



This execution will promote Snapple's long-time dedication to producing the "Best Stuff on Earth." Snapple's appeal to social responsibility will position the brand as an active partner of the local community.



NATIONWIDE EXECUTIONS

PART ONE

#THEBESTPAIRPOPS SOCIAL MEDIA CONTEST

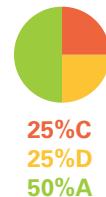


This social media contest will celebrate friendship and Snapple food pairings. Consumers will post a creative photo with their best friend and a unique Snapple food pairing, hashtagging #TheBestPairPops. The "Best Pair" will win a Caribbean dream vacation. The best submissions will be featured online. This incorporates "The Best Stuff Pops" and emphasizes the beauty of friendships like the Snapple Ladies'.



MEDIA ANGLE

This contest will target Snapple Strangers and Snapple Devotees through social media. It is a direct call to action because a Snapple purchase is mandatory for participation.



Because Snapple purchases are concentrated in the summer months, this is a strategic opportunity to drive sales and generate national awareness across social platforms.

GREAT AMERICAN ROAD TRIP



During the summer, Snapple will become a part of the great American road trip experience. At six famous road trip stops across the nation, there will be Snapple stations with coin press machines and sets for photo opportunities. The coin press machines will imprint real facts about the road trip location. Props and signs will be provided at these scenic spots to optimize photo opportunities, to prompt social media activity, and to develop brand awareness.



"THE BEST TEAM POOPS" COLLEGE SPORTS SEASON TOUR

A) Snapple will visit ten college game days. Six of the tour destinations will take place in the South to capitalize on the South's strong college football following. At each game, individuals will be challenged to hit **Snapple-shaped high strikers**. Strike hard enough to "pop" the bottle and win a Snapple!

B) Snapple will also set up **shirt printing stations** throughout the campuses where students can screen-print their personal "Real Facts" on their t-shirts. Nearby, there will be a **giant chalkboard** on campus asking students, "What Makes Your Life Pop?"



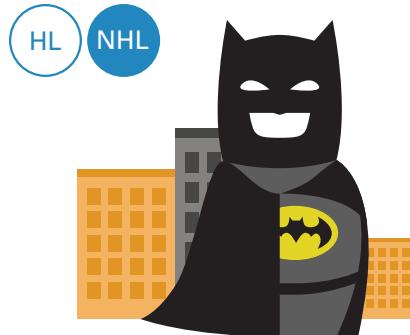
These activities will establish Snapple as a leading beverage within the millennial market across ten universities within the HL and NHL through social media promotion.



NATIONWIDE EXECUTIONS

PART TWO

SNAPPLE x THE LEGO BATMAN MOVIE PARTNERSHIP



Two months before the release of **The Lego Batman Movie**, each Snapple will have a unique code underneath its label. Customers will enter the codes on Snapple.com for a chance to win a free trip to the movie's premiere. A **#BUILDWITHSNAPPLE DIY contest** on Snapple.com will highlight different ways people can reuse and repurpose empty Snapple bottles into something useful. #BUILDWITHSNAPPLE contest ads will feature Snapple bottle creations in front of backdrops that were created by Lego blocks.



NATIONWIDE



SEPTEMBER

MEDIA ANGLE

This partnership appeals to customers with and without families. It evokes nostalgia to increase brand loyalty and humor to introduce Snapple to new customers.



This execution will increase Snapple purchases and will drive organic social media discussion within the Snapple Strangers and Snapple Devotees, who are likely to buy products that support their core values.

SNAPPLE PRIDE CAPS



A) Snapple sold in July will be bottled with **rainbow caps** with facts about LGBTQ history printed on them. 5% of all proceeds from Snapple's rainbow-cap bottle sales will be donated to the Human Rights Campaign, the largest LGBT civil rights advocacy group in the U.S. **B)** Snapple will create a **video tutorial** to be shared on social media showing people how to use their empty Snapple glass bottles to create a DIY rainbow using the science of glass prism light reflection. This encourages Snapple fans to reuse their Snapple bottles to show their support to the LGBTQ community.

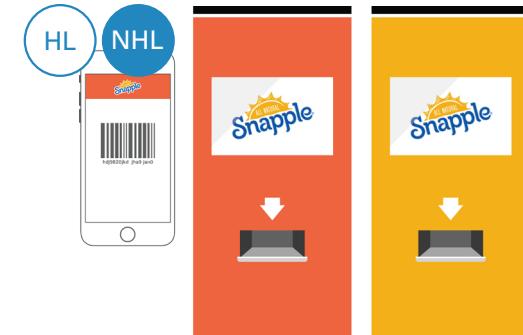


NATIONWIDE



JULY

SNAPPLE REWARDS VENDING MACHINE



In order to convert office professionals into routine Snapple buyers, this special vending machine will be placed in large office buildings across America through an integrated rewards system. Each vending machine will track individuals' Snapple purchases from a specific machine utilizing mobile wallet connections. For every twelve Snapple purchases, the vending machine will reward the Snapple purchaser with one free Snapple.



NATIONWIDE
CORPORATE BUILDINGS



YEARLONG

This campaign will capture the Snapple Crusaders by exposing them to the Snapple brand daily. The rewards program will also incentivize professionals to choose Snapple as their go-to refreshment drink.



MEDIA



Our cohesive media campaign will merge the dual strategies for HL and NHL consumers. It will incorporate digital, outdoor, and traditional platforms to reach each of our target demographics. Our media buys and executions follow both heavy-users and light-users along the stages of their beverage purchase journey: initially **captivating** interest with Snapple, **differentiating** Snapple from its competitors, and **activating** future purchases of Snapple. The media buys for each execution have been strategically selected based on extensive platform research and regional demographic data to achieve our respective goals and maximize our return on advertising spend.

1 CAPTIVATE

OBJECTIVE

These ads are designed to increase awareness of Snapple and define the consumer's perception of the brand.

WHY?

NHL Specific vehicles have been selected to drive awareness in the non-Heartland, as light users become familiar with the beverage for the first time.

HL Heavy users in the Heartland still need to be captivated with these specific vehicles, for we want them to see Snapple in a new way and make the brand relevant again.

VEHICLES

- TV
- Print
- Video ads
- Promoted posts
- Display ads
- Banner ads

2 DIFFERENTIATE

OBJECTIVE

These ads are designed promote the unique, individual experience of drinking Snapple so consumers will see what makes Snapple their drink of choice.

WHY?

NHL These executions impact the light-user both in and out of the home to remind consumers why Snapple is the stand out beverage.

HL Heavy users will become more familiar with Snapple's new positioning through these interactive executions and renew their love for the refreshing beverage.

VEHICLES

- Print
- Video ads
- TV
- Promoted posts
- Environmental
- Online music

3 ACTIVATE

OBJECTIVE

This is the final push for the consumer's purchase and brand loyalty. Ads will be located close to the point of transaction and have a direct call to action.

WHY?

NHL Many non-Heartland consumers will intimately engage with Snapple for the first time. These vehicles drive purchase by touching consumers throughout their extraordinary journeys.

HL Heartland consumers will interact with Snapple's brand in a new and fun way. These executions encourage heavy-users to incorporate more Snapple into their lifestyles.

VEHICLES

- Environmental
- In-store activation
- PR executions

METHODOLOGY

Our executions focus on integrating Snapple into both light and heavy users' lives through a variety of channels. After analyzing research reports from Kantar Media, Nielsen, and AdSpender, we identified the most effective mediums to increase the impact of each consumer touchpoint and computed the expected number of impressions for each of our target segments. Final activations reflect a sustained multi-channel effort in increasing purchase frequency and brand awareness within the Heartland and non-Heartland regions.



MEDIA IMPLEMENTATION TIMELINE



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Impressions		Activations		Intrinsic Costs \$	Total Costs \$	
													NHL	HL	NHL	HL			
Promoted Posts	■	■	■	■	■	■	■	■	■	■	■	■	262M	118M	15.9M	4.46M	68.05K	2.821M	
Spotify/Pandora	■	■	■	■	■	■	■	■	■	■	■	■	78M	58M	10.16M	3.077M	55.87K	1.735M	
Display Ads	■	■	■	■	■	■	■	■	■	■	■	■	64.6M	39.4M	7.16M	1.79M	79.4K	1.257M	
Video Ads	■	■	■	■	■	■	■	■	■	■	■	■	121.6M	79.9M	10.53M	3.58M	394.6K	2.082M	
Banner Ads	■	■	■	■	■	■	■	■	■	■	■	■	47.3M	21.9M	7.33M	1.466M	42K	969K	
Snapchat Filter						■							49.75M	13.5M	9.95M	2.39M	38.73K	678K	
TV	■	■	■	■	■	■	■	■	■	■	■	■	68.8M	33.14M	5.37M	1.657M	350.5K	2.55M	
Print	■	■	■	■	■	■	■	■	■	■	■	■	58M	28.56M	3.944M	911.9K	21.74K	1.12M	
Billboards	■	■	■	■	■	■	■	■	■	■	■	■	44.55M	46M	5.032M	1.082M	220.6K	2.375M	
Bus Displays	■	■	■	■	■	■	■	■	■	■	■	■	45.06M	39.7M	4.055M	1.03M	264K	2.2M	
Airport Shuttles	■	■	■	■	■	■	■	■	■	■	■	■	41.88M	20.5M	5.95M	948K	174K	1.845M	
Pop-Up Parklets						■	■	■	■				44.8M	13.44M	5.376M	968K	149K	1.65M	
Sliding Door	■	■	■	■	■	■	■	■	■	■	■	■	88.47M	39M	6.37M	1.094M	295K	2.95M	
Fridge Handles	■	■	■	■	■	■	■	■	■	■	■	■	--	60.5M	--	1.392M	252K	2.5K	
Conveyor Belt	■	■	■	■	■	■	■	■	■	■	■	■	66.8M	--	4.91M	--	171.8K	1.9M	
New Year, New You	■												--	190K	--	44.5K	47K	137K	
The Lego Batman	■	■	■	■	■	■							68M	27M	9.47M	2.28M	764K	5.46M	
Dine-Deli-and-Dash		■											--	19.7K	--	38.1K	1,972	11.97K	
Not The Best Day						■							--	357.5K	--	29.67K	52.45K	162.5K	
Rainbow Caps						■							32.3M	19.4M	5.8M	976K		2.3K	
Pride Pop-Up						■							175K	--	59.5M	--	114.5K	244K	
"Best Stuff Rocks"					■								187.6M	--	88.2K	--	28.9K	345K	
Food Truck						■	■	■	■	■	■	■	25.85M	10.34M	5.17M	1.24M	68.75K	550K	
Vending Machines	■	■	■	■	■	■	■	■	■	■	■	■	65M	43.5M	4.94M	1.48M	835.6K	1.98M	
Road Trip						■	■	■	■	■	■	■	43.2M	26.8M	6.05M	1.33M	379.9K	2.16M	
Greenhouse							■	■	■	■	■	■	4.5M	--	675K	--	345K	423K	
College Tour								■	■	■	■	■	161K	128.8K	82.5K	45.4K	172.8K	864K	
Snapple Cabs									■	■	■	■	--	443K	--	119.6K	242.5K	962K	
Agency Fees																	5.215M		
TOTAL													1.32B	739M	134.4M	33.4M	7.32M	49.47M	
GOAL															127M	28M			

CUSTOMER ACQUISITION

Heartland Non-Heartland Nationwide

CAPTIVATE DIFFERENTIATE ACTIVATE

New Year, New You

Best Stuff Rocks

Greenhouse

Pride Pop-Up

Lego Batman Movie

Vending Machines

Food Truck

Road Trip

College Tour

Dine-Deli-and-Dash

Not The Best Day

Snapple Cabs

OVERALL IMPACT

Our media plan will two over-arching goals.

(1) *GENERATE*

2 billion

Annual Impressions

(2) *ACTIVATE*

167 million

Customers in Total



33 million customers will increase purchase frequency from 9 times to 10 times a year



126 million customers will increase purchase frequency from 1 time to 3 times a year

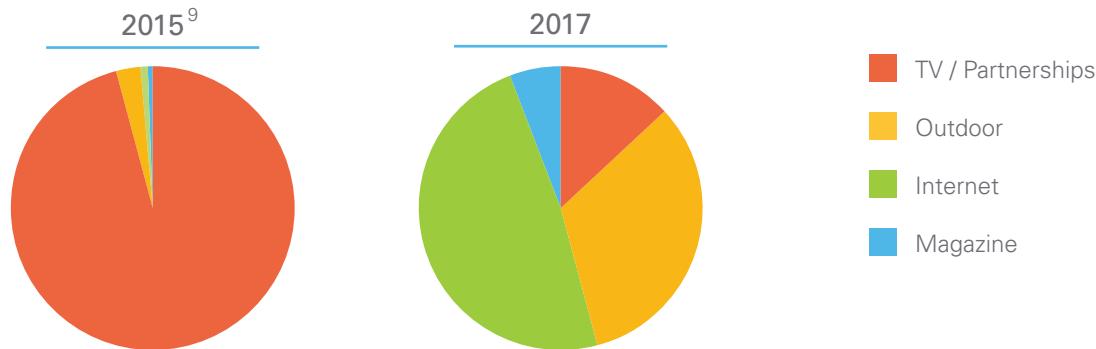
8 million new customers will purchase Snapple

MEASUREMENT + OPTIMIZATION

DIGITAL METRICS AND OPTIMIZATION

Our campaign shifts a significant portion of Snapple's media spend into the online space, capitalizing on a variety of tools to evaluate and optimize campaign performance. Utilizing analytics software such as Optimizely and AdRoll, we will consistently monitor digital executions to maximize ROI, tracking key performance indicators for the duration of our campaign.

Advertising Spend Breakdown



OTHER METRICS & OPTIMIZATION

Through sales data collection from our distributors, we will assess how our campaign is driving a lift in activations over prior years. By comparing this data and our per-market media spend, we can calculate regional costs per acquisition, as well as the most cost-effective media combinations to increase volume and purchase frequency. We will be able to shift our budget allocations to maximize per-channel and cross-channel performance in accordance with these insights.

RISKS & MITIGATIONS

One third of our budget is allocated to outdoor and in-store engagements. This approach reaches potential consumers closer to the point of purchase, increasing their top-of-mind consideration. As in any form of traditional media, it can be difficult to entirely quantify out-of-home performance. We mitigate this risk by using sales data in analyzing the relationship between a market's sales and targeted media advertising spend (see Other Metrics & Optimization). Additionally, our research indicated that this consumer touchpoint is key in driving purchase decisions. Without a substantial out-of-home allocation, the efficacy of our campaign would be severely limited.

KEY PERFORMANCE INDICATORS

These three categories correlate with the three prongs of our media strategy, helping to measure effectiveness at each stage

A Ad Effectiveness

Impressions/views, Nielsen Total Ad Ratings, click through rates, cost per impression

B Brand Presence

Visits (unique & repeat), sentiment analysis, social media engagement, event attendance, earned news coverage

C Activations

Volume by channel and purchase frequency (measured by Nielsen Homescan data)



CONCLUSION



Since 1972, millions of people have come to love Snapple. With 20% of Snapple fans driving 80% of volume, it is a brand that builds strong, meaningful connections with its consumers. Behind this is a characteristic that is unique to Snapple in the RTD tea and juice space:

Snapple is committed, 100% naturally, to being itself.

"The Best Stuff Pops" campaign remains true to this essential quality. Instead of tolerating idiosyncrasies, it celebrates them. It reminds consumers that **a natural, healthy life** is one that includes **sweetness, laughter, and originality**. And it shows them how Snapple embodies this ideal, through both natural ingredients and messaging that highlights the beauty of being a unique and sometimes flawed individual.

This balanced and holistic idea of health is one that is distinctly Snapple.



While our messaging will resonate nationally with all of our segments, our **content targeting and media strategy** ensure that consumers' interactions with Snapple will most effectively work towards goals specific to their segment. Because **non-Heartlanders** are less connected to the brand and encounter fewer Snapple purchase opportunities, our campaign works to

*(1) captivate their attention and
(2) promote activation close to purchase opportunities.*

Executions targeting **Heartlanders** will focus on increasing their loyalty and affinity for the brand, creating experiences and sentiments that continue to

*(1) differentiate Snapple from the competition while
(2) preserving its relationship* with the existing customer base.

Ultimately, our campaign unifies and shares the things people already love about Snapple: the beverages, brand, and experience. In all three aspects,

Snapple has the Best Stuff—our campaign works to make it "Pop".

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OUR TEAM



EXECUTIVE



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MEDIA



PRODUCTION



STRATEGY



CREATIVE



ADVISORS

SPECIAL THANKS:

TO OUR TRUSTED ADVISORS

JUDY
JESSE
VINCENT
JENNY

TO OUR REAL-LIFE SNAPPLE LADIES

GRANDMA CHRIS
GRANDMA PUDGE

