

SAPID

CREATED BY

Elise
Chough

SINCE 2002

MKT385 - MIDTERM CASE STUDY

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The Founder

Elise Chough / 조아나

Hometown: Philadelphia, PA

Korean American

Elise enjoys going on walks, looking at the stars, and drinking cold matcha lattes without ice. She likes eating fruits as a snack and prefers sour gummy candy over chocolates. On her free time, she makes Pinterest boards, organizes her playlists, or journals. She likes exploring her creativity and making a positive impact within the community.

PERSONALITY



Mission statement

SAPID prioritizes quality, service, and environmental sustainability. Our purpose is to create an experience for our consumers, one that makes the first sip feeling un-describable. We are deeply committed to tradition, as we derive our matcha from Japanese plantations. We create because we are passionate, we listen to our customers' needs and we care. We value innovation, simplicity, and convenience. Our matchas are made with love and 100% recycled materials. It's so good, you'll be left speechless.

*It's not just a drink, it's **SAPID**.*

The Product ✨

Authentic matcha lattes.

Our brand stresses inclusivity, which is why we offer both dairy and non-dairy alternatives. Our lattes come in two sizes: the 15 ounce can, and the 30 ounce can for our matcha enthusiasts who just can't get enough.

As a brand, we are constantly innovating and evolving, which is why we prioritize our customers' needs and flavor preferences. We currently offer 9 flavors: original, mango, blueberry, coconut, peach, taro, black sesame, banana, and strawberry. There's an option for everyone!

Our flavors are sweet, but not too sweet, creamy, and irresistible. One sip is all it takes to be hooked for life.



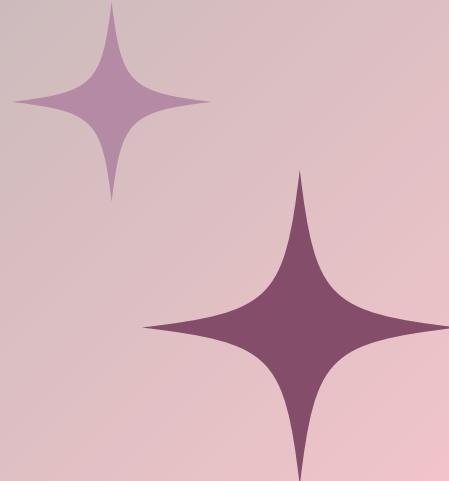


9 flavors - a variety of options for everyone



The history and tradition

SAPID retrieves its matcha directly from Tokyo, Japan where the tea plant, *Camellia Sinensis*, is carefully harvested and produced by matcha tea plant experts. The cultivation of the matcha tea plant requires the most perfect climate conditions for successful growth and the most patient caretakers. This know-how is what contributes to Sapid's clean, fresh, and earthy taste. It is important that we are knowledgeable about our products and are maintaining cultural traditions in order to remain authentic.



- Authentic matcha
- 9 flavors
- Dietary inclusive
- Sustainable packaging

Promotion

- Entertainment & live media commercials (Grammy's, Super Bowl, Olympics)
- Social media ambassadors

Place

- Gas stations (Wawa)
- Grocery stores
- Vending machines
- Online website
- Door Dash, Uber Eat

Price

- \$3.50 per can
- \$20 for a 6-pack
- Charity donations

- Matcha & caffeine lovers
- Environmental and mental health activists

People

The packaging, logo, & colors



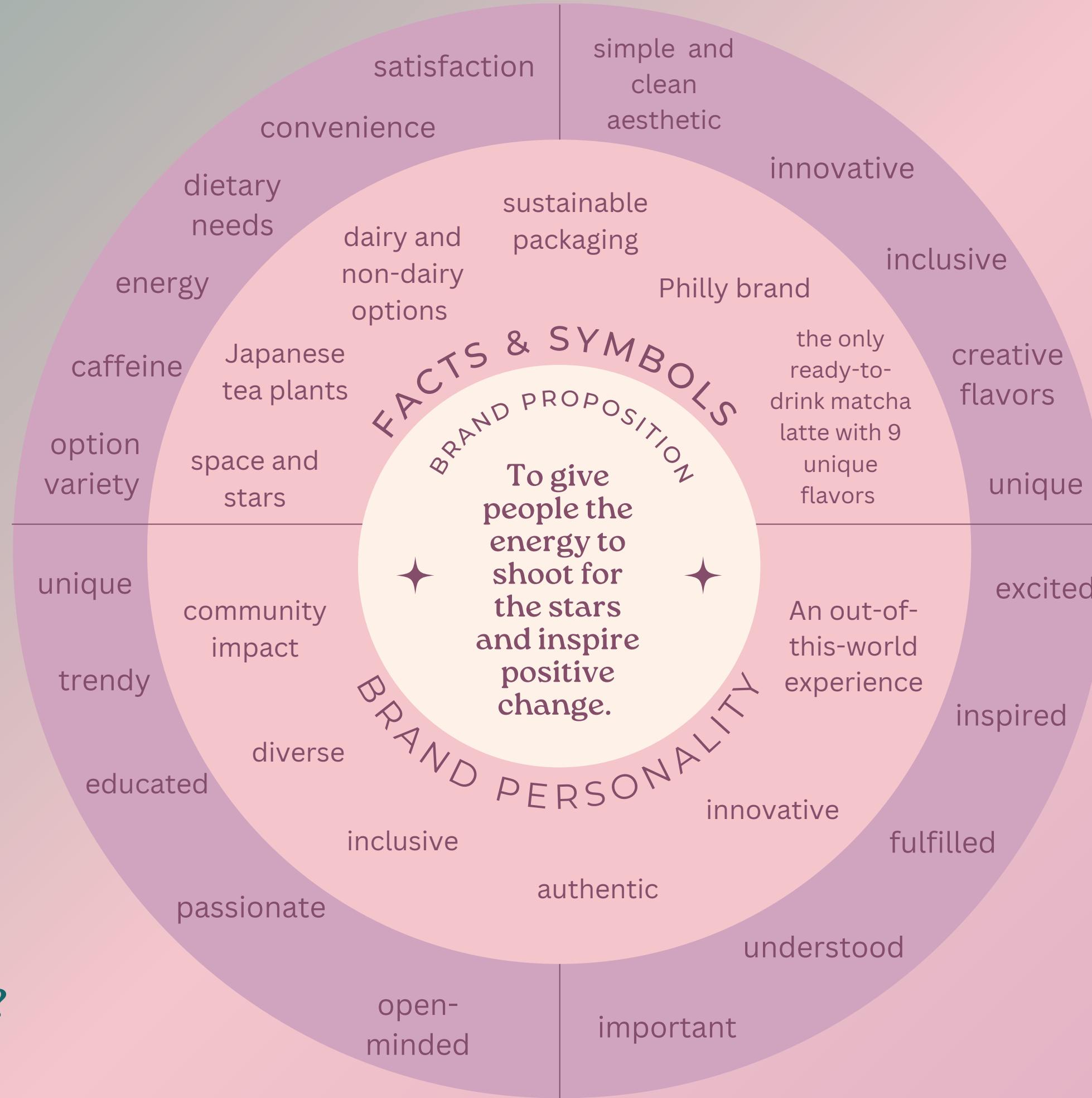
Sapid strives for simplicity. This is reflective within our product packaging. Stars were included in the logo to represent the founder's interests with space and stars. When users take a sip of Sapid, we want their first impression to be one that transports them to different universe. Hence, the stars and orbit-like circle mimics that first-sip experience. The simplistic design is meant for the brand to be classy and easily recognizable.

The colors are meant to represent each of the 9 flavor profiles. The color green is constant throughout as matcha is the base of the beverage.



What does SAPID do for its consumers?

How does SAPID make the buyer look?



How does the buyer describe SAPID?

How does SAPID make the buyer feel?

Competitors



Oat-ly!

\$2.15



taika

\$5



Two Bears

\$2.80

Campaign

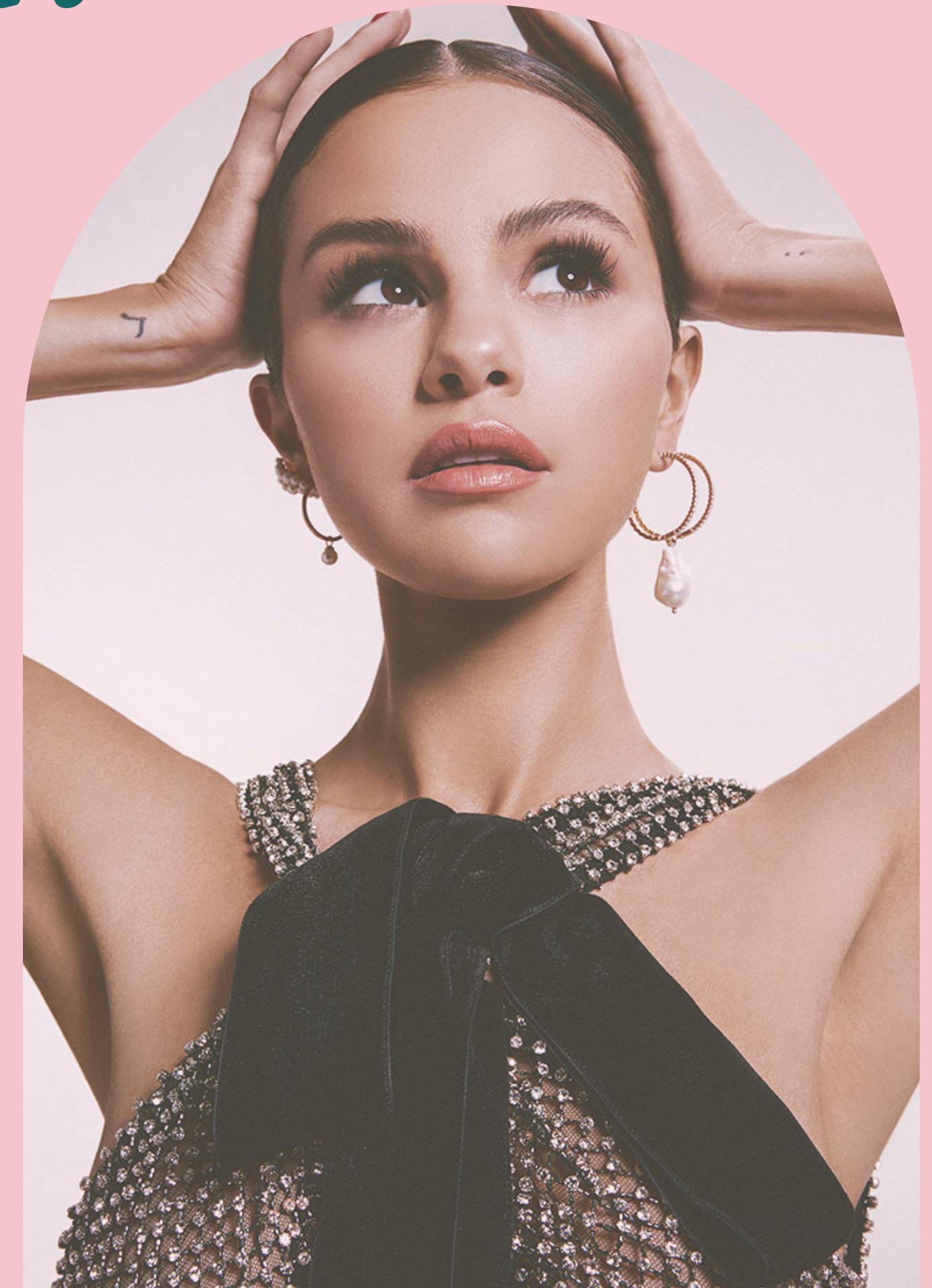


Gotta sip a **SAPID**

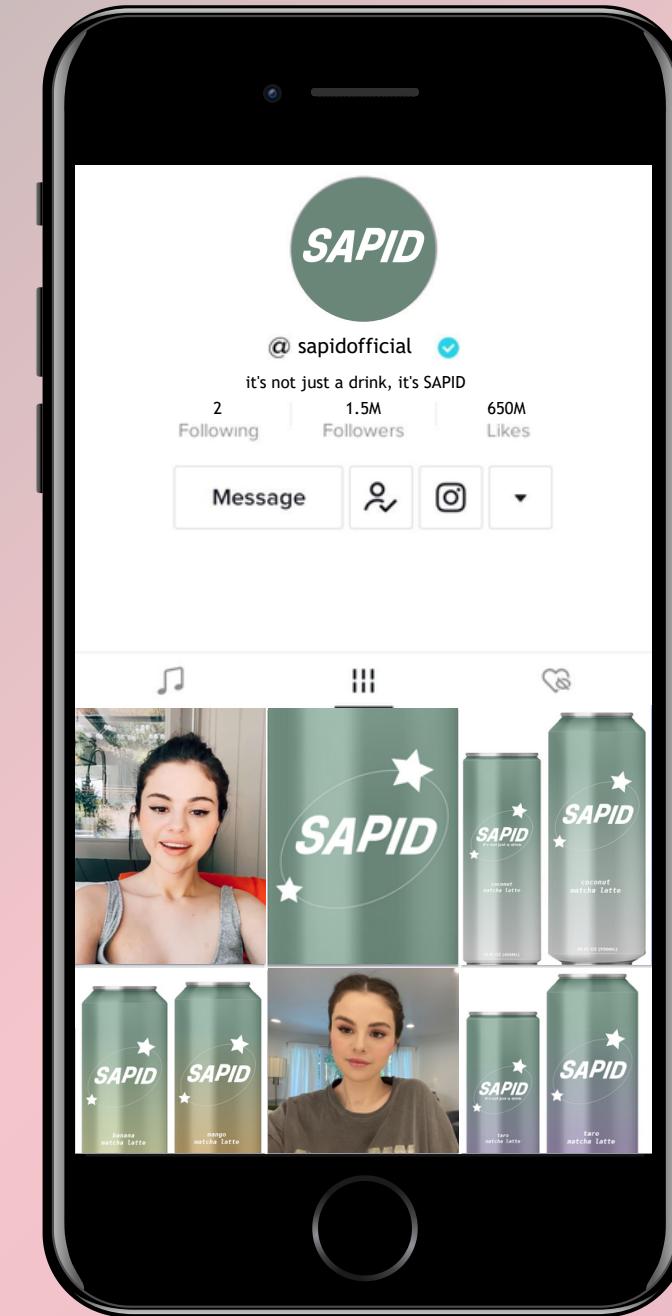
with Selena Gomez

The *Gotta sip a Sapid* campaign will be seen on billboards in major city highways, in social media advertisements (Instagram, Tiktok, Youtube), and at large music festivals such as Coachella or Lalapolooza. As the founder is a lover of music with a deep appreciation for artistic expression, music festivals are the perfect way to promote SAPID to this specific audience.

Mental health activist, musician, and actress Selena Gomez will be the face of the campaign as her personal brand aligns with SAPID's passion for creating a positive change within the community. With every singular purchase of SAPID, 1% of sales will be donated to mental health organizations and research.



Marketing Strategy



- Billboards & commercials
- Major city billboards
 - Youtube, Hulu, and Spotify, and radio ads

- Social media
ambassadors/influencers/celebrities
- Instagram reels and Tiktoks

- Live entertainment and sports
- Super Bowl Sponsorship
 - Olympics Sponsorship
 - Award Shows



Thank you