

## **Creative Brief**

1. **Problem to be solved by the communication:** Our communication for Sprite Surge aims to increase awareness about Sprite's venture into the energy drink market, remind customers they can expect a familiar flavor, and try to push the message that Sprite Surge is a great choice for anybody seeking an energy boost. While ideally producing Sprite Surge sales on Sprite's website and affirming Sprite as a top brand for all their products.
2. **Brand Positioning and Personality:** Sprite Surge positions itself as a familiar flavor and refreshing energizer that captures the interest of active on-the-go consumers. It aims to retain all the benefits that Sprite brings to the table while evolving to meet the wants of a growing energy drink market.

### **3. Target Market:**

Athletes and people with active lifestyles. Targeting Sprite consumers who are looking for additional hydration and energy that is consistent with the Sprite lemon lime flavor.

### **4. Benefits to target, unique selling proposition**

Energy drinks without carbonation that are consistent with the Sprite lemon lime flavor. The aspect of the product being non-carbonated makes it unique to the energy drink market.

**5. Key Idea/Appeal:** "Recharge with Sprite Lemon-lime" This effective slogan shows consumers that Sprite Surge offers the familiar flavor that they love but now supercharged with energy to keep its consumers refreshed and active.

#### **6. Why should the target believe this? (permission to believe, support points)**

Energy drink sales in the US have increased from 11 billion in 2017 to 18.5 billion in 2023 (Beverage Industry, 2023) and Sprite has had brand success with a 4.17 billion dollar brand value in 2023 (Beverage Digest, 2023) and has the support of their parent company Coca-Cola. Sprite has a large fan base and with energy drinks trending sprite consumers looking for an energy drink will consume the new product.

#### **7. Executional considerations and details (color, logo, addresses required etc)**

Our main colors of the advertisement will be the original colors of the sprite logo, green and yellow. The landing page of the ad will be a hyperlink that takes you to the purchasing page for this energy drink on sprite's website.