



Real Fact from Team #151:

make
it
snapple

means to change the ordinary
and mundane into an
unexpected delight.



Executive Summary

Since its inception more than 40 years ago, Snapple has focused on being refreshing; not only as a drink, but also as a brand that provided an alternative to the personas of its competitors. The brand has historically prioritized imagination and authenticity in a world where these traits are not always encouraged.

Snapple's longstanding commitment to quirky originality has cultivated a core of lifetime fans, particularly in its northeastern Heartland. It has attracted a strong base of brand advocates who have a little bit of extra in their personalities: a little extra quirkiness, a little extra wittiness, a little extra confidence. They **delight** in the unexpected. Whether they are in the Snapple Heartland or on the West Coast, these Snappy people are the kind you want to know.

Snapple's clever advertising and spunky brand personality made consumers across the country consider it when buying a drink. The most recent campaigns, although well put together, informative and appealing, have been safe. They have been expected, and they have been traditional.

Snapple is none of those things.

This campaign will target people who share Snapple's values in their natural language. It will be visually captivating where it is least expected and playfully engaging in the midst of the mundane. It will offer unexpectedly **delightful** experiences through alternative media, interactive advertising and fresh visuals. In short, Snapple will innovate alongside the innovators, engage with the engaging, and **delight** the delightful people who identify with its core values. Snapple will use this campaign to reconnect with its target audience, revive its commitment to the **unexpected delights** of life and redefine itself in the minds of consumers.

Objectives

Generate more than **three billion** impressions nationally

- Heartland: Concentrate **21%**
- Non-Heartland: Concentrate **42%**
- Spread remaining **37%** throughout country

Within the Heartland:

- Grow Brand Relevance from **50%** to **55%**
- Grow Purchase Frequency from **9x** to **10x**

Within non-Heartland:

- Increase Top-of-Mind Brand Awareness from **15%** to **30%**
- Grow Purchase Frequency from **1x** to **3x**

Create high reach (**90+%**) and high frequency (**40+%**)

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Research

To succeed in building a holistic 2017 marketing campaign, the team first had to answer three questions:

1. Who drinks Snapple?

2. How can Snapple connect with this audience?

3. How can Snapple increase its sales across the United States?

Secondary Research

44 online articles cited

Hundreds of Simmons OneView crosstabs pulled

The case study and articles provided general insight, but syndicated and primary research gave the more targeted information that drove the strategy of the campaign.

Primary Research

Surveys

640 respondents nationwide

Objectives:

- Identify factors that influence beverage purchase decisions
- Determine consumers' beverage preferences
- Determine which times certain beverage types are most frequently consumed
- Discover individuals' perceptions of Snapple

Interviews

176 one-on-one interviews

Objectives:

- Obtain in-depth insight to consumers' relationships with Snapple
- Determine which psychological factors influence purchase decisions
- Understand consumers' reasoning behind preferred beverages in order to determine opportunities for Snapple to enter their consideration sets
- Discover psychographics of Snapple consumers vs. those of other beverages

Focus Groups

Five one-hour focus groups with 52 participants

Objectives:

- Understand consumers' lives and purchasing behaviors
- Strengthen segmentation of target audience
- Gain insight into consumers' opinions of Snapple and previous marketing strategies
- Test early creative concepts on target audience

Concept Testing

190 concept tests

Objectives:

- Test concepts, print advertisements and storyboards on target audience
- Determine what consumers are looking for in Snapple advertisements

Case Study Takeaways

Snapple is the fourth most purchased tea and juice drink brand in the United States, behind Arizona, Lipton and Brisk, respectively. However, in 2015, Arizona and Brisk sales declined while Snapple's grew. Snapple's recent growth creates opportunities for "The Best Stuff on Earth" to spread across the country.

Tea and fruit juice drinks make up 11% of the Liquid Refreshment Beverage category.



1st



2nd

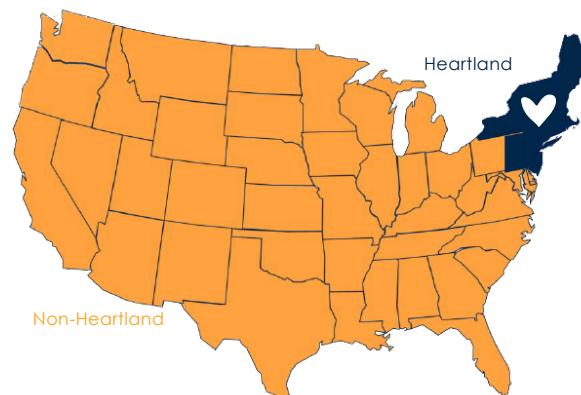


3rd



4th

Despite being a beloved part of its Heartland, Snapple does not have a strong connection with consumers outside of the Northeast. Half of Snapple's annual volume is from its Heartland and the other half of sales are less concentrated throughout the rest of the country¹.



In the non-Heartland, 90% of consumers are aware of Snapple, but only 15% consider Snapple when purchasing a tea or juice drink. In the Heartland, however, half of consumers consider Snapple when they are looking to buy tea or juice¹.

Challenges

When investigating why consumers outside of the Heartland are purchasing Snapple less frequently than those within the Heartland, two challenges were consistently mentioned in primary research: **Low top-of-mind brand awareness and price.**

Low Top-of-Mind Brand Awareness

Low distribution in non-Heartland areas leads to low brand recognition. When asked why they do not buy Snapple, 21% of interviewees from the non-Heartland specifically said they are not exposed to it enough to consider buying the drink¹.

"It's not at the forefront of stores. It's not what I see first. Welch's is what I see in the front of the store when I'm looking for apple and grape juice."
- Wendy, Alabama, 34 ³

"I like Snapple, but it just doesn't really come to mind. I don't think about drinks when they aren't in front of me."
- Joy, Louisiana, 27 ³

The brand must engage consumers, both inside and out of stores, and remind them that Snapple is waiting to be enjoyed.

Price

More than 60% of survey respondents listed price to be one of their top three considerations when purchasing a beverage². In fact, when asked why they did not buy Snapple often, 10% of interviewees listed price as the main reason³.

"Snapple is too expensive. Arizona costs less and gets you more."
- Tyler, Connecticut, 18³

"The price of it is unexpectedly high when you look at it in the bigger picture of drinks."
- Lisa, Oregon, 42³

Snapple must creatively convey to consumers the value of its products, beyond just the quantity of beverage in the bottle.



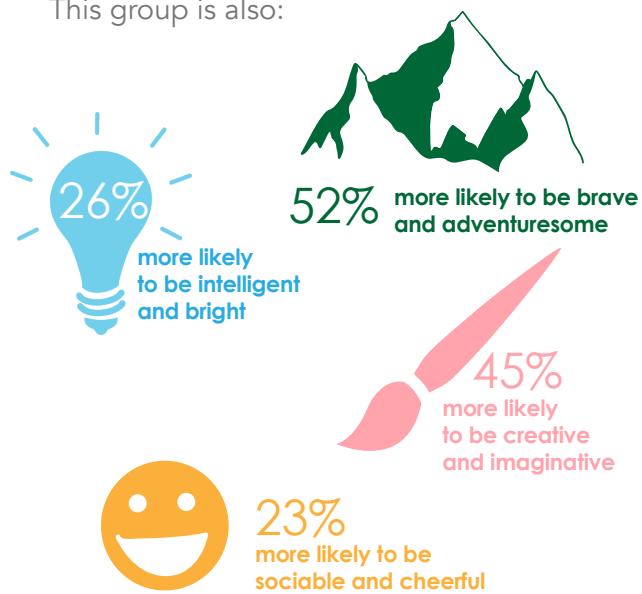
Audience Segmentation

Psychographics

Snapple drinkers were 20% more likely than the average consumer to agree with the following statements⁶:

1. Conformity makes me uncomfortable.
2. I like to be the first to try new things.

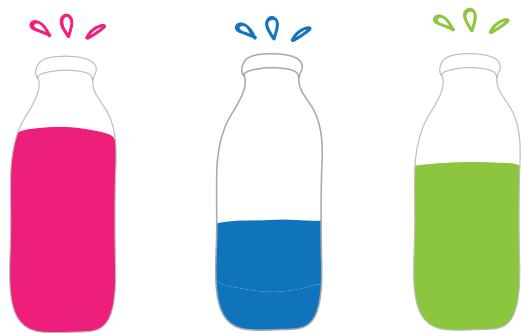
This group is also:



Snapple drinkers are far from average. These consumers do not let lines define them and never hesitate to step out of the box. They constantly challenge themselves in all areas of life. Whether it's staying late at work to learn a new skill or exploring the less-traveled path on vacation, these consumers are hungry for adventure.

Demographics

These Snapple drinkers are more diverse than consumers of other tea and juice brands, presenting Snapple with the opportunity to connect to its audience in a variety of ways. The Snapple brand appeals to a multicultural audience that shares a common trait: **They're young at heart⁶.**



Hispanic

AGE	INDEX
18-34	177
35-49	148

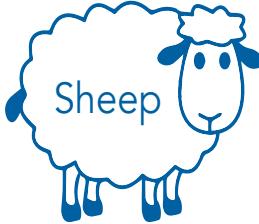
Black

AGE	INDEX
18-34	120
35-49	122

White

AGE	INDEX
18-34	137

After analyzing quantitative primary research and conducting secondary research, the team turned to focus groups to better understand consumers' opinions, specifically about Snapple. Participants were asked to brainstorm multiple types of consumer personality traits, purchase behaviors and drink choices. They identified consumers into three distinct types:

Focus Group Findings	 Sheep	 Scoper	 Seeker
Personality Traits	safe, conforming	factual, analytical	individualistic, spontaneous
Purchase Behavior	receptive to new products only after seeing others use them	look up information before purchasing	look for an experience rather than just a purchase
Most Commonly Consumed Beverages	established drinks (water, Coke, milk)	larger variety of flavors (Starbucks Secret Menu)	unique brands (drinks from foreign supermarkets, new options at gas station)

These insights position Snapple consumers as Seekers. The characteristics of Seekers as described in focus groups align with the personality traits and statements Snapple users identified with in secondary research. Seekers are creative and adventurous, just like Snapple's consumers.

Where are the Seekers?



heartland

New York
Philadelphia

D.C.
Boston

non-heartland

L.A.	Phoenix
Chicago	Seattle
Dallas	Denver
Miami	St. Louis
Atlanta	San Francisco

Seekers are located throughout the United States, thriving both in and outside of the Heartland. 14 markets provide the best opportunity to reach Seekers based on population size and target market personality traits⁶.

What are they Seeking? Unexpected Delights

Seekers want experiences and are not content with following the crowd. Although Seekers may not embark on major adventures as often as desired, they attempt to sprinkle their lives with **delightful moments** whenever possible. These consumers discover **delight** in both advertisements and products.

In Advertisements

When asked which ads are most appealing, focus group participants repeatedly mentioned two types: humorous and emotional. When speaking of humorous ads, several participants mentioned that All-State's "Mayhem" commercials bring **unexpected delight** to the routine clutter of advertising.

"I could see myself going on YouTube and re-watching those. They're funny, but they also get the point across."
- Rachel, Tennessee, 22⁴

Ads that tell a story and evoke emotion also bring this **unexpected delight** to Seekers' lives. However, participants asserted that humor must be easily related to the product in order to be effective⁴.

"If it is a good story that fits well with the product, I like it."
- Michael, California, 21⁴

Respondents reported that some of Snapple's recent ads, specifically "New York," did not resonate as humorous or emotional⁴. Additionally, these ads did not offer the moments of happiness that kindle the innate excitement of Seekers' hearts and minds.

In Products

When asked about daily beverage consumption, the most popular responses across primary research platforms were coffee and water. About 70% of participants mentioned they drink water, or try to, on a daily basis.

Most participants agreed they like to drink sweet beverages to **reward themselves**. This directly affects Snapple because 36% of interviewees directly described Snapple as sweet³.

"Snapple is very sweet and I really rarely drink it unless I'm treating myself."
- Julia, Massachusetts, 21³

This view of sweet beverages provides an opportunity for Snapple to enhance anything from a good day to a huge promotion at work. This brand has the potential to be a delight that adds to consumers' lives.

What does Snapple offer?

Snapple offers a beverage that blazes its own path, just as Seekers do, through its brand personality, charming packaging and variety of flavors.

When asked about their relationship with Snapple, respondents reported²



Showcasing Snapple's features in advertising will convince consumers to drink more Snapple or simply give it a try.

Lively brand personality

The Snapple brand is unique within its competitive set¹. Its quirkiness reflects the equally quirky personalities of its consumers and sets it apart from large drink brands like Pepsi and Coca-Cola.

*"Snapple is creative and friendly.
It's better than drinking any other
commercial brand."*
- Luisa, New Mexico, 22³

The lively brand personality creates a strong connection between Snapple and its consumers. When consumers interact with the Snapple brand, their experiences are not easily forgotten. Of those interviewed, over 80% associated Snapple with personal, specific memories³.

Charming brand packaging

Snapple's brand equities embody its personality. The glass bottle is more recognizable than the packaging of any other ready-to-drink tea or juice drink brand¹. In fact, "glass" was free-recalled 17 times when respondents were asked to describe Snapple².

Focus group participants listed Real Facts, the pop of the lid and the glass bottle as their favorite aspects of the Snapple experience. After watching Snapple's "Handshake" ad, many participants said they loved the way the ad highlighted the product's packaging⁴.

"Yes, the pop. The first part of the commercial is what made me interested in it all."
- Jane, Texas, 34⁴

Variety of flavors

Snapple offers an array of flavors that is unmatched by other tea and juice brands. The words sweet, fruity and refreshing were repeated more than 50 times², reinforcing that Snapple's flavors are something consumers remember. In interviews, 35 participants recalled flavors as one of their favorite features of Snapple³.

*"The company is different.
They do what they want and make
flavors that people don't always
expect. I like that."*
- Thomas, Maryland, 22³



Campaign Overview

Problem

Snapple has low top-of-mind brand awareness in non-Heartland areas.



solution

Snapple has the opportunity to create a brand persona and a specific brand purchase experience specifically for Seekers.

Problem

Snapple is seen as more expensive per ounce than competitors.



solution

When Seekers make a purchase, they are buying more than just the product: They are investing in the experience.

Problem

Snapple is seen as a very sweet beverage.



solution

Sweet beverages are one way Seekers treat themselves.

Strategy Statement:

Convince quirky, self-assured Seekers that Snapple can create an **unexpected delight** through its lively brand personality, charming packaging and variety of flavors



Seekers view the world through a different lens, one that celebrates the delights of life, making Snapple the perfect companion. These delights change their perception of life from the mundane every day into something delightfully out of the ordinary. With the right drink in their hand they can...

MAKE IT SNAPPEN

Throughout the following plan, these icons will be shown to indicate targeted placement of media:



Heartland



Non-Heartland



National

Snappen: snap•pen (verb) To change the ordinary mundane into an unexpected delight

print

Make It Snappen through print

Background Photo

The background of the print advertisements show normal situations that people can identify with. The faces of the people in the ads are not included, making it easier for viewers to place themselves into these situations.

Add-on Doodles

Charming doodles are added to ordinary objects, creating an **unexpected delight** in everyday life.

Snapple Bottle

Focus groups indicated that having the product in clear sight not only makes them want Snapple, but also helps connect Snapple to the story being told in the ad. Different flavors are featured in each execution, and the primary color of the packaging is reinforced in the colored background.

Copy

The inviting copy ties Snapple to the image presented. Each execution includes distinct copy referring to the unexpected delights in the visual, connecting it to the tagline "Make It Snappen."



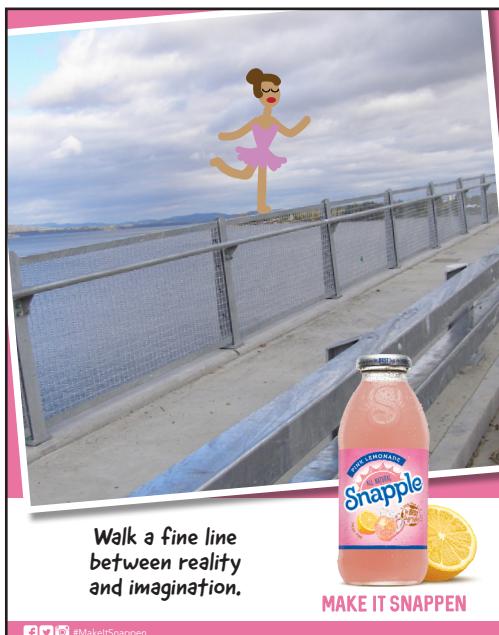


Concept Testing

The team tested creative concepts on 190 people, with 50 providing opinions specifically on the **Make It Snappen** campaign. Exactly 94% loved the **Make It Snappen** concept, and 80% claimed these ads would make them buy more Snapple or try it for the first time. The bright colors and hand-drawn art resonated strongly with participants, who said these elements would catch their eye amidst the clutter of typical ads. Participants said the phrase "**Make It Snappen**" empowered them to reach for something more.

*"Make It Snappen is like carpe diem.
It's saying to go out and do it!"*

- Molly, Alabama, 26⁵



Magazines

Seekers were more likely to agree with the following statements.



These statements, paired with Seekers' high interest in celebrity trends and pop culture, support placing ads in the following magazines: **People**, **People Español**, **US Weekly**, **Cosmopolitan**, **Cosmopolitan en Español**, **Essence** and **Rolling Stone**.

TOTAL COST: \$3,587,826

TOTAL IMPRESSIONS: 273,648,746 ★

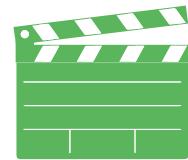
video

Television

The types of television content Seekers gravitate toward during primetime are⁶



music:
71% above average



movies:
41% above average



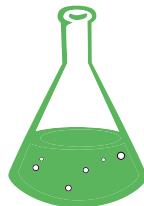
evening animation:
38% above average



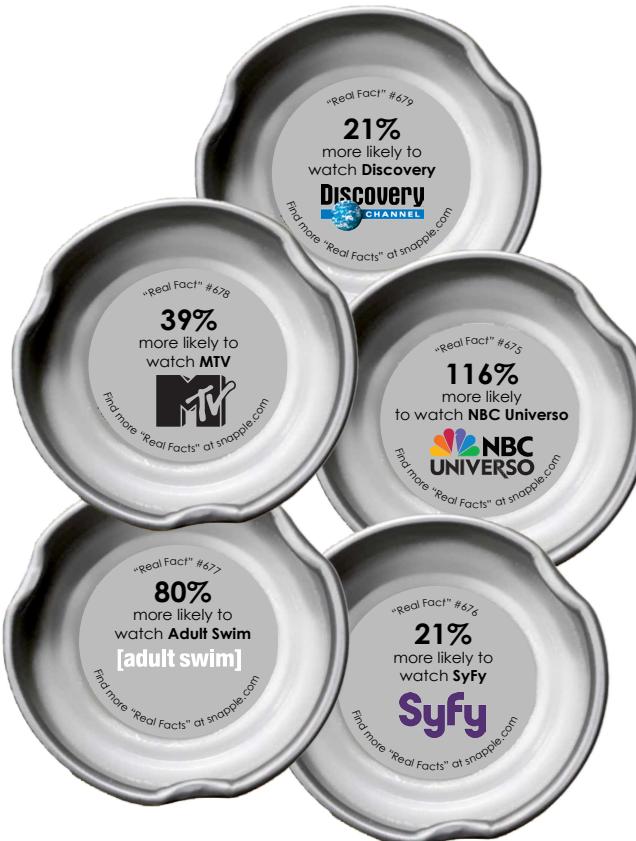
situation comedy:
15% above average



news:
11% above average



science:
36% above average



The cable networks with maximum potential to reach Seekers are **Syfy**, **NBC Universo**, **Discovery Channel**, **MTV** and **Adult Swim**. This campaign will target Seekers by running advertisements during late-fringe and primetime, with the exception of Adult Swim, which is late-fringe only.

TOTAL COST: \$16,080,327

TOTAL IMPRESSIONS: 1,610,399,800 ★ ○ ●

Digital

#MakeltSnappen will take over digital platforms with insert videos on YouTube and sponsored video advertisements on Facebook. This is particularly crucial in the selected spot markets since digital videos are more cost-effective in these areas as opposed to spot-targeted commercials featured on cable networks.



Seekers are 48% more likely than average to have watched or interacted with YouTube in the last seven days⁶. YouTube instream video advertising in selected spot markets will keep Seekers intrigued and aware of the **delightful moments** that the brand offers.



Facebook incorporates up-to-date video ads directly in the news feed. Seekers are young, socially connected and 23% more likely to use Facebook than other target markets⁶.

TOTAL COST: \$7,700,000

TOTAL IMPRESSIONS: 385,220,000 ○ ●



Storyboard

The 15-second commercials are shot in first-person point of view, emphasizing the main character's perspective. Illustrations are added to ordinary situations to present the Snappy way of looking at the world. The commercials will bring life to the print executions through colorful animation and appeal to Seekers' imaginative mindset.

Snapple is shown at the end of the ads to indicate it is just as much a part of Seekers' lives as their whimsical views of the world.

The national commercials will take place in an average American city. Additionally, this campaign will feature commercials in spot markets, displaying recognizable characteristics of each city.

MUSIC USED: "Argonauts" by The Little Ones

1 Introduction: girl walking on sidewalk. The text "Park Day: My View" is present at the top of the screen then fades as view pans up and right to reveal a park during Spring.

2 Girl looks right and sees two bushes and perceives them as holding hands and waving.

3 Girl looks up toward the clouds and mentally draws out what shape she perceives them to be, bunnies.

4 Girl bends down to smell a pretty flower she perceives as singing.

5 Girl continues walk and sees lamp post she perceives as a basketball player shooting a basketball into a trash can she perceives as a basket.

6 Girl sits down on park bench. She crosses her legs then opens a Snapple and takes a sip.

7 Camera shot pans upward into sunlight and gives final view of park.

8 Product is shown on the left with drawn animations that mimic rays of sunlight. The text "#MakeltSnappen" is flush right.

online

Banner/Digital Ads

Seekers are 61% more likely than average to make purchases based on banner ads⁶. Snapple will place ads on digital platforms such as the corresponding websites of the selected magazines and cable television channels as well as Facebook. The interactive nature of the banner ads will engage Seekers with lively animations.

The digital aspect of the campaign continues to emphasize visual styles from the print and television executions, but incorporates the opportunity for participation. Instead of predictable online banners, Snapple's ads will be in the form of simple, colorful games. Hovering the cursor over the ad will activate the game. After playing the game, online users will receive a unique code that can be entered on the [Make It Snappen](#) microsite for the chance to win a free case of Snapple.

TOTAL COST: \$1,990,222

TOTAL IMPRESSIONS: 403,908,705 ★

Click on each computer screen to view demonstrations of two different banner games.

The image displays two digital screens illustrating interactive banner ads for Snapple. The top screen shows a mobile device displaying the MTV news website. A pink rectangular banner on the right side of the screen features the text 'MAKE IT SNAPPEN' and a call-to-action 'Hover to play and win free Snapple from snapple.com'. A green arrow points from the bottom left towards this banner. The bottom screen shows a desktop browser window displaying the People magazine website. A similar pink 'MAKE IT SNAPPEN' banner is positioned on the right side of the page, also with the instruction 'Hover to play and win free Snapple from snapple.com'. A green arrow points from the bottom left towards this banner on the People site. Both banners appear to be interactive games where users can hover over them to play and potentially win a prize.

mobile



Snapchat Geofilters

More than 60% of U.S. 13- to 34-year-old smartphone users are Snapchatters⁸. Snapple will sponsor Snapchat Geofilters in the 14 spot markets. Geofilter location will dictate each one's exclusive design and Real Fact. Seekers who reside in or travel to these spot markets will have the opportunity to share their experiences with their followers! Filters will also allow residents to show off their city pride with a skyline sketch and a Real Fact.

TOTAL COST: \$500,000

TOTAL IMPRESSIONS: 25,000,000

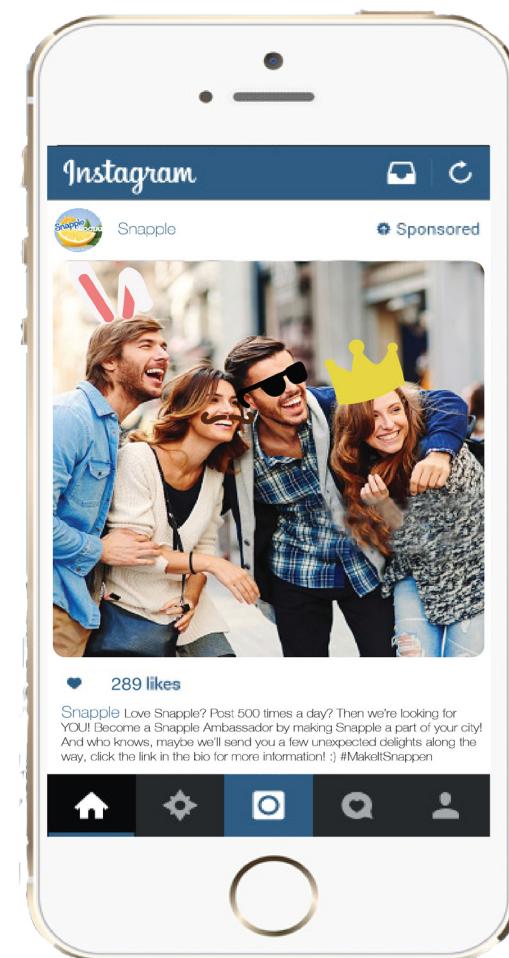


Snapbassadors

In order to cultivate the "Best Stuff on Earth" and grow Snapple volume in the United States, the brand must first find its gardeners! Snapple will search for them via social media and the [Make It Snappen](#) microsite. The ideal applicant loves Snapple, understands and identifies with the brand, possesses Seeker personality traits and is active on social media. Candidates residing in the 10 non-Heartland spot markets will be eligible, but applicants outside these markets can be featured on the [Make It Snappen](#) microsite and social media.

Ambassadors will receive [delightful](#) benefits and rewards from the company, such as exclusive flavor previews, brand merchandise and city-themed Snapple posters designed by local artists, which will also be distributed throughout each city.

These brand ambassadors will help their respective cities connect with Snapple, emulating the relationship Snapple has with its consumers in New York City.



TOTAL COST: \$195,500

TOTAL IMPRESSIONS: 3,360,000

Experiential

Cycle the Unexpected

Seekers are 92% more likely than average to choose transportation methods that are friendlier to the environment⁶. To promote this lifestyle, and provide Seekers with unexpected delights, Snapple will sponsor city bikes in all 14 spot markets. The bikes will reflect the personalities of both the brand and the target audience. Consumers can choose the flavor-themed bikes that best fit their personalities. Rental and return kiosks will be located throughout the city for customer convenience. Snapple vending machines will be present at most bike locations to keep the brand top-of-mind even after the biking experience is over. Bikes will even have a bottle holder so customers can store a Snapple during the ride!

TOTAL COST: \$1,440,000

TOTAL IMPRESSIONS: 68,544,000



Snapple Scented Car Fresheners

Focus group participants listed caffeinated beverages, as well as tea and juice drinks, respectively, as their top two choices for road trip beverages. With so many hours spent behind the wheel, car fresheners are one way to keep Snapple top-of-mind throughout the year. Snapple will create bottle-themed fresheners with the scents of its most popular flavors. Consumers will receive car fresheners with their Snapple purchases at participating gas stations.



TOTAL COST: \$122,000

TOTAL IMPRESSIONS: 212,173 ★



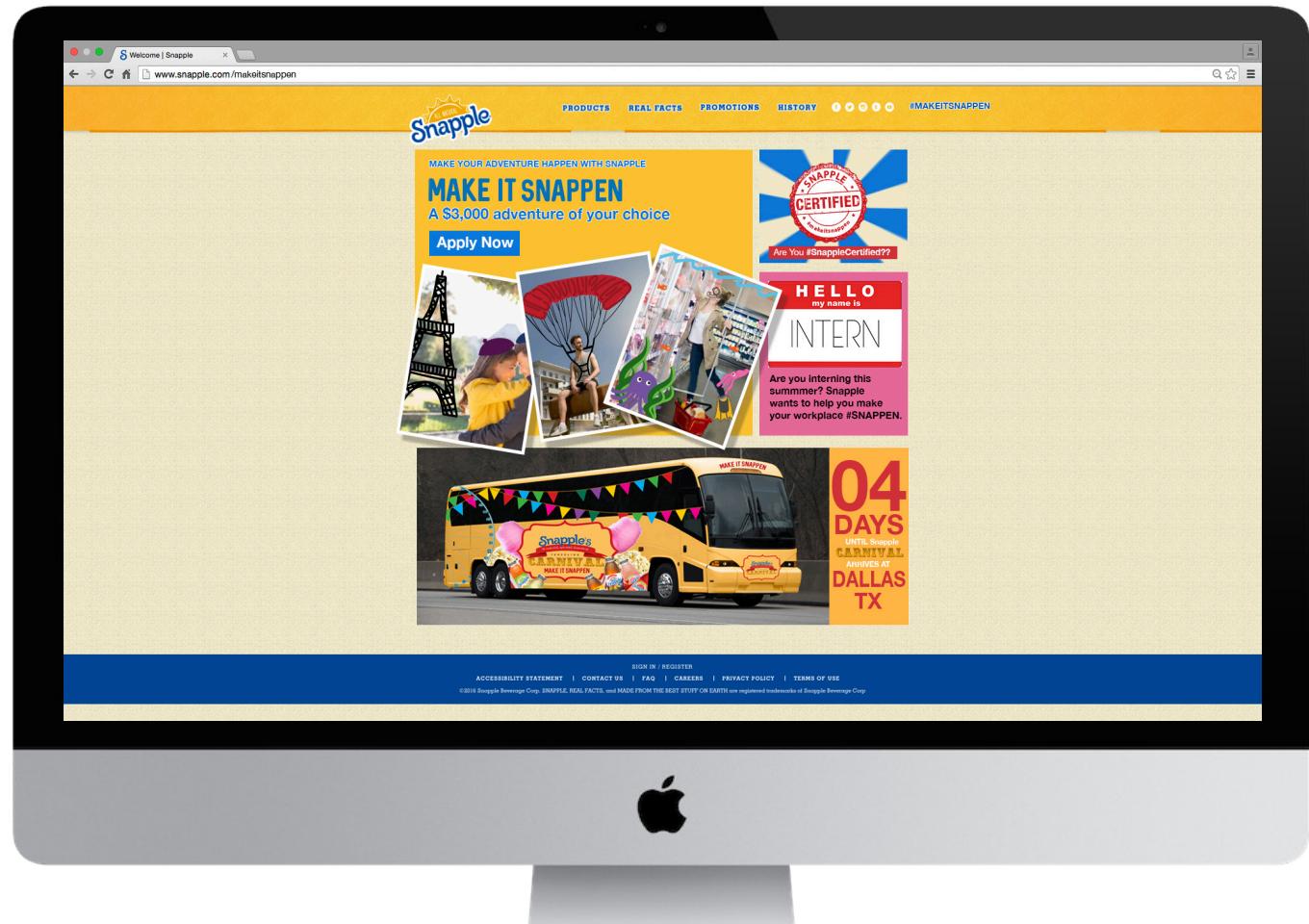
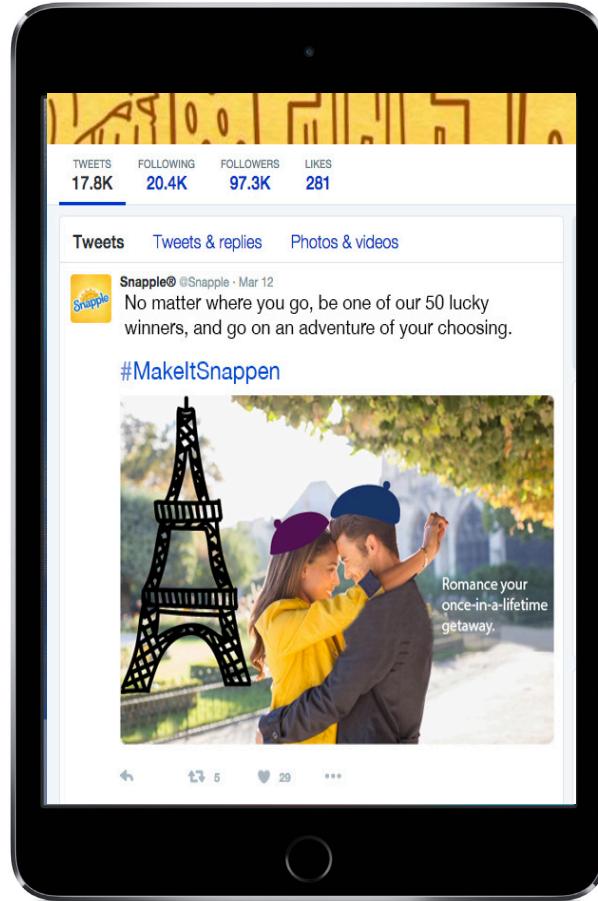
Snapple Fantastical Traveling Carnival

Snapple is all about unexpected delights, and what's more delightful than a traveling carnival? Snapple will road-trip across the country on the Snapple Summer Tour, caravaning through the 10 non-Heartland DMAs and bringing joy to Seekers as it goes. Snapple will partner with local food trucks at each stop, offering "Snapple pairings" where Snapple flavors will be chosen to complement their menus.

TOTAL COST: \$1,423,125

TOTAL IMPRESSIONS: 11,050,000 ○

Bottles can be recycled for more carnival tickets. They can also be redeemed for Snapple snow cones, games and brand merchandise available exclusively at the carnival! Leading the troupe will be the Snapple bus, which will serve as the mascot for the carnival and the adventurous spirit of the brand. Snapple fans will have the opportunity to track the location of the bus on the Make It Snappen microsite and social media.



Make Adventure Snappen

Seekers are dedicated to a life of nonconformity and trying new things, so Snapple will encourage this behavior with its outreach and public relations. The Make It Snappen Grant satisfies this need. The grant is intended to offer a diverse group of Snappy consumers the opportunity to step out of their comfort zones, reach personal goals or fulfill once-in-a-lifetime dreams.

Applicants will find promotions for the grant on owned media, and will be directed to apply on the campaign's microsite. Through this site, the public will be able to vote on which applicants deserve the grant, and candidates will promote their submissions on social media. One applicant from each state will receive the prize — \$3,000 to put toward the adventure of his or her choice!

An extra 15% has been added to all experiential

This could range from skydiving over an active volcano to a volunteer trip to work with orphaned orangutans. Whatever their dreams may be, candidates will submit a video and questionnaire explaining why they deserve the grant. The grant will create various media pitch opportunities and social media content. It can also be documented as part of the brand's owned media.

TOTAL COST: \$172,500

TOTAL IMPRESSIONS: 16,050,000 ★

Internet Radio

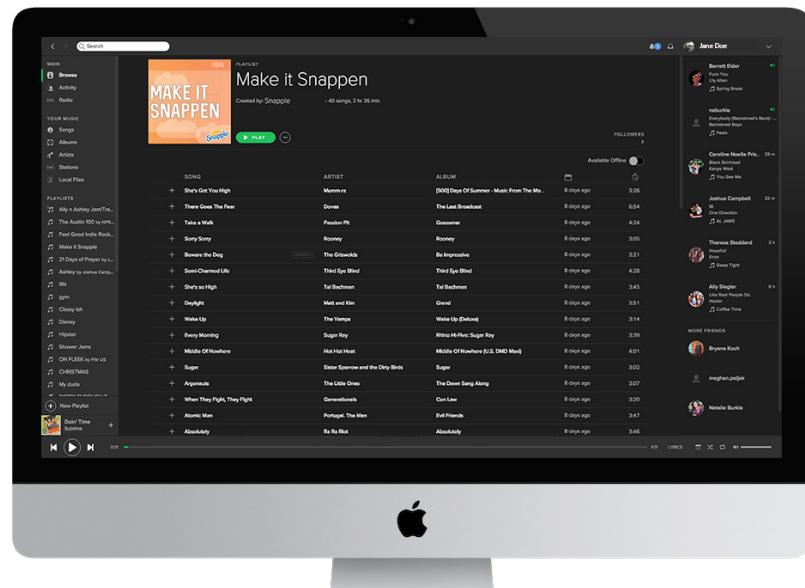
Seekers are highly engaged with internet radio, indexing at 59% above average⁶. This campaign will target the top music preferences of Seekers, which are hip-hop, rap, alternative rock, tejano/banda, electronic/techno, Mexican (regional) and reggae⁶.

Spotify

Snapple will maximize internet radio by creating a branded playlist on Spotify. A whopping 25% of Spotify users are premium, so a branded playlist will reach premium and non-premium users alike.

TOTAL COST: \$150,000

TOTAL IMPRESSIONS: 30,136,417 ★




over 2x as willing to pay
more for brands



more likely to describe a
brand as fun and playful



more likely to recommend
brands to a friend



more likely to describe a brand
as "the only brand for me"

Pandora

Snapple will create an unexpected delight for non-premium Pandora users by providing an hour of ad-free listening. A visual page takeover will accompany the ad-free listening to associate the personality and iconic packaging of the drink with this unexpected enhancement to a familiar activity.

TOTAL COST: \$275,000

TOTAL IMPRESSIONS: 55,810,303 ○

Local Restaurants Make Community Snappen

Restaurants in the selected spot markets can apply to be Snapple-certified by answering a questionnaire related to their unique value proposition and community presence. This will create media pitch content for Snapple and partnering restaurants. It will also create content for the [Make It Snappen](#) microsite, such as a page listing Snapple-certified locations.

Rewarding restaurants with five cases of free Snapple will encourage them to apply for certification. Certification will be designated by a window decal on the storefront denoting the status of the establishment. Snapple-certified restaurants will offer an unexpected treat when customers show a Snapple cap: a discount, a free brownie or whatever the restaurant believes reflects its Snappy personality.



TOTAL COST: \$241,500

TOTAL IMPRESSIONS: 37,800,000



Interns Make the Workplace Snappen

Life as an intern is not always Snappy. It can be easy to get lost in the hustle and bustle, and feeling younger and less experienced than coworkers can be awkward. With Snapple, interns will facilitate community-building interactions among their coworkers. The brand will send five cases of Snapple, air fresheners and other branded merchandise to 100 interns across America.



Interns will be selected through an application located on the [Make It Snappen](#) microsite and shared on social media. This promotion will catalyze organic social and digital content, raise awareness, make the workplace a little more inviting and help the interns look good too!

TOTAL COST: \$143,750

TOTAL IMPRESSIONS: 3,060,000

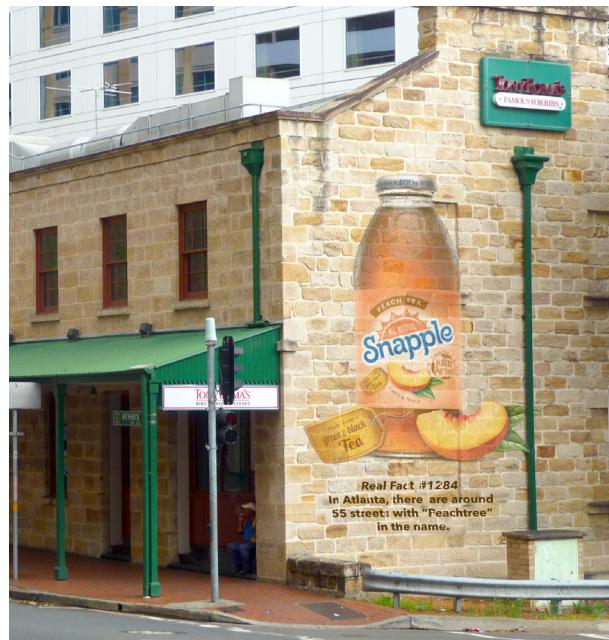


Real Facts Make the Commute Snappen

Research identified several of Seekers' routines, including walking as a means of transportation. To capitalize on this opportunity for exposure, Snapple will implement motion-activated, solar-powered projectors shining city-specific Real Facts on surfaces in spot markets. The projectors will be positioned around ordinary locations, such as offices and grocery stores. Seeing these unexpected facts pop up will add a little extra delight to a Seeker's day. These installations provide an opportunity for people to capture and share pictures as well as potential news releases and media pitches.

TOTAL COST: \$161,000

TOTAL IMPRESSIONS: 4,435,200



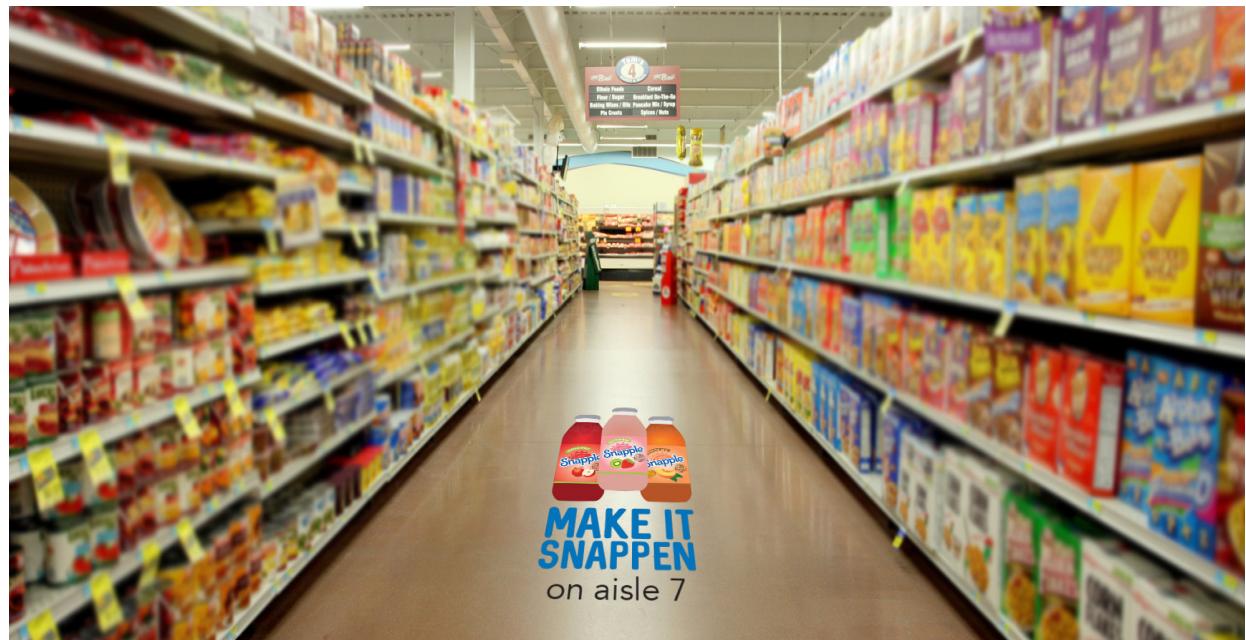
Owned

Retail In-Store Activation Tactics

Research revealed that those in the non-Heartland had low top-of-mind brand awareness for Snapple and had trouble locating it in the store¹. Seekers over-indexed for always noticing advertisements on the floor and on the shelf by 55% and 31% respectively⁶. To encourage Seekers to **Make It Snappen**, Snapple will advertise its drinks on grocery aisle floors and in gas stations to promote the car fresheners.

TOTAL COST: \$1,017,250

TOTAL IMPRESSIONS: 336,000,000



media summary

Create Unexpected Delights

This campaign will shower consumers with **unexpected delights** through visual, interactive and engaging media. It will draw on Seekers' individuality and motivation to Make It Snappen. This fully integrated, holistic marketing campaign incorporates paid, earned and owned media on the national level as well as in select Seeker-centric spot markets. This campaign will ultimately increase relevance in the Heartland and top-of-mind brand awareness in the non-Heartland.

Make It Snappen



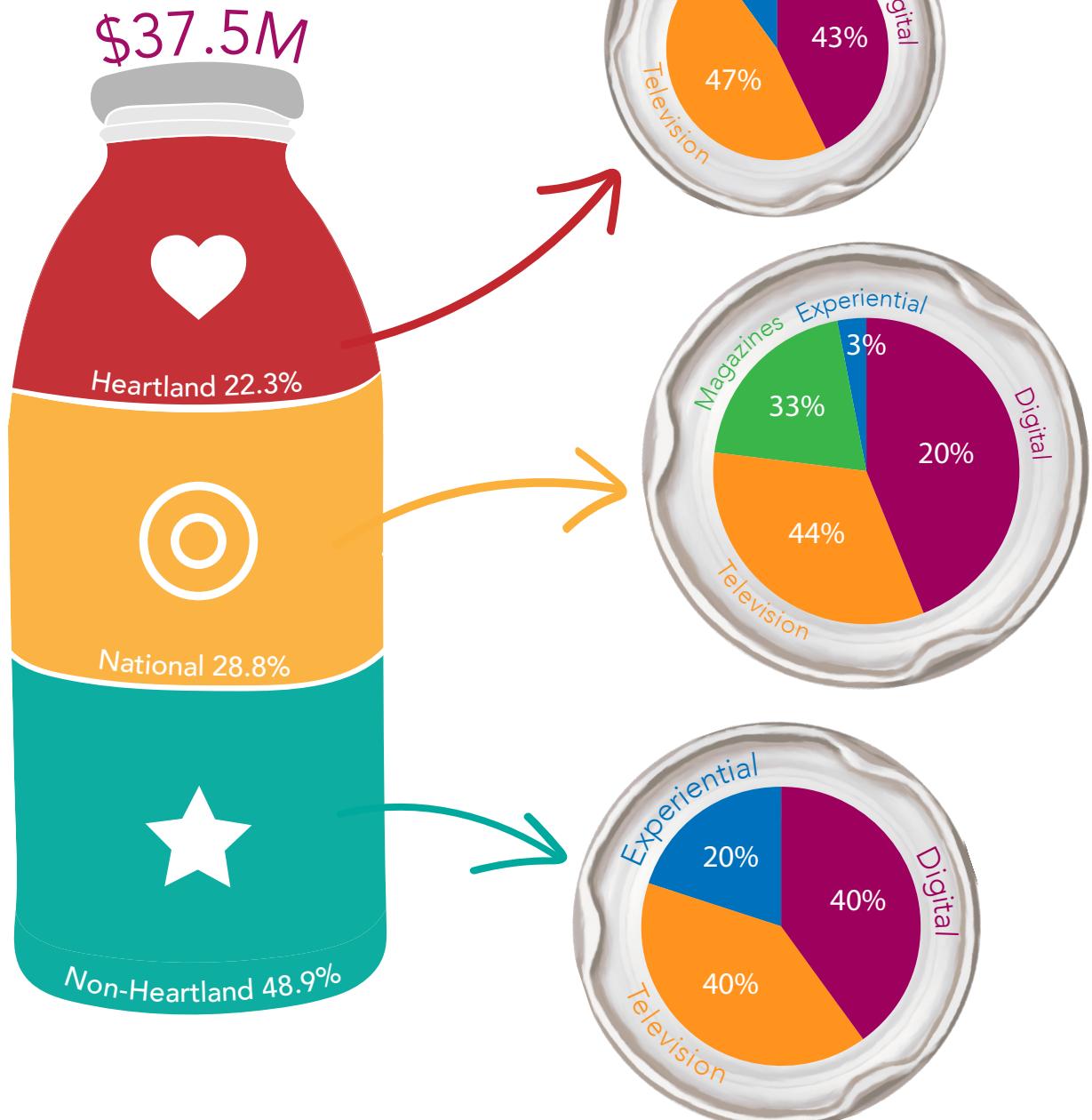
budget recap

\$50M Total Budget Breakdown

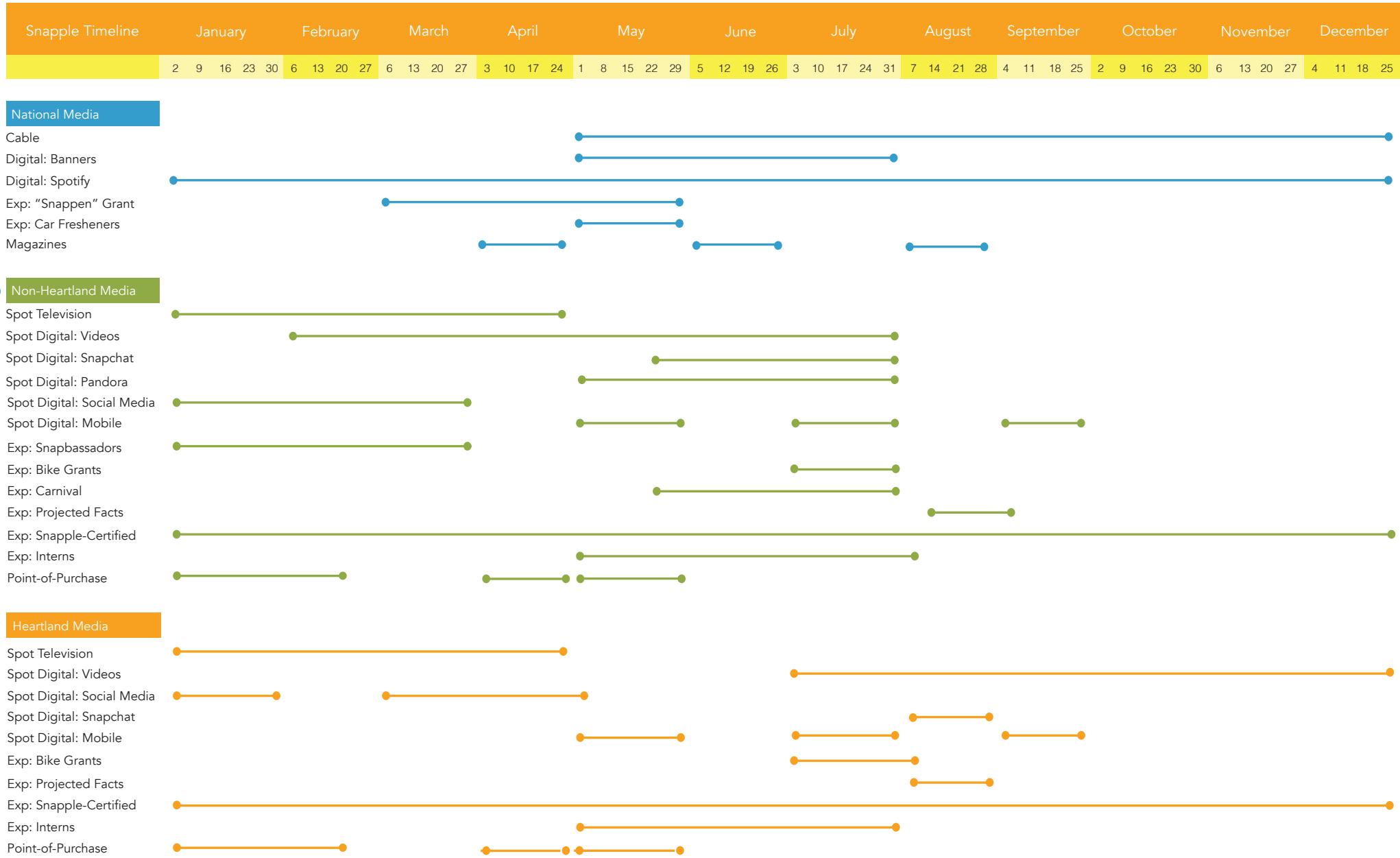
Production: \$5,000,000
Agency: \$7,500,000
Cable Television: \$16,080,327
Digital: \$12,955,222
Magazines: \$3,587,826
Experiential: \$4,876,625

After accounting for production and agency fees, the overall working media budget is \$37,500,000. The budget is allocated to first create a national base of media activity (29.4%), taking advantage of the cost efficiency offered by national cable and Seekers' preference for magazines and online media. Media activity is heaved up in 10 selected non-Heartland markets (47.7%) and four Heartland markets (22.9%), adding additional digital and traditional video advertising weight.

The campaign also includes extensive use of experiential and retail in-store activation tactics. These efforts will help bring the campaign idea of **Make It Snappen** to life by generating a total of 3,459,635,344 impressions!



flowchart



Qvaluation

The Make It Snappen campaign will capitalize on Seekers' desire for the extraordinary in their ordinary lives. It will provide the opportunity for Snapple to create **unexpected delights** and engaging brand experiences for its audience. Both inside and outside the Heartland, this campaign will present the distinct brand equities of Snapple in the Seekers' inherent language.

Adults 18-49 Audience: 131,027,900

How Make It Snappen will satisfy its objectives:

Seeker experiences with media will generate **3,459,635,344** impressions

- Non-Heartland: **953,189,667**
- Heartland: **439,453,636**

Within the Heartland: Heavy User Strategy

- Grow overall brand relevance from **50%** to **55%** by converting **10%** of non-customers reached by the campaign
- Grow purchase frequency from **9x** to **10x** by converting **50%** of existing consumers from once every six weeks to once every four weeks

Within Non-Heartland: Light User Strategy

- Grow overall top-of-mind brand awareness from **15%** to **30%** by converting **20%** of non-customers reached by the campaign
- Grow purchase frequency from **1x** to **3x** by converting **50%** of existing consumers from once every twelve months to once every other month

Reach and Frequency

- National Non-Target: reach **93.4%** consumers with an average frequency of **16.9**
- Heartland: reach **95.2%** consumers with an average frequency of **42.4**
- Non-Heartland: reach **95.2%** consumers with an average frequency of **49.2**

Conclusion

This campaign achieves everything asked for in the case study, providing a fully integrated, holistic plan to increase top-of-mind brand awareness and volume sales growth. Through owned, earned, paid and shared media, this campaign will **Make It Snappen**.

You don't get to pick your family.

You don't get to pick your Ad Team (our advisers do that).

But, even if we could, we wouldn't choose anything differently.

We would choose the same quirky set of creatives, the same fantastically talented accounts team, the same unorthodox thinkers of media and the same dynamic duo on research.

We would choose the frustration of every idea that was shot down, every late night in the lab and every dollar spent on vending machine food, coffee and, of course, Snapple!

We would choose every minute of every hour of every day spent digging into research, conceiving our thoughts, drafting our creations and building up to the final Big Idea.

We would choose every hilarious second with our advisers, every moment of panic and every bad joke (that was followed by the air horn).

We would choose the path we took because it brought us here.

And through all the time, energy, sweat and tears, we Made It Snappen.



...and all of the fantastic advisers!

Footnote & Appendix

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