

Prepared For:

SLURP.EE

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1.0 Background

The Slurpee was invented in 1965, when 7-Eleven licensed ICEE machine technology to make frozen drinks in store. According to 7-Eleven's Director of Proprietary Beverage Brands, frozen drinks had a natural appeal to kids and they used the Slurpee to get those kids into the store (McCarthy, 2016). Since then, Slurpee has become a household name, but with that came an abundance of major competitors such as McDonald's KFC and Hungry Jacks.

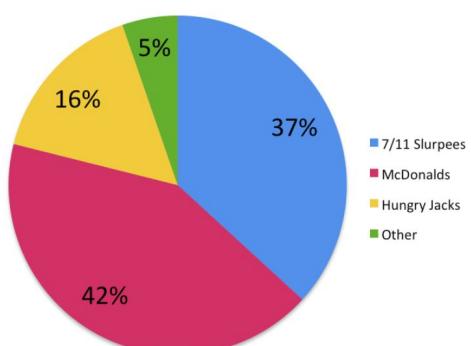


Now, 7-Eleven must tap into a new market—18 to 24 year old's—the people that matter most to Slurpee's future. These consumers love frozen drinks, but they have a million places to get them that's not 7-Eleven. If Slurpee is going to win them over, they need to create a brand-new experience.

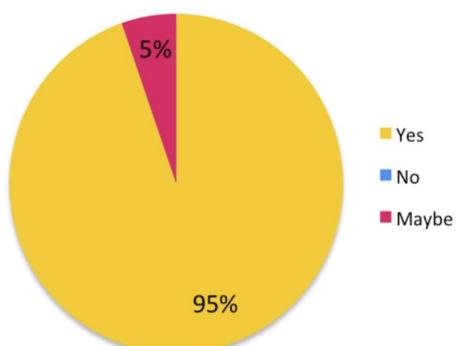
2.0 Campaign Overview

After conducting a small survey, we found Slurpee's biggest challenge is the lack of loyalty among 18 to 24-year old's regarding their frozen drink preferences. To them, a frozen drink is just a frozen drink, it doesn't matter where they get it.

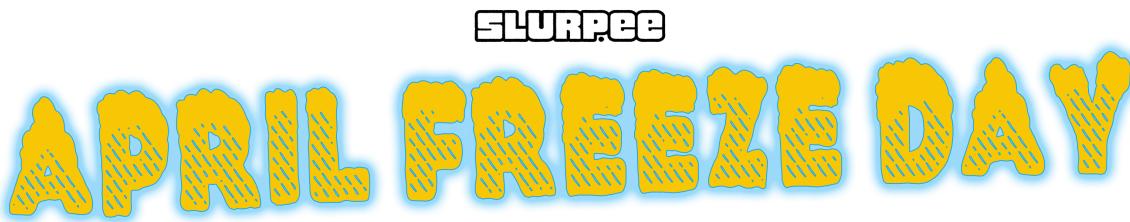
Where Do You Usually Buy Frozen Drinks?



Would You Buy Frozen Drinks Somewhere Else?



To solve this problem, JELA Creative has come up with a campaign that will reignite a passion for Slurpee:



This campaign is based on key customer insights about who the target market is and who they used to be. It plays off their nostalgia to give them a day of fun that will remind them of how much they used to love Slurpee's by bringing back some good old childish fun. It's a day of games, of letting loose and of drinking so many Slurpee's your brain may never fully thaw.

To achieve the objectives set out, the campaign will have various components. The first component is introducing a new product attachment, enticing people into a 7-Eleven store and increasing traffic. The second component is introducing a competition that will drive social media engagement and 'bring back the memories' consumers experienced growing up. The third component evolves the actual April Freeze Day event, Slurpee personally interacting with its fans and consumers, which will measure success and exemplify the campaigns success.

The first component – The introduction of the Splitinator. The Splitinator is a lid that separates the volume within the cup into two chambers, thus allowing two flavours to be completely separated temporarily (around 10 minutes). This invention has never been done before and will immediately offer a new experience for the Slurpee consumer. Additionally it will bring a new step towards the competition, offering further value and differentiation to the segment. Although the Splitinator will be a new invention to 7-Eleven, there needs to be a campaign, which launches the product, makes it viral and achieves the campaign objectives.

The second component – The lead up to April Freeze Day. As stated previously, the key message for the campaign is for the target market to bring back the nostalgic feeling they experienced as a child – the brain freeze and socially interacting with friends. Therefore to create hype about April Freeze Day, a social media viral challenge will be introduced.

The minute challenge is a competition where Slurpee fans grab a friend, fill a cup with the Splitinator, slurp as much of their side within a minute and film it. Whoever finishes the most Slurpee on their side wins. The challenge is designed to be a minute as the notion is for fans

and consumers to post the video on Instagram tag 2 friends, #AprilFreezeDay and then hashtag their city.

- #Brisbane
- #Sydney
- #Melbourne
- #Adelaide
- #Perth
- #Hobart

This will be launched with the introduction of the April Freeze Day event on April 1 2018. The idea of the competition is for the target market to socially interact with their friends, laugh, get a brain freeze, and bring out the inner child and memories they had when slurping on a Slurpee. The hook for them as a consumer to post the video is because of the prizes to be won. The minute challenge will have three categories:

1. The Fastest Slurp in 1 minute
2. The Most Entertaining Slurp in 1 minute
3. The Craziest Outfit slurp in 1 minute.

There will be selected winners from each city by Slurpee Australia, who will head to the finals at April Freeze Day.

The third component – April Freeze Day. April Freeze Day will be held on Saturday the 28th April, an event held in each city's CBD from 12pm-2pm. Winners from each category will go head to head and compete to win the ultimate prize. The event is mainly for the competition of selected people from Instagram for being the top 10 most viewed Minute Challenge. The notion of April Freeze day is creating an experience for Slurpee fans and for the brand to physically interact with its consumers. Runner-ups, competitors and the general public will create an atmosphere for the event, which will create further brand awareness for Slurpee and 7-Eleven. Ultimately April Freeze Day will increase brand exposure, build a stronger relationship with fans, bring positive brand imagery and shape an emotional experience with the masses.

Photo booth

Photo booth will be decorated with wall of Slurpee advertisement as well as some little props relates to Slurpee. As most of the social medias are based on visual aids, generating visual contents will be powerful tool. By installing photo booth in the event, it creates perfect chance for the people to share their photo taken in the booth on their social medias, which increases exposure about Slurpee in the social medias.

Other Elements to make up April Freeze Day

- Couch Area & Inflatable zone
- Promotional Staff & Host
- Music

3.0 Consumer Insights

18 to 24-year olds are a huge part of the millennial generation. Millennials are 23% more likely to travel than their older counterparts, and are more willing budget so they can go on more trips. They're on track to spend \$1.4 trillion on travel each year by 2020 (Clark, 2016). Therefore, travelling is an important part of the millennial identity. They are also more competitive than previous generations and yearn to be noticed (Zuckerman, 2014). In relation to that, they are also social media users. They use social media to broadcast their lives and communicate, keep in touch with and find new friends. It is also where they get most of their news and information (American Press Institute, 2015).

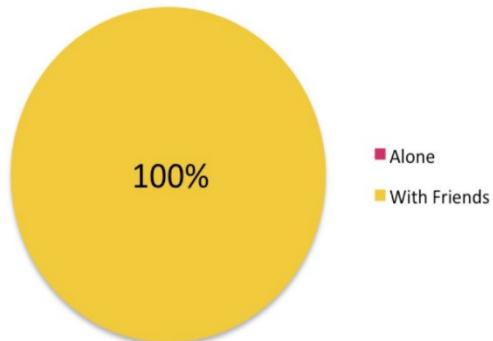


Millennials are many things, but they have 2 qualities that are most important to this campaign—they’re social, and they’re nostalgic. When we asked our survey group if they usually bought Slurpee’s alone or with friends, 100% said they bought them with friends. Therefore, a campaign is likely to be appreciated if it encourages and enables them to have fun with their friends.

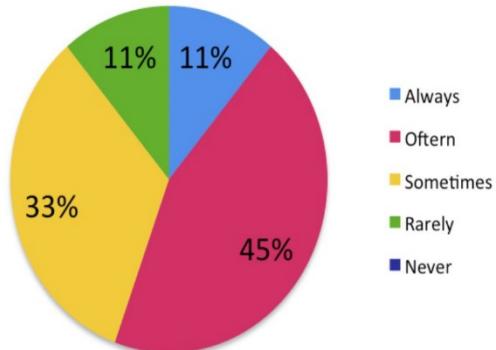
One thing that’s been said about millennials is that they suffer from early-on set nostalgia. In our small survey group, majority of responders admitted to feeling nostalgic often. Remembering the games they used to play, the music they used to listen to and the food they used to eat makes them feel something. They love reliving positive memories and icons from the past. Enabling that, will allow a campaign to connect with them on an emotional level (Friedman, 2016).



Do You Usually Buy Frozen Drinks
Alone or With Friends?



How Often Do You Feel Nostalgic?



As mentioned above, the target consumers don’t care where they get a frozen drink. But it wasn’t always this way. There was a time—back when the 18-24 year olds were just 8-14 year olds—when getting a Slurpee was an experience. They used to walk down a street holding their mother’s hand and tug them in the direction of a 7-Eleven. They used to look forward to their parents needing to fill up the tank so they could fill their cups to the brim and chug it until their brain froze.

Brain Freeze—that was a Slurpee thing, a game played with friends, the sweetest pain. The target audience used to be innocent, excited, curious and playful.

4.0 Campaign Objectives

This campaign proposal has one simplified objective. Make Slurpee Fun Again. From the survey that was conducted it was discovered that the frozen drink market has no loyalty and no separation from brands (see appendix). As of now, the competition has overtaken Slurpee and there are no distinguishing features to separate it from the rest.

To combat this, JELA Creative have come up with April Freeze Day. This will be an online campaign targeting audiences on social media. To gain reach, the campaign will utilise social media in order to make it easier for the campaign go viral. While fun is hard to measure, participation is not. The ability to share entertaining videos through social media will provide means to measure the success of the campaign. Rewards will be given out to winners of these videos in order for participation of the campaign to be more realistic and inviting. All of this follows the centre theme of bringing back the childish fun that Slurpee is famous for. Following this, JELA Creative aim to achieve 4 objectives. These objectives include:

1. Increase social media engagement and interaction by 200% over the campaign period.
 - a. Double Facebook engagement
 - b. Instagram interaction increase by 450%
 - c. Snapchat engagement Increase by 200%
2. Increase brand awareness in 30% of Slurpee's target market within the campaign duration, through illustrating the brands identity and points of differentiation.
3. Increase positive associations with the brands among 40% and preference among 20% of the target market within the campaign period.
4. Increase Slurpee sales by 150% over the campaign duration, through in store activations and April Freeze Day.

5.0 Message Strategy

Slurpee has always been known for providing its customers with a fun and brain freeze experience while growing up as a child. Although Slurpee maintained a monopoly many years ago, competitors such as McDonalds, KFC and Hungry Jacks have entered and disrupted the Australian market with their low price product. From this, the segment Slurpee Australia believe is important for the brands future are individuals aged 18-24 - the segment who would have grown up drinking a Slurpee before the competition broke the market. Therefore a strategy has to be created, which will draw this market back to Slurpee, and offer them an experience that conveys their memories as a child. To successfully achieve the campaign objectives, an one-sidedness message approach has been adopted, which will illustrate the brand new experience from Slurpee. As further elaborated within the media strategy, social media will be a huge influence in drawing the success of this campaign - generating sales and re-creating brand loyalty. This approach has been selected to disrupt the market against the \$1 price war, and focus on offering more value to the segment. Lin (2012) illustrates that the most beneficial asset for an entity is the consumer's awareness and recognition of a brand (p 4113). Therefore the notion of this tactic is to increase brand awareness within 18-24 year olds and re-create the experience they lived as a child.

Based upon the Facets model of effects, the campaign creative will entice a range of message strategies targeting the audience aged 18-24.

See/Hear	Feel	Think/understand	Connect	Believe	Act/Do
The Splitinator will create awareness and interest in the advertisement creative. Being an innovative new product will attract the eye. The music used in the videos will appeal.	A rendered image of the Slurpee will attract touch and taste emotions from when they last consumed a Slurpee.	The text used in the creative will deliver the message to visit a 7-Eleven and enter the Minute Challenge.	The 7-Eleven and Slurpee Logo will create brand identity and give the Splitinator a personality and image.	The font, colours and pure atheistic of the creative will create value in Slurpee, resulting in conviction and utter preference for Slurpee over the competition.	The text used through the prizes within the creative will give a call to action for the target audience to purchase and enter the competition.

Focusing in more detail, the big idea for this campaign is to bring back the childhood Slurpee Experience. This can be elaborated, as the Splitinator and April Freeze Day synthesize the purpose of the strategy, offers the consumer a new experience and innovative fresh way that makes the target audience stop, look, and listen.

As stated by Martin (1921), it is important that a message is consistent throughout the duration of a campaign as it works to execute the message to the target market. The message strategies and execution techniques utilised within the creative elements will stimulate the problem recognition for the consumer towards competitors such as Coca Cola McDonalds/Nightowl, Pepsi KFC and Hungry Jacks (Belch & Belch, 2003. P105).

Breaking the desired 18-24 year old target market in further detail, below illustrates creative message strategies and techniques that will be utilised within the campaign creative. The use of these message strategies will convey the message across to the target audience, which has been broken into two sections: Mass Media and the 18-24 target market.

Mass Media	<p>Objective: Focusing on a mass market, the objective to increase brand awareness, further interest in Slurpee and increase positive associations. The creative of these advertisements will contain strong use of imagery and rational executions. The colours and fonts used remain consistent Slurpee's brand image.</p> <p>Message Strategies Used:</p> <p>Positioning UPS Brand Image Resonance</p> <p>Techniques Used:</p> <p>Straight Sell Slice Of Life Imagery</p> <p>Media Types:</p> <p>Out of Home Media Digital Media</p>
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18-24

Objective: Creative are easy to follow and advertisements are minimalistic and colourful, ease on the eye to capture and understand. Emotionally target 18-24 year olds who see the brain freeze and want to bring the inner child back.

The colours and fonts used remain consistent Slurpee's brand image.

Message Strategies Used:

Positioning

UPS

Inherent Drama

Resonance

Affective (Emotional)

Techniques Used:

Straight Sell

Comparison

Imagery

Media Types:

Out of Home Media

Digital Media

6.0 Campaign Creative

Splitinator Lid Launch & April Freeze Day Introduction

The video advertisement will be used on all forms of social media, boosted within he advertisement spend. Please [CLICK HERE](#) to be re-directed to the video or copy and paste the following link: <https://vimeo.com/237948881>

Out Of Home Media



Insta-Story & Snapchat Story Advertisements – Video

The video advertisements will be used on Instagram and Snapchat, boosted within he advertisement spend. Video one shows the Instagram upload of the minute challenge, illustrating what people have to do. Video two illustrates the use of the Splitinator and how to use the new lid.

Video 1: Please [CLICK HERE](#) to be re-directed to the video or copy and paste the following link: <https://vimeo.com/238056374>

Video 2: Please [CLICK HERE](#) to be re-directed to the video or copy and paste the following link: <https://vimeo.com/238056450>

Snapchat Filter & Geofilter



Facebook Posts – Slurpee page

Slurpee Australia October 4 at 9:00am ·

Zilched Sour Apple is HERE!
Brain Freeze Challenge 🍎

108K Views

Like Comment Share Top Comments 1.2K

A Facebook post from the Slurpee Australia page. It features a video thumbnail of a man in a purple t-shirt with green lips holding a green Slurpee drink. The caption reads "Zilched Sour Apple is HERE! Brain Freeze Challenge 🍎". The post has 108K views and includes standard Facebook interaction buttons like Like, Comment, and Share.

Slurpee Australia October 9 at 9:00am ·

Join Brain Freeze Challenge! Grab it while it lasts!

APRIL FREEZE DAY THE MINUTE CHALLENGE #APRILFREEZEDAY #YOURCITY

Learn More Message

468,688 people like this
453,727 people follow this
Thomas Swift and 25 other friends like this

About Typically replies instantly
Send Message
www.slurpee.com.au
Food & Beverage Company

Pages liked by this Page 7-Eleven Australia, Penny Skateboards, Big Day Out

English (US) · 한국어 · 中文(简体) · Español · Português (Brasil)

A screenshot of the Slurpee Australia Facebook page. It shows a post from October 9th encouraging users to join the "Brain Freeze Challenge". The post includes a large image of a Slurpee drink with straws and the text "APRIL FREEZE DAY THE MINUTE CHALLENGE #APRILFREEZEDAY #YOURCITY". The page stats show 468,688 likes and 453,727 followers. The page is described as a Food & Beverage Company. A sidebar shows pages liked by this page, including 7-Eleven Australia, Penny Skateboards, and Big Day Out.

7.0 Media Strategy

In order for this campaign to achieve objectives and be successful, selecting appropriate mixture of media is crucial. Instagram, Facebook, Snapchat and Twitter will be used for the campaign. These are the most popular forms of social media worldwide that billions of people access on a daily basis. It is a great platform to communicate with customers and deliver our messages.

Instagram

Instagram will be utilized initially to increase the awareness of our campaign through social influencers. It is one of the most popular social media among young community. Instagram has over 100 million daily users and 59% of those users are identified to be people age of 18-29. This is an excellent platform to reach target customers as their demographic of the users correlates with our target audience which is people age of 18-24.

70 Social influencers in Australia age between 18-24 with approximately 50,000 followers will selected. This is to generate relatable feeling and again reach our target customers correctly. They will create a quick and humorous a minute video of two people competing in drinking Slurpee. At the end of the video they must tag 2 other friends to join the challenge. In this way, at least three people are involved in the challenge and by challenging two other friends, other 6 people will be aware of Slurpee challenge, which will increase the awareness of the challenge exponentially. Also by adding hashtags such as #AprilFreezeDay and their city, this will increase engagement and the higher viewers.

To motivate people to participate in challenge, the fact that By choosing correct social influencers who generates video that make other people to engage in, it will motivate is It focuses on visual aids, quick easy and fun, which correlate with our campaign characteristics.

10 videos will be posted every day during off work/school hours (7-9pm). Second week and Third week, we will decrease number of influencers from 10 to 5 everyday as by the end of first week, campaign would have been exposed to large number of viewers and challenge posts would have gone up exponentially. This frequency of posting every day is to make sure the audience gets the campaign message, not just once saw and forgets and to build personal connection with audience as well.

Facebook

Facebook is by far the most popular social media platform in the world. The number of users is incomparably high among other social medias. Facebook has 1.15 billion active users monthly when others have approximately 200 million. It also has high interaction rates: nine in ten “likes” the brand page and among the majorities of them say they feel more connected to the brand and Facebook is good platform to interact, which proves it is the most powerful platform for the campaign to deliver messages to the larger number of our target markets.

On already existing Slurpee Australia Facebook page, our campaign advertisement will be posted on timeline once or twice daily at 6-9pm. The reason why contents are posted multiple times is to prevent the contents clutter on people’s newsfeed giving them bad impression. By posing content at 6-9pm, it increases the possibility of our target market to view the content as that time is when school or work finish generally.

We will be choosing one of the best social influencer’s video to share on Facebook once a week. The standard of video selection is the number likes and comments on the Instagram pages. This video content is great tool as more than 500 million of users watch videos on Facebook daily. With the fact of how powerful video content is on Facebook and another fact that Slurpee Australia page already has followers of about four hundred thousand, it is undoubtable that this will effective. At the same time through Facebook, our campaign will also promote 5000 free give away coupons of Slurpee for the first two weeks by liking and sharing post of our campaign ad. This will give big motivation to audiences to do so and at the same time creates high interaction rate. It will be displayed on background photo on the page.

Snapchat

Snapchat will be used only during the physical event day. Our target market is people age between 18-24 and 45% of snapchat users are people age between 18-24, which means people who engage in the event will most likely to use snapchat. Slurpee will purchase the background filter of “Brainfreezeday” and “Slurpee” at the event locations. So that people can have fun interaction with Slurpee itself and also share the fun with their friends. This will creates fun and light feeling of Slurpee towards audiences.

Twitter

Twitter will be used in more of communicating and customer services platform throughout the campaign season. All the messages, posts and relating tags will be monitored and Slurpee will response as quick as possible. This will increase satisfaction of customers and create great relationship. We can also find out feedback of market and potentially enhance the campaign as well as brand itself.

Out-Of-Home Media

Although the campaign is targeted towards individuals aged 18-24, out of home media will be utilised to ensure mass interaction and engagement. Studies have illustrated that 'short, focused or easy to read out of home advertisements have resulted in higher product recall (Joseph, 1994). Therefore the campaign will invest into Billboard and Bus/Public transport advertising, to attain mass engagement for the April Freeze Day campaign.

8.0 Media Budget

The budget needs to be focused on creating a viral campaign. Why should people participate in this event? In order to do this, we have donated the majority of the budget to the event and to the rewards. The event needs to be a great in order to aid the campaigns transition to going viral. We have committed approximately \$132,400 to the events, as this will be where the majority of expenditures will be. A portion of the budget will be dedicated to promoting the online components. This is all the posts and videos posted on the 7-Eleven pages and social medias. See the table below for more details:

The rest of the budget will be divided up into the production and distribution of the lids. This is the logistical side of the campaign and is needed in order for the campaign to run.

Budget breakdown:

Table 1:

	Detail	Cost
Social Media Advertising	Facebook Instagram Snapchat Twitter	\$15,000 \$25,000 \$25,000 \$5,000
Out-of-home Media Advertising	Billboards Bus Stop	\$150,000 \$100,000
PR	Launch Assitance	\$15,000
April Freeze Day Event 6 Cities	Hiring of venue Promotional Slurpee Stock Event Promotional Staff Instabooth Photography/Videography Props	\$50,000 \$12,000 \$15,000 \$3,000 \$2,400 \$50,000
In Store Activation	Splitinator Lid In Store Activation	\$40,000 \$30,000
Prizes	Flights Accommodation Ski Hire Miscellaneous	\$43,200 \$80,000 \$35,000 \$54,000
Total		\$749,600.00

9.0 Measuring Campaign Effectiveness

After the three-month social media campaign there will be two main measures of success. The first is clear; sales of Slurpee. However this is harder to achieve than just saying it but is easy to analyse. This is measured by the revenue made from Slurpee during the campaign. We would like to see a 150% increase in sales over the period.

The main metrics to measure this success are Reach, Impressions and Return on Investment (ROI). To measure reach, we must look at how many likes, shares and tags the campaign gets, how many people participate and how many videos are uploaded.

Measuring impressions through social media can be done through many analytics programs that measure organic, paid and viral impressions. Using the viral content formula (see appendix a) we aim to have a viral coefficient greater than 1. Essentially, each person spreads content to more than one other person. This would be considered a successful viral campaign.

Finally the ROI must be positive otherwise the campaign feasible and worthwhile. With the increase of sales made through the campaign the ROI will be 442%. (See appendix b) This is a substantial, worth-while investment.

10.0 Conclusion – NOT COMPLETED

Anyone can discount their frozen drink to a dollar. We took an idea that thought outside the cup to not only increase Slurpee's value, however offer Slurpee fan's a new experience.

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12.0 Appendix

The Splitinator



a)

Statistics on sales of Slurpee

Mary street Brisbane: Average 300 slurpees a week

Creek street Brisbane: 100 on a standard day. 200 on a hot day. Average 1100 a week

Queen Street: average 300 a day, 2100 a week

620 stores across Australia

Average number of Slurpee's sold per week based on above information: 1166

Total slurpees sold per week= 722,920

Slurpee sales over 3 month period: 8,675,040

150% increase= 13012560

Revenue gained: 4337520

ROI: 442%

b)

Formula for a viral campaign

(Number of Clicks/Impression) * (Number of Shares / Click) *(Number of Impressions/Share)

If coefficient >1 then viral campaign has been achieved

Essentially, each person spreads content to more than one other person