



Consumer Strategy and Brand Development
Case Study



Positioning Statement

For those who work to feel great and be great, Humm Kombucha is the most enjoyable and healthy beverage among all U.S. kombucha brands, because it contains the lowest sugar content out of any kombucha on the market, and has unique flavors and delicious taste.

Target Market

- **Millennials:** Millennials are more likely to favor products they can find conveniently in grocery stores, and that are healthier than traditional sodas and other sugary beverages.
- **Seattle/Oregon Locals and Pacific Northwest Travelers:** For both locals from Seattle and Oregon and travelers wishing to experience the community of the Pacific Northwest, Humm Kombucha can provide a special experience for these people to sample brews and fill their growlers by visiting its taproom in Oregon.
- **Health-Conscious People:** Kombucha is a healthy, natural, and functional drink, and is the product that those interested in health products and healthy lifestyle are looking for.

Target Market

humm
kombucha



Millennials



PNW Travelers and
Locals



Health-Conscious



Important Claims

- **Flavors:** Humm has created flavors that appeal to a wide variety of kombucha drinkers and potential kombucha drinkers. These include: mango fruit, pomegranate lemonade, lemon ginger, and coconut lime.
- **Health Properties:** Humm Kombucha contains GMO-free probiotic and organic cultures that are not found anywhere else, which can help with digestive health and boosting of immune function.
- **Accessibility:** Humm Kombucha is easy to find in grocery stores, and is available at Costco for those who wish to bulk purchase at a discount.

Why Humm is Better

- **Sugar:** At 5 grams per serving, Humm has the lowest sugar content of any kombucha on the market.

- **Explanation of Ingredients:** Humm communicates its ingredients to consumers in simple, easy-to-understand terms, whereas competitors such as Organic Raw Kombucha describes ingredients in scientific terms, which may not be understandable.
- **Flavor:** Humm is the first kombucha which improves flavor consistency while maintaining its status as a non-alcoholic beverage, below the government requirements of 0.5% alcohol by volume.

Brand Essence Statement

Delivering health and happiness, inside and out.

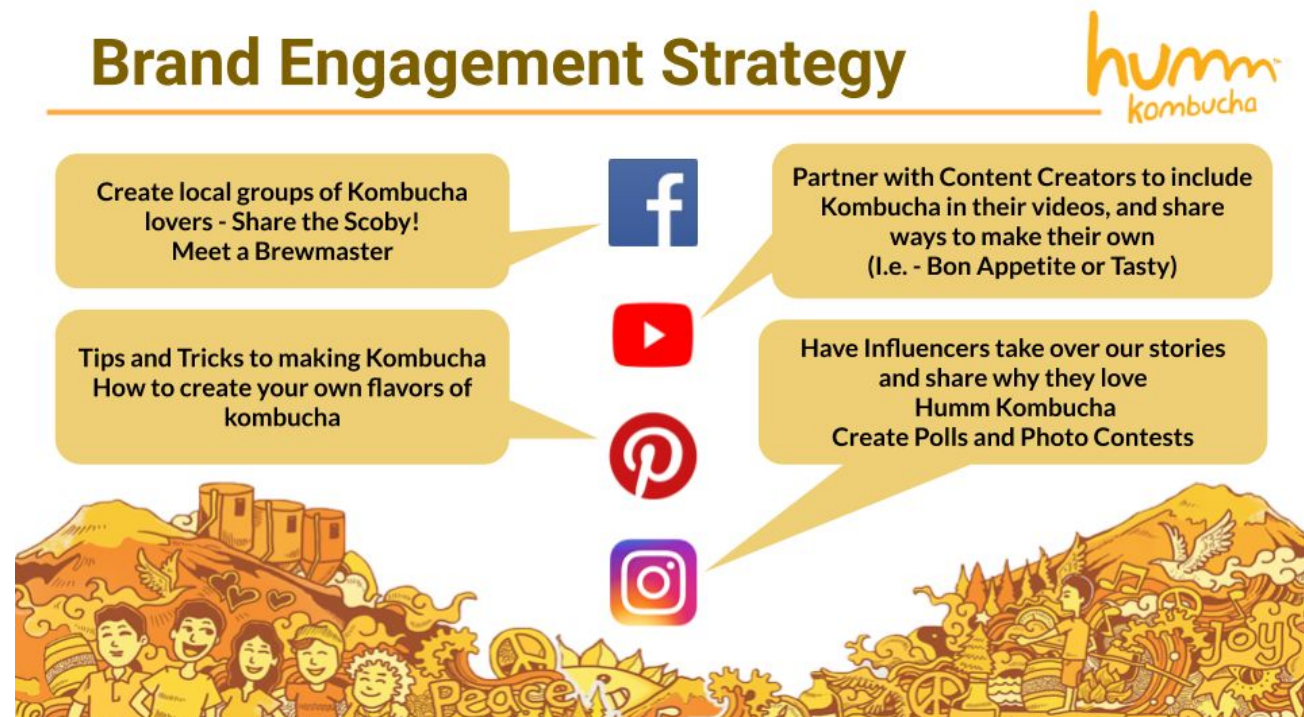
Humm Kombucha's new brand essence statement reflects our main purpose: to build strong communities by promoting health and happiness. We promote health and happiness by offering beverages that customers will enjoy while consuming probiotics and antioxidants that lead to a healthy digestive system. The phrase "inside and out" refers to the overall benefit of choosing Humm Kombucha. By choosing to drink Humm Kombucha, individuals will not only feel great about themselves for choosing a healthy option, but will also become part of a caring community that expresses their love for a healthy, happy life.

Brand Pillars



1. **Health:** Our customers want a healthy alternative to the current beverages available on the market.
2. **Happiness:** Our variety of flavors are specifically made to bring joy to our customers.
3. **Community:** Healthy, happy customers build strong communities.

Brand Engagement Strategy



Traditional Strategy

Online platforms can be leveraged to create different opportunities for brand interactions.

- **Instagram:** Humm can interact with other Instagram users, share posts, and highlight content that reflects its brand pillars. Instagram influencers can do a takeover and share how they like to incorporate Humm Kombucha into their healthy lifestyle.
- **Pinterest:** Pin recipes that use Humm Kombucha as an ingredient, or teaches users how to make their own kombucha.
- **YouTube:** Partner with YouTube content creators to either make or use Humm in recipes. Sponsor influencers, and don't hide the Humm Kombucha brand—share sponsored videos that align with Humm's pillars, such as yoga tutorials, learning new crafts, and other positive content.
- **Facebook:** Create a community that supports kombucha enthusiasts. Have opportunities to test out new flavors, give input to production, and suggest new flavors. Have invitations to events, exclusive deals/coupons specific to the region, and support parallel events (such as charity marathons to benefit health-related causes).
- **Apps:** Leverage store apps, such as Target's Cartwheel app, to track purchases and give rewards to purchasers.

Non-Traditional Strategy

- **Challenge in the Park:** Raise brand awareness by hosting an annual *Humm Kombucha's Challenge in the Park* at a frequently visited park in different cities across the nation. Humm will have inflatable obstacle courses for kids to play in and also adult-centered activities like a "test your fitness" obstacle course. Apart from bringing the community together in a fun way, Humm can promote health by partnering with local health organizations. In addition, Humm can provide a workshop that talks about what probiotics are and how they help maintain a healthy gut. Humm can also teach attendees how to make their own kombucha. This creates a better informed

customer, helps the customer maintain interest in the product, and allows attendees to become ambassadors and enthusiasts of kombucha. This event is critical to Humm's engagement strategy, because of how interactive it is. Letting consumers participate in such a hands-on event, allows the attendees to build strong brand associations and stronger ties to Humm Kombucha. This strong relationship will create loyal customers and long-lasting ties to the brand.

- **Follow Your Gut Treasure Hunt:** Humm Kombucha should organize a scavenger hunt in cities where kombucha is already a popular beverage. Humm should consider Portland & Seattle as viable cities to plan a scavenger hunt in. According to wellandgood.com, people in Portland buy 78 times more kombucha than anywhere else. This is a great opportunity for Humm to capitalize on and gain market share for kombucha sales. Humm should expand geographically, and the Pacific Northwest is a great place to start. Seattle, which has a similar demographic to Portland, would be another great city to launch a scavenger hunt. Once social media presence is built, Humm will release a part of a treasure map for Portland and Seattle on its social media outlets. This post will include instructions for each city, a date for the scavenger hunt, location, and event hashtag. To promote participation, people will be encouraged to post on social media about their Treasure Hunt with the hashtag #FollowYourGutTreasureHunt. The scavenger hunt will be free, but online registration will be required in order to participate. "Treasure chests" will be hidden across Portland and Seattle. This will be used as the first clue, and will lead to the first chest that contains the next clue to the next location. Eventually, these clues will lead to the final treasure chest. The winner in each city will receive a large variety of Humm Kombucha products and any other prizes Humm decides to award.
- **Partner with the Boys & Girls Clubs of America:** Humm Kombucha should partner with the Boys & Girls Club by donating funds and incorporating the organization in events such as the *Challenge in the Park*. At these events, Humm could inform the community about what the Boys & Girls Club is about, and publicly donate a portion of proceeds from the events to the organization. This will be a great way to create an association between the two and build community. Not only will incorporating the Boys & Girls Clubs build their community brand pillar, but it also encourages the next generation to drink kombucha and gets them interested in a healthy lifestyle from a young age.

Measurement Plan

TRADITIONAL

- **Social Media Measurement:** Measure number of shares and impressions on social media posts, and clickthrough rates to the Humm Kombucha website or other social media outlets.
- **Influencer Measurement:** Social media influencers can share their custom code with viewers, which will allow them to purchase the kombucha at a discount. Track number of purchases made with each of these custom codes. They can also share a custom link to Humm's website. Number of website impressions, time spent on the website, and other activities can be tracked.

NON-TRADITIONAL

Challenge in the Park

- Set up a point of entry for each event and hand out wristbands to each participant at the beginning of the event, and track the number of wristbands handed out. Wristbands can be obtained by RSVPing prior to the event or registering onsite.
- Measure success by number of wristbands handed out, and by how many wristbands are scanned for each activity station.
- Measure number of social media posts based on location check-ins and mentions of Humm Kombucha on Instagram, Facebook, Snapchat, and Twitter.

- Analyze Humm Kombucha sales starting the month of the *Challenge in the Park* and cross-reference with the previous month's sales.

Follow Your Gut Treasure Hunt

- Measure usage of hashtag across social media platforms and track likes and shares.
- Track click-throughs to Humm Kombucha's website and social media from the registration page and follow-up emails and social media posts. Track website activity from click-throughs.
- Analyze Humm Kombucha sales starting the month of the *Follow Your Gut Treasure Hunt* and cross-reference with the previous month's sales.

Boys & Girls Club Partnership

- Send post-event surveys to participants asking questions that will evaluate consumers' association of Humm Kombucha with the Boys & Girls Club.
- Measure impressions and engagements on social media posts regarding Humm's donations.

Success will be defined as a 30% or greater increase in impressions, engagements, shares, click-throughs, and increased time spent on the Humm Kombucha website compared to the previous months.