

# Zero to Coke Hero

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# Introduction

**“The world is changing very fast. Big will not beat small anymore.  
It will be the fast beating the slow”**

**– Rupert Murdoch**

# WHY INNOVATION FLAVORS?

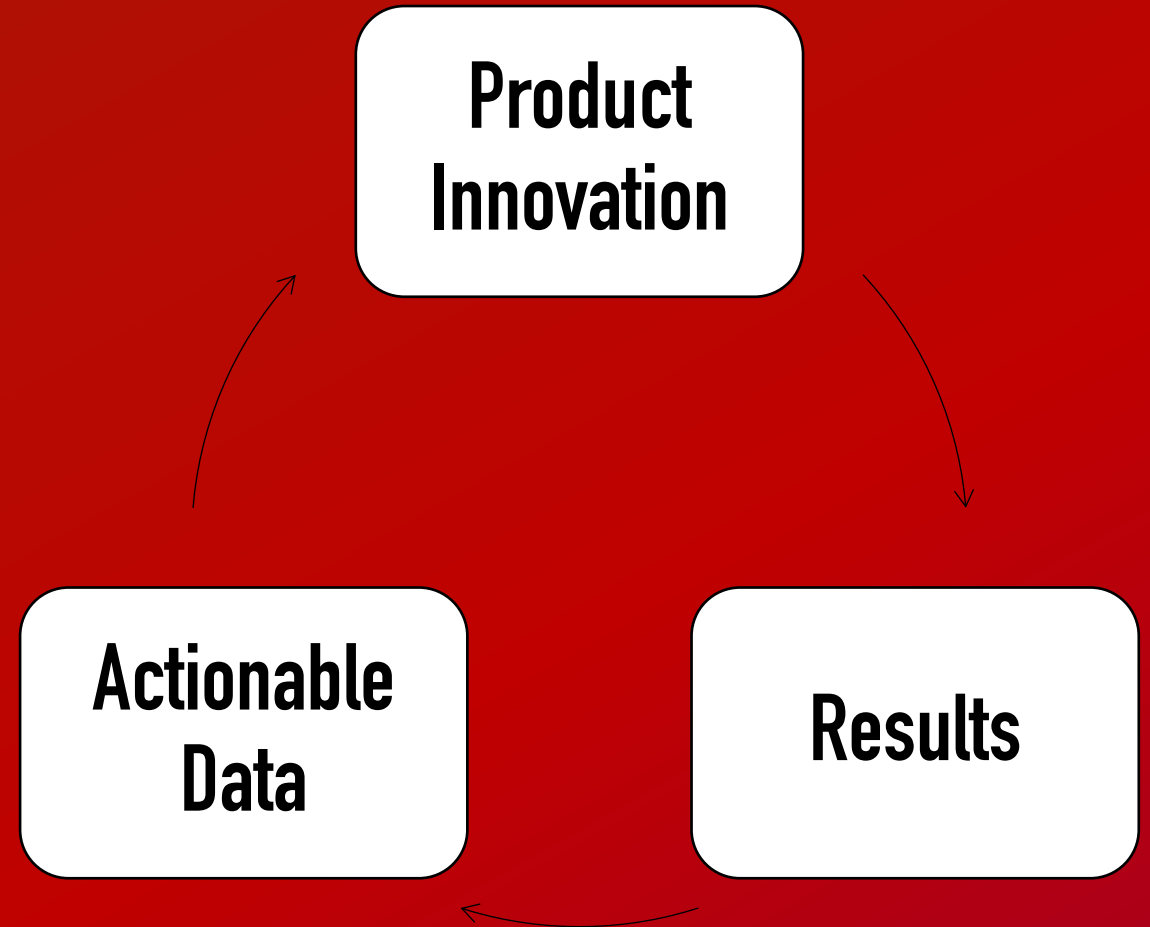
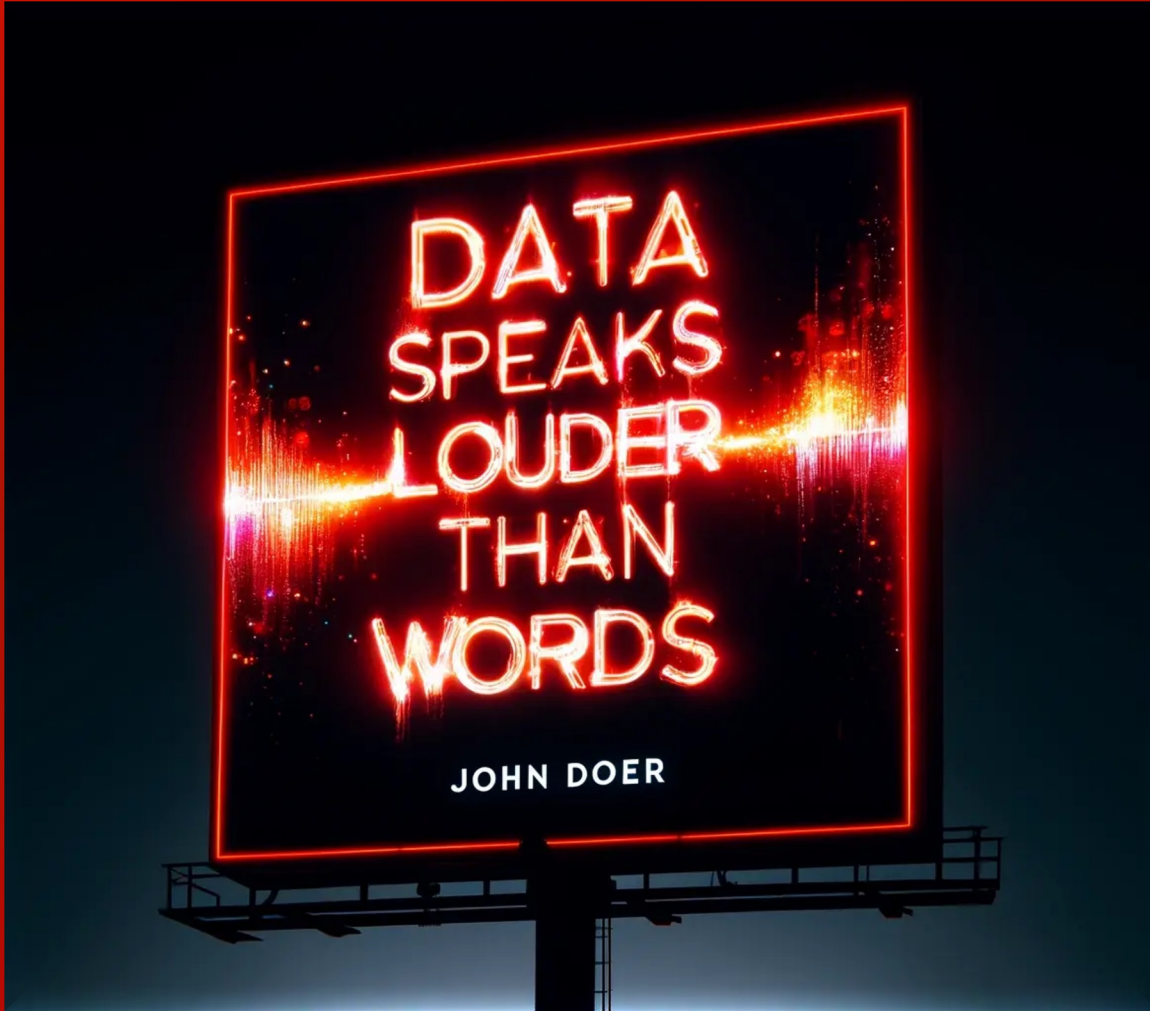


**Brand  
Recognition**

**Translating Data  
into Insights**

**Agile Innovation**

# INNOVATION CYCLE



# OUR PROCESS

EDA and Data Cleaning



Innovation Data Sets



Regression Models



XGB Models and Predictions

# ALL IN ON INNOVATION

PRODUCT	TIER
Sparkling Jacceptabletlester Avocado 11 Small MLT	Tier 1
Diet Venomous Blast Energy Drink Kiwano 16 Liquid Small	Tier 1
Diet Smash Plum 11Small 4One	Tier 1
Diet Square Mulberries Sparkling Water 10Small MLT	Tier 2
Greetingle Health Beverage Woodsy Yellow .5L 12One Jug	Tier 2
Diet Energy Moonlit Casava 2L Multi Jug	Tier 2
Peppy Gentle Drink Pink Woodsy .5L Multi Jug	Tier 2

# HIGHLIGHTED INNOVATION PRODUCTS

**Sparkling-J Avocado 11 Small MLT**

**Energy Moonlit Casava 2L Multi Jug**

**Diet Venomous Blast Energy Drink Kiwano 16 Liquid Small**

**Diet Square Mulberries Sparkling Water 10Small MLT**

**Greetingle Health Beverage Woodsy Yellow .5L 120ne Jug**

**Diet Smash Plum 11Small 40ne Diet**

**Peppy Gentle Drink Pink Woodsy .5L Multi Jug**

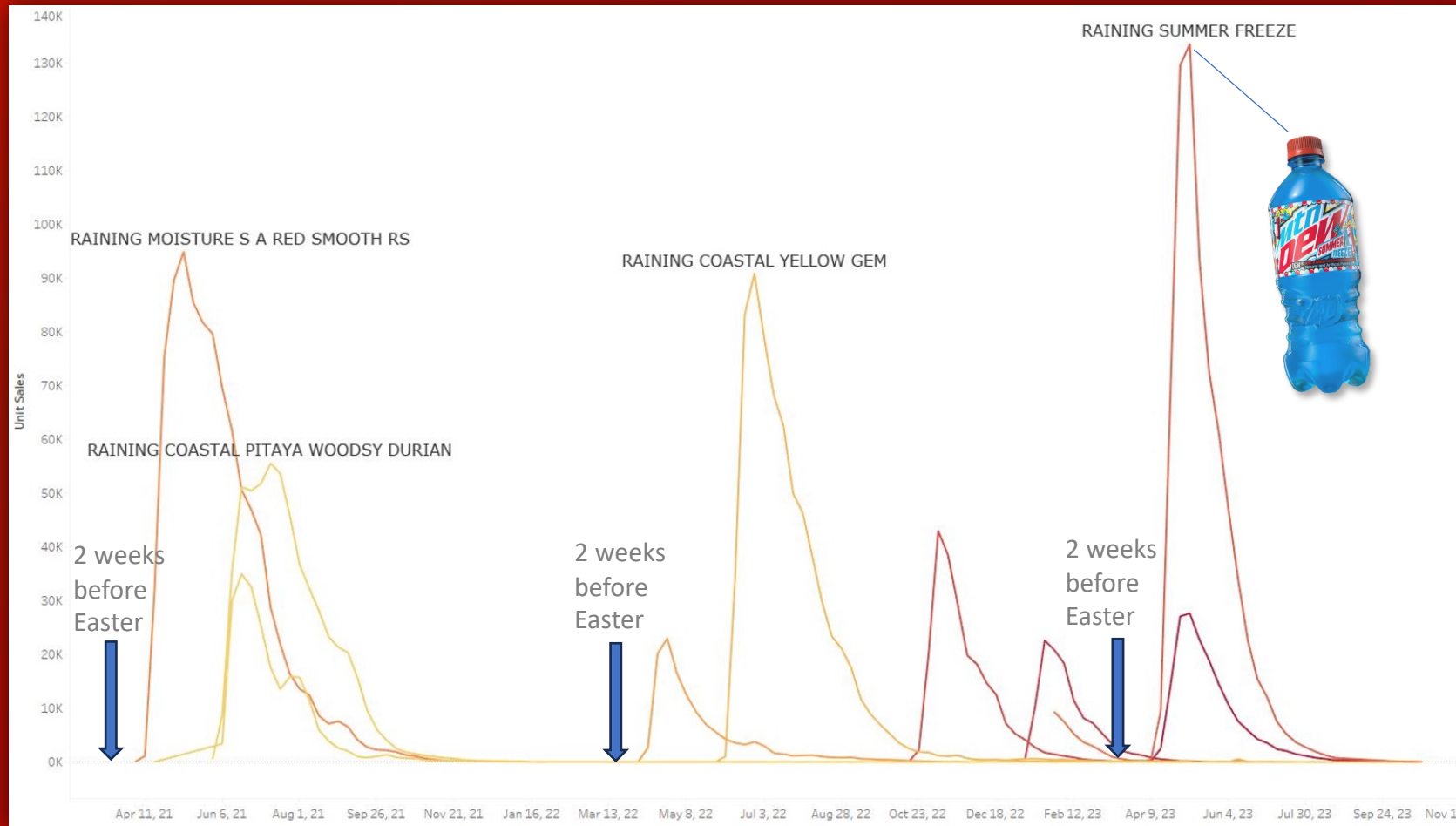
# SPARKLING-J AVOCADO



- ~ 7% of total market features **avocado**.
- Sparkling-J has 3 solid sellers, but no innovation.
- Package: Why 11oz cans?
- Package: 12oz 12 Pack Cans, 20oz Bottles... a good choice!
- No need to reconfigure a new 11oz can.



# AVOCADO FLAVORED INNOVATION



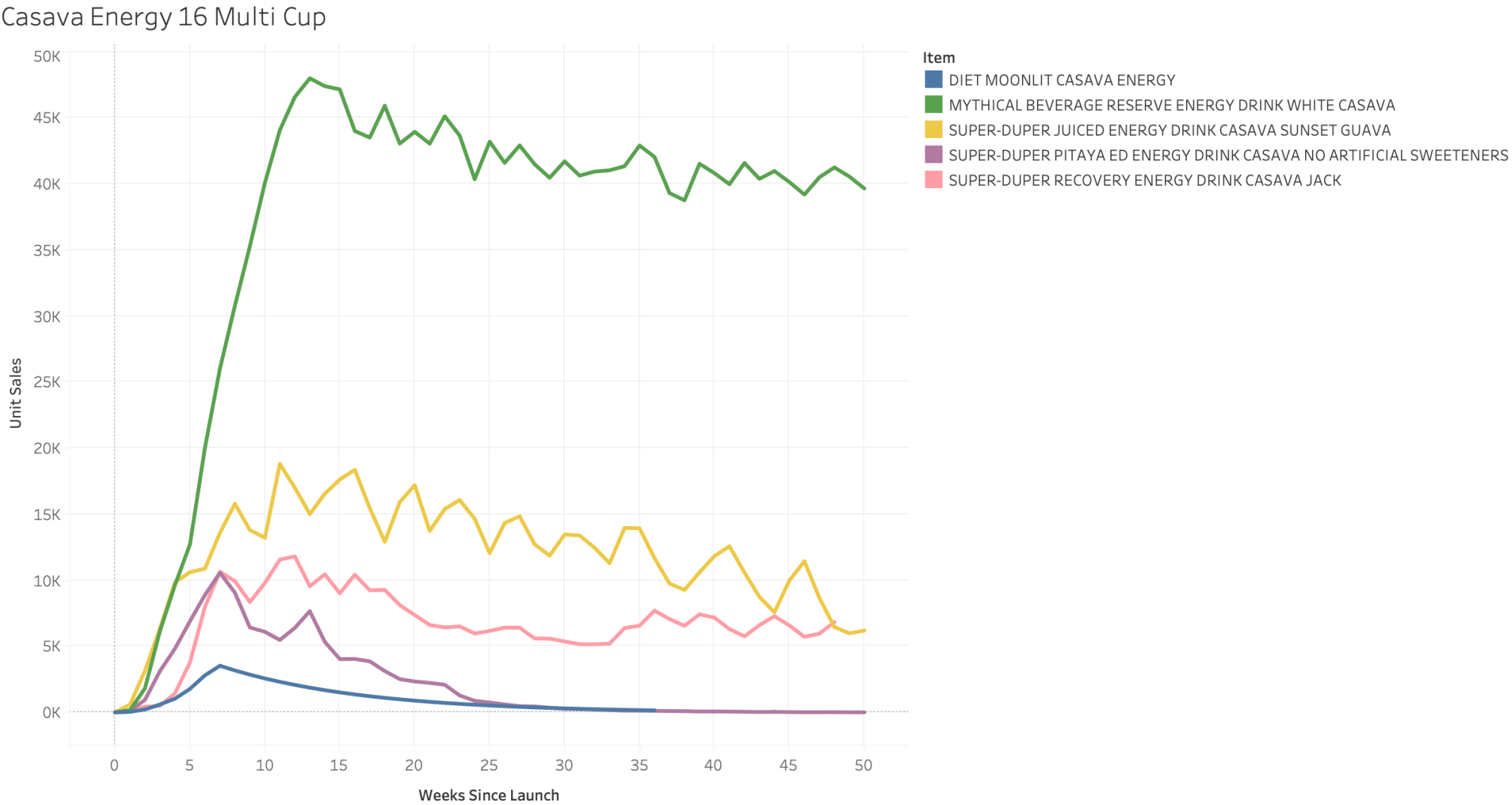
- Look at **Mt. Dew Summer Freeze** as the latest example of an SSD avocado innovation product.
- ~10 innovations in 3 years (avocado).
- Pre-Easter early spring launch a GREAT IDEA.
- We recommend 70k-100k total units produced.

# DIET MOONLIT CASSAVA ENERGY

- **Market Pioneering Opportunity:**
  - Diet Casava Energy
- **Brand Positioning:**
  - Diet Moonlit Recognition
- **Competitive Analysis**
  - Successful Innovations.
- **Packaging Strategy:**
  - Optimal: 16 Multi Cup
  - Risky: 2L – Bad Publicity?
- **Launch Timing:**
  - Weeks 19-45 (May to Nov)
- **Sales Expectations:**
  - Weekly Sales: 1K units
- **Inventory Management:**
  - Week 0 Inventory 38K 16 Multi Cup Units
  - Reevaluate Demand at Peak Week 7



# DIET MOONLIT CASSAVA ENERGY



# FINAL THOUGHTS

“The future belongs to the discontented”

- Robert Woodruff

# APPENDIX



# Diet Smash Plum SSD

- **Market Opportunity:**
  - Diet Plum Niche Opportunity
- **Brand Positioning:**
  - Diet Smash Recognition
  - Sales Growth 12 Small 12One
- **Competitive Analysis:**
  - Innovation
  - Perennial
- **Packaging Strategy:**
  - Optimal: 12Small 12One
  - Innovation: 11Small 4One
- **Launch Timing:**
  - Weeks 33-46 (Aug – Nov).
  - Sweet Spot of Fluctuations
- **Sales Expectations:**
  - Weekly sales: 680 units
- **Inventory Management:**
  - Week 0 inventory 7106 units
  - Reevaluate at peak week 3



# DIET SQUARE MULBERRIES SPARKLING WATER

- **Market Opportunity**
  - Mulberries performs well in the Northern Region
- **Brand Positioning**
  - Square is one of the smaller brands so there is limited data
- **Launch Timing**
  - This product will be sold for the whole year
- **Sales Expectations**
  - ~1,000 Unit Sales/month over 12 months





# DIET VENOMOUS BLAST ENERGY KIWANO

- **Market Opportunity**
  - Strong Market for Kiwano Energy
  - 2 Kiwano Drinks in the top 100 of Total Unit Sales
- **Brand Positioning**
  - Venomous Blast has tried Kiwano Energy before which ranked 1,296 of all products sold.
- **Launch Timing**
  - Weeks 12 to 24 of the year
  - March 18<sup>th</sup> to June 16<sup>th</sup> 2024
- **Sales Expectations**
  - Total Unit Sales 20,200 for 13 weeks





# G-TINGLE WOODSY YELLOW

- **Market Opportunity**
  - Only 3 products in segment.
  - Titans Nourish Water Beverage Woodsy Yellow (selling 4,133,877 units) best of segment.
- **Packaging Strategy**
  - .5L package is typical for Woodsy Yellow competitors,
  - AND Swire has this capability to manufacture.
- **Sales Expectations**
  - Oregon and Washington State, and portions of NW Idaho drink the most Woodsy Yellow.
  - 3 market keys in East Kansas spend the most on Woodsy Yellow.
- **Inventory & Launch**
  - 60K units sold at the beginning of June through the end of August



# PEPPY GENTLE PINK WOODSY

- **Market Opportunity**
  - Limited understanding of Pink Woodsy as it is a brand-new flavor
- **Brand Positioning**
  - Peppy has never done an innovation product, this would be their first jump into the space
  - Peppy does have strong sales in the South Region, ranking in the top 5
- **Packaging Strategy**
  - .5L is not a packaging that there is data on. Using a more standard packaging maybe beneficial
- **Sales Expectations**
  - 305,556 Units over 13 weeks (very high error in estimate though).
- **Needed Information for Better Prediction**
  - Information on Peppy sales with innovation products

