



# SNAPPLE

A **PREMIUM**  
**EXPERIENCE**

– FOR THOSE WHO SEE THE BOTTLE –

## HALF FULL

CAMPAIGN  
PLANS BOOK BY **TEAM 301**



**NSAC** NATIONAL STUDENT  
ADVERTISING  
COMPETITION

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## EXECUTIVE SUMMARY

Since 1972, Snapple has provided consumers with an unparalleled beverage experience. While the majority of individuals across the country recognize the name, the Snapple brand is not often top of mind. To grow, Snapple must stay relevant in the Northeast, its Heartland area, and familiarize consumers outside the Heartland area with its products.

Research shows Snapple products are known for their attributes — the flavors, the glass bottle, the cap pop and the “Real Facts” — yet, **research participants struggled to correctly identify the brand’s personality.** This disconnect provides the opportunity to reconnect Snapple’s audience with the brand’s quirky, playful side.

Enjoying a Snapple is never based on one specific brand attribute. It’s the combination that provides a premium drinking experience to everyone who sees the bottle half full. It’s an experience so incredibly optimistic it’s almost supernatural, but . . .

**IT’S NOT SUPERNATURAL.  
IT’S THE SNAPPLE.**

This campaign focuses on unlikely experiences, with the only explanation being the **unique level of optimism Snapple delivers.** Digital, broadcast and print executions, all supplemented by refreshing social media and public relations tactics, will engage the audience in an unexpected way. Through a comprehensive campaign, Snapple can increase the Heartland’s purchase frequency and improve top-of-mind awareness across the rest of the country.



### THE CHALLENGE

Create a holistic integrated marketing campaign to grow Snapple trademark volume in the United States from Jan. 1, 2017, through Dec. 31, 2017. In the Heartland market, the goals of the campaign are to **maintain brand relevance among heavy users** and to **increase purchase frequency from 9 to 10 times per year**. Outside the Heartland market, the goals of the campaign are to **grow top-of-mind awareness** and to **increase purchase frequency from 1 to 3 times per year**.

### THE UNKNOWNs

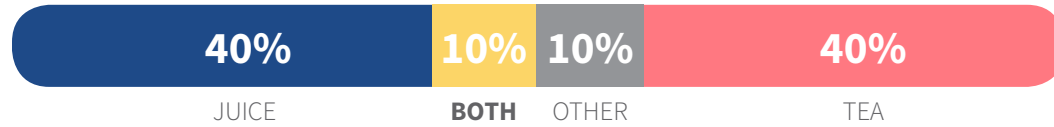
- 01 How do consumers feel about Snapple’s brand?
- 02 What purchase factors are most important to beverage consumers?

### THE RESEARCH INCLUDED . . .



# CONSUMER INSIGHTS

## HOW DO CONSUMERS CATEGORIZE SNAPPLE?



Only 10 percent of respondents answered correctly, indicating a significant miscategorization of Snapple among consumers.

*"When I think of Snapple, I think juice."*

*-Erin*

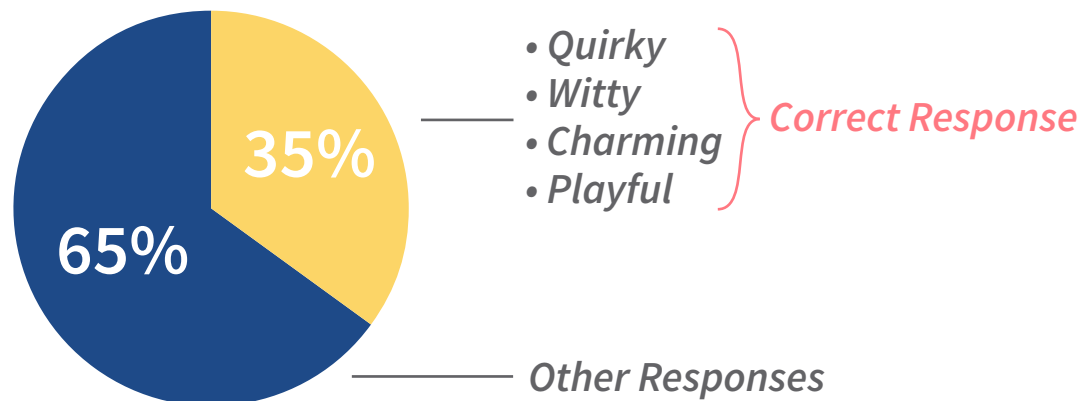
*"Snapple, I usually associate with a cold tea."*

*-Nicole*

## SNAPPLE CAP POPS, GLASS BOTTLES AND "REAL FACTS"

Research showed the most notable elements of Snapple products are parts of the packaging. When asked what comes to mind when they think of Snapple, **the largest portion of responses from focus group participants referenced tangible aspects of the brand, including the caps, bottle and "Real Facts."**

## HOW DO CONSUMERS IDENTIFY SNAPPLE'S BRAND PERSONALITY?



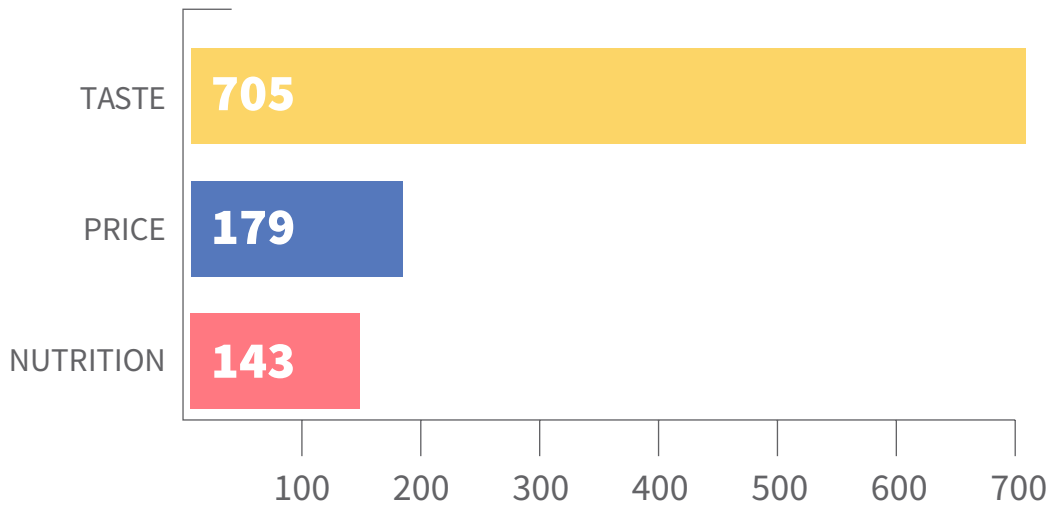
Numbers reflect 1,136 survey responses



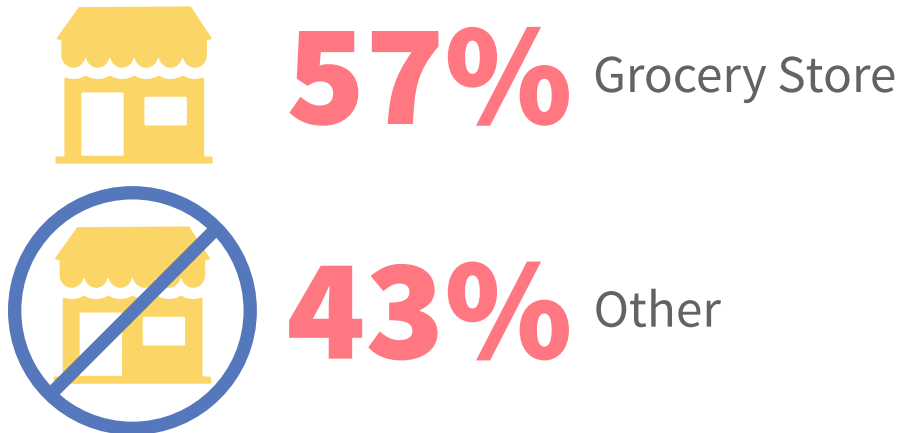


# PURCHASE INSIGHTS

## TOP FACTOR WHEN BUYING A SINGLE-SERVE READY-TO-DRINK ICED TEA OR JUICE DRINK



## MOST LIKELY PURCHASE LOCATION

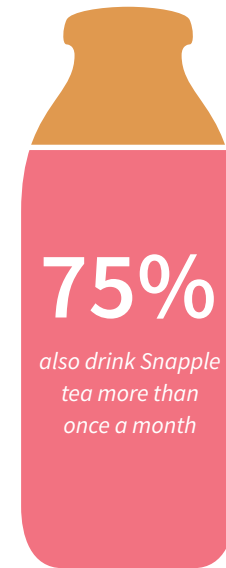


# RESEARCH + INSIGHTS

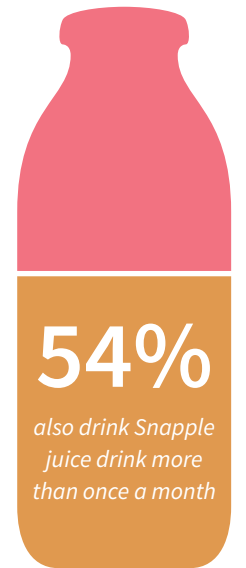
## DESPITE HEALTH TRENDS, NUTRITION ISN'T MOST IMPORTANT TO CONSUMERS

Even though healthier eating is a current trend in consumer behavior, nutrition is less important when placed against other factors. **It's taste and price that are consistently consumers' top purchasing factors.**

## SNAPPLE DRINKERS DRINK ACROSS PRODUCT LINES



Snapple Juice Drink Consumers



Snapple Iced Tea Consumers

# THE REAL FACTS

STRATEGY + TACTICS

## BRAND PERSONALITY

Snapple owns its quirkiness by keeping things cool and playful. **It sees the bottle half full** and wants to reflect that positive energy to its consumers.

## TARGET AUDIENCE

With a bull's-eye age of 30, the brand seeks to target those **who see the world through a positive lens**. These consumers are not always health conscious when making decisions and use premium product experiences to brighten their day.

## OPPORTUNITY

Snapple is in a prime position to differentiate itself from competitors by highlighting the feeling of **optimism consumers experience when they drink a Snapple**. The success of this campaign will drive greater product trial outside the Heartland and increase sales nationwide.

## REASON TO BELIEVE

When consumers choose Snapple, they treat themselves to **a unique, premium experience**. With its tangible and intangible qualities, **Snapple rewards tea and juice-drink lovers with a surge of optimism**.

***Snapple must prove to the target that the combination of the product's iconic attributes leads to an optimistic experience superior to any other beverage. The feeling consumers get when they choose a Snapple is indescribable. It's something that can't be matched by any competitor.***





*Snapple drinkers love the pop of the cap, the cool glass bottle and the sweet nectar within. But there's so much more that makes drinking a Snapple a premium experience. It's a certain feeling you get — a feeling of pure optimism. It's a feeling that anything can happen, no matter how improbable it seems.*

*This is Snapple's secret ingredient — something no other beverage can come close to claiming. The experiences Snapple drinkers have may be different, but the feeling of unwavering, Snapply optimism is the same. This optimism can lead you to achieve extraordinary, almost-supernatural things. But . . .*

**IT'S NOT SUPERNATURAL.  
IT'S THE SNAPPLE.**

## ONE CREATIVE APPROACH FOR TWO AUDIENCES CALLS TO ACTION

Because cohesion is necessary to retain the efficiency and integrity of the national campaign, one focus should be used to achieve different goals inside and outside the Heartland. **“It’s not supernatural. It’s the Snapple.”** is an adaptable and powerful campaign that caters to Snapple’s goals in all regions.

While it seems like a small change to have **distinct calls to action** in different areas of the country, it’s necessary to **achieve the desired goals**. The varying calls to action aim to sell Snapple in different ways based on location and media.

**HEARTLAND:** To address the challenge of maintaining brand loyalty and increasing product usage in the Heartland, Snapple should encourage drinkers to continue consuming its beverages. Punctuating Heartland ads with the call to action **“Grab another today.”** reminds users a Snapple is waiting for them at their earliest convenience.

**NON-HEARTLAND:** Perhaps the more daunting challenge in this campaign is raising awareness and influencing product trial in the Non-Heartland, whose consumers aren’t as loyal to Snapple products as those in the Heartland. To achieve the campaign’s goals, the call to action in the Non-Heartland must be **direct and facilitate purchase of the product**. This is why traditional media will end with the line **“Try one today.”**

**DIGITAL:** Digital advertising across the country will give an inside look at Snapple’s creative executions and engage consumers by sending them to a website for the campaign. **All digital executions will end with the call to action, “See more at ItsTheSnapple.com.”** This will enrich the consumer experience and allow consumers to develop a deeper connection to the brand.



# PRINT

# STRATEGY + TACTICS



## “BURIED TREASURE”

An optimistic Snapple lover searches the beach for a few coins to brighten his afternoon. He has no idea his metal detector is about to unearth a gold-filled treasure chest, like those he’s read about only in great works of fiction.



# PRINT

# STRATEGY + TACTICS

## "CHILD'S PLAY"

A child at a claw machine becomes elated when he grabs more than he bargained for. With his Snapple nearby, he looks on in excitement, eagerly waiting to claim his supernatural prize. And Mom always said those games just steal your money.



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 ... abitur placerat libero eu justo aliquam...  
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 ... rhoncus. Etiam...  
 ... egesta scelerisque. Duis...  
 ... lacinia nec nisi sed...  
 ... Vivamus libero...  
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 ... viverra erat quis...  
 ... ramus justo nisi, sodales ut auctor in, ultrices...  
 ... auris leo risus, ultrices vitae...  
 ... non eque. Canibitur conseqnat...  
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 ... abitant morbi tristique senectus et...  
 ... rppis egestas. Praesent adipiscing, nunc...  
 ... dolor elit ultricies purus, ac ornare...  
 ... tiam augue tortor, rutrum et...  
 ... aliquam mollis, ante quis euismod...  
 ... arpis, quis pharetra justo ipsum eget eros feugiat a.

**When you feel the odds are in your favor, reach for a Snapple.**  
 The premium experience may be unexplainable, but don't worry.  
**It's not supernatural. It's the Snapple.**  
 Try one today.





# PRINT

## STRATEGY + TACTICS

**When you need to stand out,  
reach for a Snapple.**  
The premium experience may  
be unexplainable, but don't worry.  
**It's not supernatural. It's the Snapple.**  
*Try one today.*

...in nisi eget ante euismod malesuada. Supplicatio ac  
...a diam, sed condimentum enim. Vestibulum vestibulum  
...ante metus adipiscing malesuada. Accumsan leo tempus  
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...in eros augue. Lorem ipsum dolor sit amet, consectetur  
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...fringilla vestibulum arcu, at congue lacus ultricies  
...abitur sit amet nisi quis leo faucibus ornare  
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...sellus a erat lacus. Duis quis nunc leo  
...ean eget ante ac lorem fermentum  
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...NIVAMUS dolor  
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...fermentum vel  
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...venenatis  
...Morti malesuada  
...rhombus. Etiam  
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...lacinia nec nisi. Sed  
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...mollis sed, agitur  
...turpis veli, eget  
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...dumcorper nulla blandit.  
...abitant morbi tristique  
...eris egestas. Praesent  
...olor elit ultricies purus,  
...tiam augue tortor, rutrum  
...aliquam mollis, ante quis  
...arppis, quis pharetra justo



## "SAVED BY THE SNAPPLE"

A passerby is unaware of the impending danger from the massive puddle in the street. With a Snapple in hand, he escapes the wave that douses those near him — a supernatural ending to a potential fashion disaster.



**VIDEO**

**STRATEGY + TACTICS**



**#1:** A young couple hits the putt-putt course. The woman disregards her date's advice by saying, "I got this."



**#2:** She putts, and the ball comes to a rest on the edge of the hole.



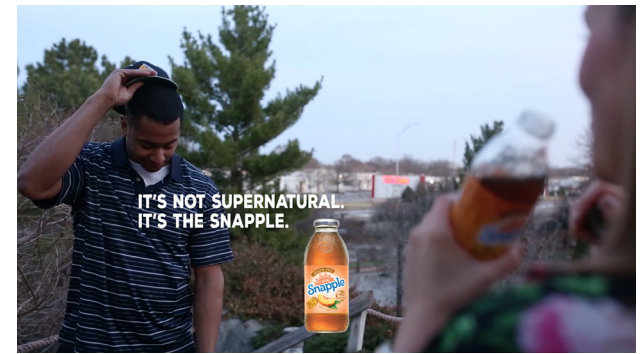
**#3:** She pops open her bottle of Snapple.



**#4:** The ball drops into the hole.



**#5:** She gives a smirk to her date.



**#6:** The tagline appears as her date looks shocked.

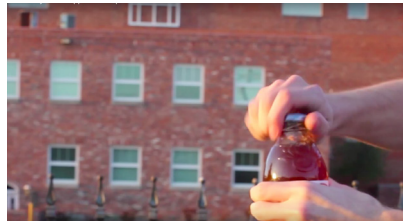
**"HOLE IN ONE"**

In this spot, a man and his girlfriend are on a date at his favorite miniature golf course. The couple's evening receives an unexpected twist when the woman forgoes his advice and uses her Snapple-fueled optimism to line up her shot. The ball takes an off-the-wall (but effective) path into the hole, the result she envisioned. The man stares in disbelief as she enjoys her Snapple.

# VIDEO



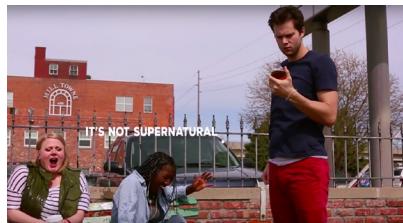
#1: A few unsuspecting characters sit in front of a puddle.



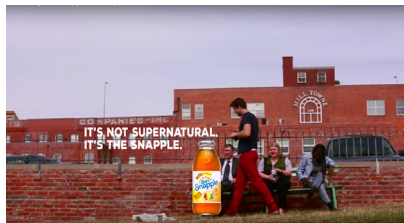
#2: A passerby pauses to take a drink of Snapple.



#3: Seconds later a car drives by, drenching everyone except the Snapple drinker.



#4: He looks suspiciously at his bottle of Snapple as the tagline begins to appear.



#5: The full tagline reveals itself as he optimistically shrugs and continues on his way.

## "SAVED BY THE SNAPPLE"

To illustrate how executions of this campaign can succeed across multiple media, this spot revisits the passerby previously seen in the "Saved by the Snapple" print ad.

View these video executions on the campaign microsite:

# STRATEGY + TACTICS



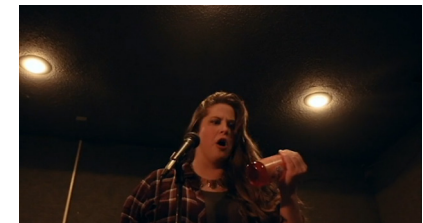
#1: A shy, young woman steps up to the stage for her turn at karaoke.



#2: As she begins to sing, her friends react in a less-than-positive way.



#3: After a little heckling from the crowd, she pauses to take a drink of Snapple.



#4: She begins singing again, but this time she sounds like a professional.



#5: The tagline appears as the crowd cheers for the singer.

## "TAKE A BOW"

In this spot, Snapple empowers a below-average singer to belt out notes just like the most iconic singers of all time. With a surge of supernatural optimism, she shows off her talent to her friends and everyone else at the karaoke venue.

[ItsTheSnapple.com](https://ItsTheSnapple.com)

(password: Team301)



# OUT-OF-HOME

## BILLBOARDS

Billboards take a more direct approach to the supernatural element, paying off immediately with visuals easily seen from afar. With brief copy to solidify the campaign's message, these outdoor ads will **generate buzz and leave drivers and passengers intrigued by the supernatural effects of Snapple.**



*By keeping it playful, radio spots will drive home the supernatural message in endearing and relatable ways, leaving listeners eager for more content and wanting to experience a Snapple themselves. The example to the right showcases the unlikely sequence of events that leads a team to the most improbable of victories.*

## LENTICULAR PRINTING

Lenticular printing uses angled surfaces to bring seemingly static images to life. The use of this technology will command attention, stimulate recall and act as a conversation point for airline travelers. Placing lenticular print ads in high-traffic areas in airports will allow for a large number of impressions and word-of-mouth communication. Viewers of the ads will be left wondering,

*“How did Snapple do that?”*



STRATEGY + TACTICS

## DIGITAL RADIO

### “BUZZER-BEATER” (SCRIPT)

*(crowd noise in background)*

**MAN 1:** The score is 84 to 82 with less than two seconds left. One shot and the home team can ruin their rival's undefeated season.

**MAN 2:** They're huddling up over there, Frank. They're drawing up a play for the win.

**MAN 1:** They're not drawing up a play ... *(exasperated)* Are they drinking Snapple in the huddle?

**MAN 2:** The bottles are down. Here we go, Chris.

**MAN 1:** *(speaking quickly)* They inbound the ball, but he trips! He heaves it from his knees through the arms of the double team ...

*(crowd erupts)* He got it! He got it!

**MAN 2:** That's incredible! I've never seen anything like it.

**VO:** From the moment you pop the cap, you know Snapple is an unexplainable experience, but don't worry. It's not supernatural. It's the Snapple. Try one today.

# PUBLIC RELATIONS



## FREE PHOTO BOOTHS

**Traveling photo booths will be placed in Non-Heartland cities to create brand awareness.** Those who take photos inside the booth will be surprised with a free bottle of Snapple. Using Bluetooth technology, iBeacons will send photos straight to users' mobile devices, allowing them easily to share their experience.

## STRATEGY + TACTICS

### PHILANTHROPY

Snapple will continue Dr Pepper Snapple Group's philanthropic efforts with KaBOOM!, United Way and American Red Cross. For this social media contest, each organization will be designated a hashtag, such as "#Snapple4United." Every post containing the hashtag will count as one vote for the mentioned non-profit organization. Although it's stated that the organization with the most votes will receive \$1 million from Snapple, **each of the three organizations will receive donations.** First place will receive \$1.25 million and the others will each receive \$750,000. A limited-time label will be placed on all products to make consumers aware of the contest. This heartwarming execution will **spread optimism to a wide audience and generate buzz** about Snapple and its partner organizations.





# PUBLIC RELATIONS

## MICROSITE

Making the core and supplementary campaign content available at [ItsTheSnapple.com](http://ItsTheSnapple.com) will provide Snapple with more-detailed metrics, **leading to stronger methods of campaign analysis.** The microsite will serve as a catch-all, enabling visitors to view campaign executions they may have missed. Additionally, **this site will allow those in the target market without social media to access the supernatural fun.**

## SNAPPLE-A-DAY

To increase sales in Snapple's Heartland, a contest will be created to incentivize purchasing the product. The contest, which includes the nine largest cities making up the Heartland — NYC, Buffalo, Boston, Philadelphia, Baltimore, Hartford, Syracuse, Albany and Washington, D.C. — **will bring a supernatural experience to those who consume the product.** There will be 1,089 winning bottles placed in the designated cities with daily winners. Each winning bottle will reveal a hidden label, which reads "Winner!" and prompts the individual to enter a code on [ItsTheSnapple.com](http://ItsTheSnapple.com) to discover the prize. **The contest's payouts range from zero-gravity simulations to tickets to see illusionists to a free year's supply of Snapple.** This activation will deliver a fresh and exciting element to those who drink Snapple regularly and motivate less-frequent consumers to try it.



STRATEGY + TACTICS



## SNAPPLE CAB

Lunch hour on National Iced Tea Day will get Snapple when unsuspecting taxi passengers are **surprised with a coupon for a free Snapple.** To take the celebration to another level, the fares for all 13,587 New York City cabs will be paid by Snapple from noon to 1 p.m on June 10. With roughly one-quarter of all sales coming from New York City, the brand knows New Yorkers are collectively the most loyal Snapple-drinkers in the country. **This activation will generate word of mouth and be sure to make national news.**

# SOCIAL

## GEOFILTERS

Geofilters at Snapple event locations will spread hype about the events and the brand. These event-specific image filters will increase awareness at public relations events, such as the photo booths and the National Iced Tea Day cab takeover.



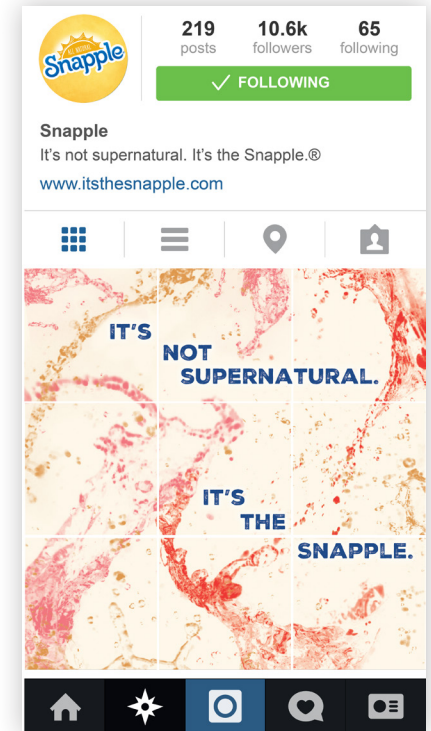
## #SUPERNATURALSAPPLE

#SupernaturalSnapple, derived from the campaign's tagline, will be used to give Snapple a presence on social media and evaluate the progress and success of social media efforts. **The hashtag will not only allow consumers to engage with the campaign,** but also supply Snapple with shareable content from users.

## PERSPECTIVE IMAGES

Perspective images, based on depth and angle manipulation, will provide a supernatural effect to social media photos. Examples could be a person standing atop or leaning against a Snapple bottle. Pairing user-generated images with #SupernaturalSnapple will allow fans to participate in a social media competition with free Snapple products as prizes.

## STRATEGY + TACTICS



## INSTAGRAM COLLAGE

The visual experience provided by the Instagram collage will push users to take a second look at Snapple. The **new and sometimes-unbelievable content** will encourage users to visit and follow the page.

## SOCIAL MEDIA VOICE

*In 2017, Snapple will adapt a more personalized tone with consumers to achieve a more optimistic view of interactions.*



# AUGMENTED REALITY

STRATEGY + TACTICS

Just as Snapple's cap pop, glass bottle and "Real Facts" deliver a unique experience for consumers, augmented reality will add an engaging experience for the campaign audience. **Snapple will use augmented reality at the point of purchase to extend consumer involvement beyond enjoying the product.**



## HOW IT WORKS

Shoppers will be invited to sample flavors at branded booths in grocery stores. Additionally, **they can scan a branded graphic with Layar, an augmented reality app, which will trigger a brief game** on their mobile devices. Upon completion of the game, consumers will be redirected to the microsite to fill out a contact form in order to receive a coupon.



Snapple drinkers tend to stick to one "go-to" flavor and are hesitant to commit to a whole bottle of something they haven't tried. **The augmented reality and sampling tactics will encourage new consumers to try Snapple products and allow brand loyalists to try new flavors with the potential of getting a discount.**

As a result of the augmented reality activation, Snapple will have access to the digital analytics generated through the medium. By tracking the game statistics and recording consumers' contact information, **Snapple can learn more about the audience it's reaching with its campaign efforts.**

## A.R. IN PRINT

Augmented reality will also be used to allow consumers to interact with Snapple's magazine ads. By scanning the ads with their devices, **consumers will immerse themselves in the world of Snapple**, first by watching the static ad turn into a video right before their eyes, then by being directed to [ItsTheSnapple.com](http://ItsTheSnapple.com).

# BUDGET OVERVIEW

## BUDGET RATIONALE

Snapple determined a budget of **\$50 million** for this campaign, which will run during the entire 2017 calendar year. This sum accounts for media fees, agency fees, production costs and activation support.

## OBJECTIVES

**Establish a 75% reach** with a nationwide average frequency of three.

**Achieve 80% reach** and an average frequency of three between late spring and late summer.

**Cultivate impressions** primarily within the target market using digital, traditional and nontraditional advertising.

# CAMPAIGN MEDIA PLAN

## STRATEGY + TACTICS

The target audience will be reached through the following strategy, using an integrated mix of digital, traditional and non-traditional media:

1. This campaign will implement an offensive, more-aggressive strategy within the Non-Heartland area. This will raise awareness and encourage consumers in these regions to try Snapple.
2. Within the Heartland area, a more defensive strategy will be implemented to keep consumers drinking Snapple and maintain brand prominence.
3. The campaign will establish a year-long national presence by utilizing a pulsed media schedule, with emphasis placed in specific areas at strategic times.

## TIMING

Because Snapple's tea sales peak during the summer, the frequency of advertising will increase from **late spring to late summer**.

The seasonality of Snapple's products is supported by various statements made during focus groups, in which participants drew connections between Snapple and summertime.





# DIGITAL MEDIA

## DIGITAL TV

**Total Cost: \$4,302,920**  
**Impressions: 72,000,000**

In recent years, Snapple saw success shifting dollars from TV to premium digital video content online. As the largest online premium video marketplace, Hulu's online TV streaming reaches 4.9 million people ages 18–34. **YouTube reaches more adults age 18-34 than any single cable TV network.** Utilizing a 30-second video and a branded slate that can't be skipped increases the likelihood that consumers will see the full spot.

***Snapple's target audience is comfortable with the idea of consuming digital video across multiple screens.***

## INTERNET ADS

**Total Cost: \$3,000,000**  
**Impressions: 295,500,000+**

As the Internet continues to be a popular medium, it also proves an easy way to reach the target audience. Due to their high index numbers, the campaign will advertise on the following sites: **BuzzFeed, Ticketmaster, LivingSocial** and **VEVO**. Each of these sites allows for a variety of ads and targeting, ensuring maximum utilization of the budget.

These particular types of sites also relate to the “premium experience” aspect of Snapple by providing consumers access to events and pop-culture stories. Competitive reporting within the digital space is very limited. Based on directional data, **Snapple's competitors focus on traditional media over digital.** The largest players within the digital space are Fuze, Snapple, Lipton and Gold Peak.

# CAMPAIGN MEDIA PLAN

## SOCIAL + MICROSITE

**Total Cost: \$3,000,000**

The target is digitally savvy, adept on mobile (for practical methods and fun) and highly active on social channels. As a result, this campaign will use Instagram, Facebook, Twitter, Tumblr and Snapchat. Social media platforms offer extensive reach, as well as the opportunity to connect and **build relationships with customers.** The campaign will also track conversations with key influencers and pursue endorsement possibilities with personalities like Zach King, who uses editing programs to produce seemingly impossible videos. **Social content will drive traffic to the microsite, which will feature creative elements and tie the campaign together.**

## DIGITAL RADIO

**Total Cost: \$3,000,000**  
**Impressions: 430,202,000**

Pandora and Spotify remain top choices for consumers who choose to listen to digital radio. The campaign will use 30-second video and audio spots on Pandora and 30-second audio spots on Spotify. Nearly two-thirds of Spotify listeners are between the ages of 18 and 44, and Pandora's user base tends to be on the older side of the target demographic. **To ensure the message is received, spots on these platforms can't be skipped or muted.**

## TRADITIONAL MEDIA

### TV

**Total Cost: \$12,142,076**  
**Impressions: 596,000,000**

Primary research indicated that Snapple is not yet a top-of-mind tea brand. In order to elevate Snapple to that level, **TV advertising is essential.** Broadcast and cable TV continue to be the highest-reaching media. Focusing on spots during major networks' primetime shows, including *The Big Bang Theory*, *The Voice* and *New Girl* will reach a large portion of the target demographic and fit the creative strategy. Because it utilizes multiple senses, **TV is the optimal platform to showcase Snapple's personality.**

### MAGAZINE

**Total Cost: \$4,711,000**  
**Impressions: 40,445,625**

Magazine ads will provide a self-paced visual element to the campaign. Full-page color ads will be used to showcase Snapple's **unique experiential qualities.** The print ads will run in the following four magazines: *Sports Illustrated*, *Time*, *People* and *New York Magazine*. These magazines represent a variety of readers within the target age range and have above-average index numbers.

### OUT-OF-HOME

**Total Cost: \$2,000,000**  
**Impressions: 2,707,056,927**

Placing advertisements in airports, on billboards and on transportation vehicles — including taxis, subways and buses — within the top 20 DMAs **will increase exposure to Snapple's message.** These ads have a low cost-per-exposure and will provide target audience members with sales-driving messages throughout their day. Lenticular printing will be used to allow consumers to interact with the ad, rather than just see it. This extends the "supernatural" element to a print piece and leaves consumers wondering, "How did they do that?"

***Snapple is not yet a top-of-mind beverage brand. In order to elevate Snapple to that level, TV advertising is essential.***

## CAMPAIGN MEDIA PLAN

***Lenticular printing will be used to allow consumers to interact with the ad, rather than just see it. This extends the "supernatural" element to a print piece and leaves consumers wondering, "How did they do that?"***

### SPOT TV

**Total Cost: \$3,646,924**  
**Impressions: 33,366,800**

Spot TV advertising increases frequency by allowing a spot to run within a specific geographic area, such as the top 10 DMAs in the Non-Heartland area. These spots will be shown on daytime TV during the week.



### **PUBLIC RELATIONS**

**Total Cost: \$9,000,000**

The PR budget accommodates a variety of executions and activations that complement paid advertising. This allotted amount will be used for general fees, execution costs and miscellaneous expenditures specifically for PR. Also funded are the traveling photo booths, the Snapple-A-Day contest, the philanthropic initiative and the Snapple Cab activation.

### **PROMOTIONS / POP**

**Total Cost: \$3,000,000**

Augmented reality will be incorporated into point-of-purchase locations to engage consumers with the brand in a way that provides a Snapple experience. The implementation of augmented reality allows for the collection of data, metrics and consumer demographic information. This budget includes the coupons that will be sent at the end of the point-of-purchase game, as well as those that will be distributed during the Snapple Cab activation.

### **FEES / MISCELLANEOUS**

**Total Cost: \$2,197,080**



# MEDIA OVERVIEW

## CAMPAIGN MEDIA PLAN

	<b>COST</b>	<b>TIMING</b>	<b>IMPRESSIONS</b>
<b>Public Relations</b>	\$9,000,000	12 mo.	-----
<b>Social + Microsite</b>	\$3,000,000	12 mo.	-----
<b>Magazine</b>	\$4,711,000	6 mo.	40,445,625
<b>Digital Radio</b>	\$3,000,000	12 mo.	430,202,000
<b>TV</b>	\$12,142,076	6 mo.	596,000,000
<b>Spot TV</b>	\$3,646,924	6 mo.	33,366,800
<b>Out-of-Home</b>	\$2,000,000	6 mo.	2,707,056,927
<b>Internet Ads</b>	\$3,000,000	12 mo.	295,500,000+
<b>Digital TV</b>	\$4,302,920	12 mo.	72,000,000
<b>Promotions / POP</b>	\$3,000,000	-----	-----
<b>Fees / Miscellaneous</b>	\$2,197,080	-----	-----
<b>TOTAL</b>	\$50,000,000		<b>4,174,571,352+</b>



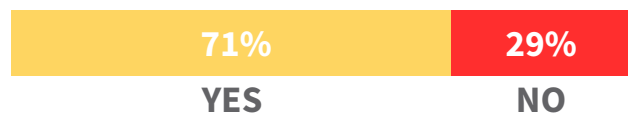
# CONCEPT TESTING

EVALUATION + CITATIONS

In order to evaluate the effectiveness of the campaign's creative executions, concept testing was conducted using the "Saved by the Snapple" video spot and the "Buried Treasure" ad.

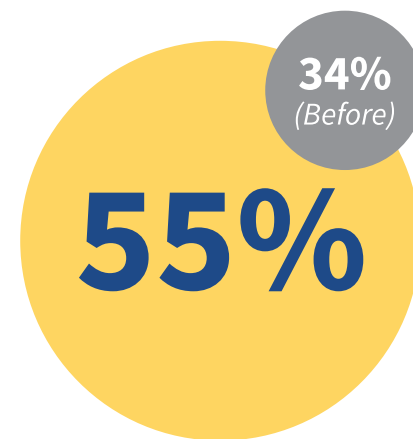
(95 participants)

Would you be *more likely to purchase Snapple* after seeing these executions?



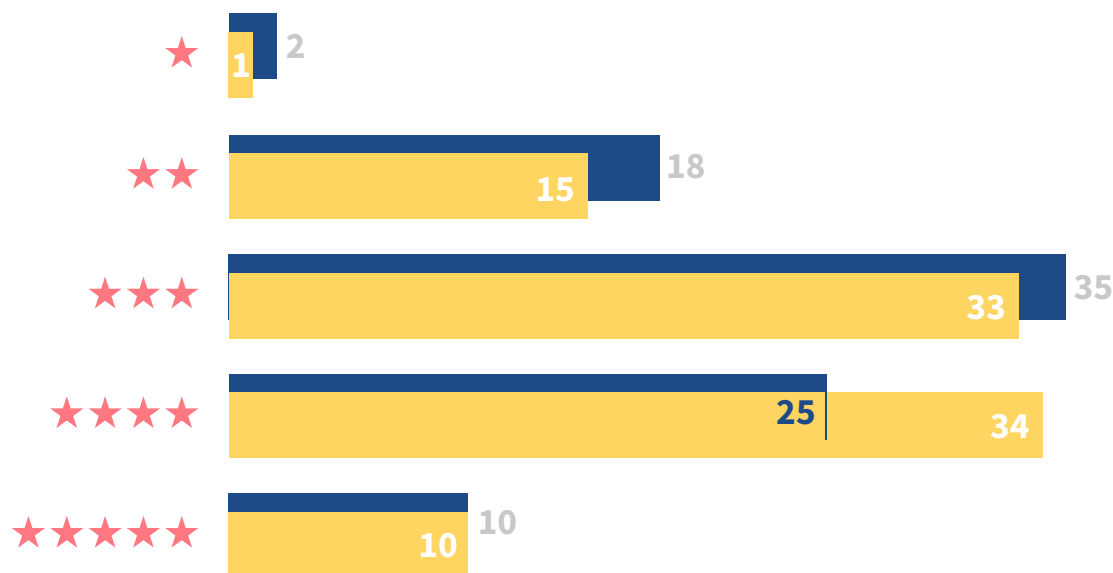
Percent of individuals who were able to correctly identify **Snapple's brand personality**:

This is a **62 percent increase** from the original rate at which people were able to correctly identify the personality.



Votes ranking favorability of Snapple:

BEFORE seeing creative executions (dark blue) | AFTER seeing creative executions (yellow)



The biggest takeaway from the testing?

**THIS CAMPAIGN WORKS.**

# METRICS

Social media metrics and **NUVI** will provide valuable feedback on the success of PR efforts. To evaluate the success of paid advertising in this campaign, **it's recommended that national surveys examine awareness of the "It's not supernatural. It's the Snapple." work** and the effectiveness of messages to increase awareness of Snapple.

**Surveying should be done at the end of one, three and six months**, during the peak of advertising. This will allow for adjustment (if necessary) to obtain positive campaign results.

# EVALUATION + CITATIONS

Sales data at the completion of 2017 will determine the success of the campaign's approach. If the concept test results of increased brand awareness and likelihood of purchasing Snapple are any indication of the campaign's effectiveness, **desirable results are anticipated**. It's expected that this campaign will **increase purchase frequency to at least 10 in the Heartland and triple purchase frequency in the Non-Heartland**.



*We would like to take the opportunity to thank those who invited us to participate in this competition. From discovering our first insights to developing our strongest creative pieces, it has been a pleasure to work for such a prestigious client. We hope you enjoyed our campaign as much as we loved creating it.*

Sincerely,  
**TEAM 301**



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