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Snapple: Integrated Advertising Campaign

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SNAPPLE: INTEGRATED ADVERTISING CAMPAIGN

A Capstone Experience/Thesis Project

Presented in Partial Fulfillment of the Requirements for

the Degree Bachelor of Arts with

Honors College Graduate Distinction at Western Kentucky University

By:

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2016

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ABSTRACT

The National Student Advertising Competition is a competition college chapters of the American Advertising Federation can participate in. This competition has a corporate sponsor, this year being Snapple, which gives students the opportunity to write an integrated marketing campaign that addresses real advertising challenges Snapple is currently facing.

I managed a group of 19 peers and worked for several months to come up with a solution to their current problem. We created a 27-page campaign book outlining the research we conducted, the target consumers, a “big idea,” creative execution, media plan, media budget, and campaign measurement. Our “big idea” carried out in our campaign strategy was based off of Snapple’s historical ties, research we conducted, and societal trends. We encourage people to Unadult, meaning they take a break from the daunting responsibilities that come with being an adult and enjoy a Snapple. This concept was implemented in creating content for paid media (TV, digital, social, OOH), earned media (PR, organic social), Snapple.com, and retail-in-store displays. Our campaign book and creative process is outlined in this project.

Keywords: advertising, marketing, campaign, challenges, unadult, Snapple

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I want to take this opportunity to acknowledge the positive influences in my life that have shaped who I am today. I want to thank the Advertising Department at Western Kentucky University for sparking my curiosity about the advertising industry. Had I not stumbled upon the program two years ago, I might have ended up in a less exciting career path. The Advertising Department gave me the opportunity to really shape my education and focus it on what I want to learn.

This project would not have been possible without the help and support of my faculty mentor, Mark Simpson and the 19 peers that worked on this campaign with me. Mark has always challenged us to think harder, stay ahead of the industry, and never lose the desire to keep learning and improving myself. Finding opportunities to learn outside the classroom is always encouraged by faculty in the Advertising Program; this campaign definitely provided me and my peers that valuable opportunity.

Lastly, but certainly not least, I would like to acknowledge the great support system that is my parents. They have selflessly supported me and my three older siblings in our college careers. Without their enduring love and devotion, there is no possible way that all of us would have been able to accomplish what we have. I am forever grateful.

VITA

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CHAPTER 1

INTRODUCTION

The sponsor for the National Student Advertising Competition (NSAC) hosted by the American Advertising Federation (AAF) was Snapple this year. The competition presents the college chapters of the AAF with a case study about Snapple, and requests they create a holistic marketing campaign for the entire year of 2017. In doing so, the students have the opportunity to work with a real client, conduct market research, and create a campaign book and presentation judged against other college chapters.

Throughout this project, I managed a group of 19 other students. We created a campaign book that creatively met the requirements and goals outlined by the presented case study and solved Snapple's advertising problem in an imaginative way. Our group then presented the campaign book to a panel of judges in the District 5 competition hosted in Columbus, Ohio. We won Best Media Plan for our district. The process of creating the case study is outlined in this project.

CHAPTER 2

THE PROBLEM

Snapple came to the NSAC to address their current advertising efforts and find ways to improve in the next year. The objective for us was to, “Create an integrated 2017 holistic marketing campaign to grow Snapple Trademark (TM) volume in the United States. This campaign should include paid media (TV, digital, social, OOH), earned media (PR, organic social), Snapple.com, retail in-store activation tactics, and any other marketing content elements the team sees fit” (Snapple Case Study). With this task, our group created a 27-page campaign book with creative execution that our group presented to a panel of judges in a 20-minute presentation.

One of the problems Snapple faces currently is they do not have a strong brand presence throughout the entire country (Non-Heartland area), but rather they are really strong in the Northeastern region (Heartland area). Snapple was founded in New York in 1972, and is very proud of their history. In fact, their latest advertising campaign highlighted that point with their “New Yorkers love Snapple, and you should too!” campaign. Unfortunately, the campaign did not resonate well with the rest of the country. In evaluating their campaign, Snapple has then decided to employ a national advertising campaign using a dual strategy targeting the Heartland and Non-heartland users through

different tactics (Snapple Case Study). Our challenge through this competition was then to decide how best to do that and come up with a big idea, creative execution, media plans, media budget, and campaign evaluation methods. The Heartland area accounts for almost 50% of Snapple's annual TM volume; therefore, their brand awareness and recognition is very high. This is not the case for the remainder of the country (Non-Heartland). While Snapple does not want to forget about the Heartland area through their 2017 campaign, they understand they have to shift focus to "increase brand awareness to drive trial" in the Non-Heartland to help grow volume (Snapple Case Study). The specific goals provided are outlined below:

Within the Heartland: Heavy User Strategy

- a. Grow Brand relevance through engagement tactics with heavy Snapple users
 - i. Brand relevance is currently at 50%, implying that 50% of the time a consumer wants a tea or juice drink, Snapple is in the consideration set.
- b. Grow Purchase frequency: Grow heavy user buying rate from 9x per year to 10x per year.

2. Non-Heartland: Light User Strategy

- a. Drive trial by converting their high awareness (90%) to top of mind awareness (15%)
 - i. 90% of people outside of the Heartland are aware of Snapple, but only 15% have Snapple in their top tea or juice drink consideration set

- b. Grow purchase frequency: Grow light user buying rate from 1x to 3x per year

In consideration of these objectives and the full case study presented to us, our team created a campaign book that outlined our research, strategy, creative execution, media plan, media budget, and campaign measurement. For explanation purposes, our group named ourselves Red390, and the remainder of the paper outlines and follows the format of our campaign book.

CHAPTER 3

EXECUTIVE SUMMARY

The main goal Red390 set out to accomplish with our campaign is to spread the love that New Yorkers have for Snapple throughout the rest of the country using a campaign that can be implemented through a variety of tactics. Snapple's big campaign in 2015 was, "New Yorkers love Snapple and you should too!" The company worked diligently to get back to its New York roots. Although this campaign was successful in the Heartland, it fell flat in the other regions of the United States. Snapple specifically asked us to target Heartland and Non-Heartland consumers. With this request we came up with a big idea for 2017 that *all* people within Snapple's target demographic will identify with, no matter where they live. By combining creativity and research, Red390 was able to create a marketing plan for Snapple that covers every possible outlet: from paid media such as print advertisements and out-of-home interactive billboards, to shared media on social networks, and even owned media.

Although we find Snapple's brand history relevant to its brand message, we decided to take a different approach to better reflect the lifestyles of people in other regions of the United States. Among many trending phrases in our contemporary vocabulary, *adulting* has maintained a viable social standing in today's popular social media channels. Urban Dictionary defines it as, "Adulting (v): to do grown up things and hold responsibilities such as, a 9-5 job, a mortgage/rent, a car payment, or anything else

that makes one think of grown-ups” (Kguarna, 2015). As this person reaches their early 30s, adulting becomes second nature to them; something they have to do daily. Instead of encouraging consumers of this age to focus solely on being productive, we want to encourage them to take a break from the stress of life and enjoy Snapple products. Instead of encouraging them to adult, we are encouraging them to Unadult.

So, where is the connection to Snapple? After investigating the historic roots of Snapple, we uncovered the original company name: Unadulterated Food Products. The expression “unadult” is a play on words that branches from the history of the Snapple brand and aligns with Snapple’s current personality. It also fits well with the current adulting trend in society. We want Snapple’s consumers to associate Snapple in their minds with a refreshing, fun experience. While the product itself is a beverage, it should strive to be more than that and to position itself as more of an experience- from the pop of the cap to the feel of the glass bottle in hand. Snapple should encourage its consumers to stop and take a moment to experience the little moments that bring pleasure to their lives. These moments are often overlooked or forgotten because we live in such a fast-paced and busy world. Red390 plans to bring consumers back into focus, with a little help from our friends at Snapple.

CHAPTER 4

INDUSTRY ANALYSIS

The Liquid Refreshment Beverage (LRB) category is where Snapple competes. They reside more specifically in the ready-to-drink (RTD) tea and juice industry (Snapple Case Study, 2015). This industry is fast growing, and competition enters the market often. To get a better understanding of the industry, we operationalized four different categories: market drivers, category trends, competitive landscape, and future prospects.

Market Drivers:

- Government departments such as the U.S. Department of Health and Human Services and the USDA are making it easier for the American consumer to choose products that are healthy and smart (Phillips, 2014).
- Dual demand for healthy packaged beverages that are still convenient (Riell, 2014)
- The market that contains all consumer packaged goods is driven mainly from health and wellness purposes (Phillips, 2014).
- Weather patterns and population density largely affect the geographic distribution of establishments involved in the production of juice (Phillips, 2014).

- Convenience stores are the outlets in which most of these products are being sold; packaged beverages represent 15% of the convenience stores industry's annual revenue (Phillips, 2014).

Category trends:

- Juice/Tea categories are expected to experience huge growth in the next five years because of the societal turn away from the soft drink industry (Phillips, 2014).
- The future of tea/juice is going in a “fresher” direction; they will continue to better their health benefits (Phillips, 2014).
- Demand for RTD tea has boomed in recent years; RTD tea production is in a growth phase (Goggi, 2016).
- Tea is increasingly becoming a staple in American households, but RTD tea is still highly discretionary (Phillips, 2014).
- All-natural tea accounts for 36% of RTD beverages, diet tea accounts for 25.8% of RTD beverages, and fruit flavored tea accounts for 20.2% of RTD beverages (Phillips, 2014).
- Current beverage trends that seem to be driving the RTD tea market: Health and Wellness, Intersection of Health and Convenience, Experience, Transparency (Goggi, 2016).

Competitive Landscape:

- The industry is becoming more fragmented as new competitors enter the industry (Phillips, 2014).
- The growing prominence of acquisition activity. External competitors are expanding their product offerings and entering the industry by acquiring smaller operators (e.g. Coca Cola, Starbucks, etc.) (Phillips, 2014).
- The RTD Tea Production industry has numerous external competitors, including the Soda Production industry, the Bottled Water Production industry, and the Juice Production industry, which also have RTD options (Goggi, 2016).

CHAPTER 5

SITUATIONAL ANALYSIS

When evaluating a company, it is important to evaluate where they stand in regards to both internal and external factors, and create an overview. This overview forms the situational analysis, which can be shortened to be the strengths, weaknesses, opportunities, and threats or SWOT. The strengths and weaknesses are both internal items, meaning the company has the capabilities of addressing and fixing them. The opportunities and threats are both external; Snapple itself cannot control these factors. A breakdown of Snapple's SWOT is below:

Strengths:

- Transitioning to real ingredients and real sugar in products
- Strong, consistent, quirky personality
- Unique packaging: pop of bottle top and bottle made of glass
- Historically, the brand has been known to go “against the grain” by promoting quirky flavors and limited-time offers
- Each consumer gets a unique fun fact under cap
- 41 products/flavors
- Increasing product line
- Can be included in both the tea and juice categories

Weaknesses:

- Less known nationwide than other competitors
- People don't associate Snapple with its New York roots
- Some Snapple beverages still have artificial ingredients/sweeteners
- High calorie content (can't go into health or diet sector as-is)
- Pricing
 - Because RTD is already packaged convenient, it costs more than tea bags and powdered juices/teas
 - Glass packaging increases price, making it a premium product

Opportunities:

- Increase brand recognition nationwide
- Bring consistent, witty, quirky personality to a nationwide audience instead of identifying this solely with New York/New Yorkers
- Declining soft drink market
- Focused target market (30) is approaching/in a time where they will be choosing brands to use consistently as they start and raise their families

Threats:

- Many competitors are from the same region/state
- Competitors are already adopting health trends into product category
- Increased awareness of sugar's health risks/movement towards organic
- The "no place like home" trend; juices that are produced from local means; also known as the "farmer's market trend"

- Products such as Suja Pressed Probiotic Waters, that are flavored and health enhanced waters
- Increasing Media Fragmentation in consumers
- Proposed tax on consumption of sugared soft drinks
- Growing prominence of acquisitions by other companies (e.g. Coca Cola)

CHAPTER 6

TARGET MARKET

From the case study provided and our research we found Snapple's target market is comprised of positive and passionate individuals ranging from the ages of 18-49 (Snapple Case Study, 2015). They are busy, active, and always on-the-go, but are looking for ways to relax and keep life simple. The majority of the current users reside in the Heartland in the Northeastern U.S., but Snapple wants to expand to the other areas of the country.

Our target has been segmented into four main categories; these categories are heavy users, light users, Heartland, and Non-Heartland. The first two groupings focus heavily on consumption: a heavy user is defined as a consumer who frequently purchases Snapple at a rate of at least nine purchases per year (Snapple Case Study, 2015). Our heavy users account for 80% of sales, but yet only 20% of our consumers can be classified this way (Snapple Case Study, 2015). This makes this group extremely important to the Snapple brand, and is also a very important segment to expand.

Light users are defined as consumers who infrequently purchase Snapple, at a rate of one Snapple purchases per year (Snapple Case Study, 2015). These light users are prime candidates to work towards converting to loyal, heavy users. The last two

categories to work towards converting to loyal, heavy users. The last two categorizations focus on location. The Heartland is the area of the Northeastern United States, particularly surrounding New York. Non-Heartland is then considered any area in the United States outside of the Northeastern region. Snapple currently has a heavy presence in the Heartland area due to their historic roots, but they struggle to gain that foothold in Non-Heartland areas.

In understanding our target market, we also looked into media usage and habits. The most commonly used device among 25-35 year olds is a smart phone (Blodget, 2014). We also found some research that showed a breakdown of the social media channels most commonly used by age ranges. See below:

- 82% of Internet users between the ages 18-29 are active on Facebook*
- 79% of Internet users between the ages 30-49 are active on Facebook*
- 37% of Internet users between the ages 18-29 are active on Pinterest*
- 36% of Internet users between the ages 30-49 are active on Pinterest*
- 55% of Internet users between the ages 18-29 are active on Instagram*
- 28% of Internet users between the ages 30-49 are active on Instagram*
- 32% of Internet users between the ages 18-29 are active on Twitter*
- 29% of Internet users between the ages 30-49 are active on Twitter*

*All data found at (Blodget, 2014).

CHAPTER 7

RESEARCH

In order to further understand the Snapple target consumer, we set out to complete additional research, both primary and secondary. The case study provided to us already had extensive secondary research, and proved to be an excellent resource. Snapple provided data we otherwise would not have had the resources to acquire; some that were discussed in the previous chapter. In order to gain better insight into what people were actually saying about Snapple, we decided to conduct some primary research in the form of surveys and a focus group.

We began by creating a survey on Qualtrics we distributed on our various social media accounts. These survey questions started out with basic demographics – age, gender, race, etc. This section of questions helped us know who exactly we were talking to and (if they were Snapple drinkers) what they may look like. We then asked them about their social media usage, their beverage intake, and beverage brand preferences regarding tea and juices. The survey finished with questions specific to Snapple’s brand recognition and general awareness. So what did we find?

We received 365 completed surveys in the matter of just over a week. In focusing more on the how these respondents felt about Snapple, we found taste was the largest reason a

person would buy Snapple. This wasn't entirely surprising. However, we were interested to learn that familiarity also accounted for 36% of the choice to choose Snapple over their competitors. That's something we knew we should capitalize on. We found that those who did drink Snapple were drinking it fairly infrequently, which was consistent with the data Snapple provided us about the Non-Heartland and light users. We also learned Snapple fell behind Lipton (15% below to be exact) in brand preference. See Appendix for full survey questions and results.

Now that we had a baseline, we had a better understanding of what questions to ask in the focus group. We gained valuable insights from the session. The focus group participants felt very strongly about the importance of the glass bottle; when asked what first came to their mind when they heard the word "Snapple," five out of the eight said the glass bottle was what they thought of immediately. They stated not only is the glass bottle aesthetically pleasing, but the pop of the cap and the heaviness of the bottle created a more premium feel compared to other brands. When compared to the Snapple drinks produced in cans or plastic bottles, they felt that they would almost always choose the glass bottle, if price were not a factor.

The focus group participants also spoke to their distaste of Snapple's previous campaigns. They stated the New York based campaign turned them off to Snapple because they felt it excluded their regions. Perhaps even more importantly, they could not describe a Snapple campaign until shown in person, meaning these previous methods of reaching the consumers were either not working or simply not memorable. See Appendix for full recording of the Focus Group.

CHAPTER 8

PERSONAS

Based off of the research we conducted and provided from Snapple, we were able to create personas representing their target market. When establishing a marketing campaign, it is important to consider these people's characteristics, their media habits, their preferred brands, etc. While these personas are comprised of people, they are still realistic representations of people based off of research conducted. See Figure 1.1 for in-depth description of each person.



KAREN MILLER

43 YEARS OLD
AFRICAN AMERICAN FEMALE
PEDIATRIC NURSE
MARRIED, 3 CHILDREN
LIVES IN NEW YORK, NEW YORK

Karen grew up as the oldest of seven brothers and sisters, therefore caretaking is in her blood. Raising three children and working as a full time RN isn't an easy task, so she makes the most of her time with her family and tries to prepare them for the days and nights she is unable to be home. More than anything, she appreciates the little moments where she can take off her scrubs and have a girls night or a date night with her husband.

MOTIVATIONS

Family time
Helping others
Financial/personal stability

FRUSTRATIONS

Hiccups in routine
Missing important events
Work-life imbalance

CONSUMER BEHAVIOR

Brand loyal (especially her childhood brands).
Still consumes print media regularly.



SEAN MCGANN

25 YEARS OLD
MIXED RACE MALE
JOURNALIST/PART-TIME BARTENDER
SINGLE
LIVES IN PORTLAND, OREGON

Sean works part time as a bartender for a local microbrewery, so he relaxes a lot of the time with a cold drink in hand, and he knows what a quality beverage is. He is a heavy user of social media, it's how he keeps up with his family and the friends he's met on his travels. Sean identifies with the millennial age group, being a technology native and having an interest in computer software and mobile apps.

MOTIVATIONS

Adventure
Tech innovations
Recognition & promotion in his career

FRUSTRATIONS

Technology glitches
Uptight people
Long lines/wait time

CONSUMER BEHAVIOR

Price conscious, but knows when to indulge.
Relies on online reviews for decision.



NATALIE SIMMONS

31 YEARS OLD
CAUCASIAN FEMALE
COMMUNICATIONS DIRECTOR
ENGAGED TO BE MARRIED
LIVES IN ST. LOUIS, MISSOURI

Natalie craves adventure and made it a point to get far away from the small town where she grew up. She lives a busy life, but makes sure she has time on the weekend to take her Zumba and Yoga classes. Natalie is not a health nut, but she is actively trying to improve her eating habits. She's very fond of diet sodas, but she's trying to switch over to healthier selections.

MOTIVATIONS

Afternoon pick me up
Social media trends
Start a family in the next five years

FRUSTRATIONS

Artificial ingredients
Jealousy over her friends starting families

CONSUMER BEHAVIOR

Not brand loyal, trend-focused, gets inspiration from social media.

Figure 1.1: Snapple Personas

CHAPTER 9

POSITIONING

When comparing Snapple to their competitors and looking at what our research told us, we found Snapple's unique value proposition (USP) was their products offer a unique consumer experience. Based off those insights, we created a positioning statement: For the light-hearted individual who appreciates the little things, Snapple offers a variety of refreshing teas and juices that provide a unique consumption experience from the pop of the cap to the feel of the glass bottle in hand.

Consumers outside the heartland largely aren't aware of Snapple's ties with the Northeast, and it hardly factors into their ultimate decision between brands to buy. Consumers are drawn to Snapple for the distinct experience of consuming the beverages. All other competitors sound and feel very similar, in their branding and in how the product is consumed. Snapple has to capitalize on how they stand out, in messaging and in the bottle itself.

Unadult brings the positive, irreverent qualities of Snapple to a relatable, cultural scale. Because it's a term that no one has claimed yet and part of Snapple's history (as the former Unadulterated Food Products.), Snapple would own the term, and could even legally trademark it. "Adulting" has become a commonly known term, defined from the ground-up through memes, BuzzFeed articles, and blogs.

Similarly, Snapple would grow Unadult through online content, specifically created to add moments of fun, reasonable immaturity, and escape into the stresses of adult life. Unadult could easily become just as familiar to the market as adulting is, and tying or trademarking it to Snapple will tie the beverages to the same feelings of fun, escape, indulgence, and childlike reverence.

Creative Positioning

Our target market is the age where major life events are happening; they are truly out of their youth and coming into full-fledged adulthood. But the current generation of 30-year olds is a particularly nostalgic generation, and the struggling economy doesn't make adulthood look promising (Dua, 2015).

So where does Snapple come in? Snapple as a brand is described as irreverent, wholesome, quirky, and fun. Snapple can provide their consumers with an escape from their adult commitments, and a dip into simpler times. From the whimsical pop of the cap, to the old-fashioned feel of the glass bottle, to the bright packaging and quirky messaging: Snapple embodies childlike joy.

These young adults are already familiar with “adulting” (paying taxes, scheduling doctor’s appointments, anything that their parents once did for them), so Snapple invites them to Unadult. To take a couple minutes each day and trade responsibilities and meetings for simple, sweet, refreshment

CHAPTER 10

CAMPAIGN STRATEGY AND OBJECTIVES

Unadult is a way to bridge Snapple's Heartland history with the rest of American 18-49 year olds. Within the Heartland, a cycle of messaging takes fans from one platform to the next, with a consistent theme of enjoying life's simple pleasures alongside Snapple. Print advertisements and online radio spots point to social media that then drive the interactive billboards, which are driven by the website, and so on. Web traffic will be increased by online voting for interactive billboard games and the print advertisement and coloring page contest. Social media will be a hive of direct interaction with users, and will promote the myriad events and suggestions for how to live a more Unadult life.

To reach outside the Heartland, the Unadult campaign has been designed to appeal based on age, not region. Instead of promoting the New York culture and history of Snapple, which has been less effective in past campaigns, Unadult focuses on Snapple's personality and product experience- something consistent no matter where the consumer lives. Large metropolitan areas outside the Heartland will be specially targeted for promoted online posts, interactive media purchases, sports game advertisements, and increased internet radio spots to ensure that Non-Heartland users get a taste of Snapple

Specific Campaign Objectives:

- To increase Heartland sales volume by 10% and Non-Heartland by 25% by the end of 2017
- To increase consumer's frequency of purchase from 9-10x per year in the Heartland and from 1x-3x per year in the Non-Heartland by end of 2017
- To raise consumer awareness outside the Heartland by 5% by end of 2017
 - To raise customer retention and loyalty

CHAPTER 11

CREATIVE EXECUTION

In coming up with the campaign’s big idea, we had to also create ways to implement it throughout various media channels. The task Snapple gave us was to “Create an integrated 2017 holistic marketing campaign to grow Snapple Trademark (TM) volume in the United States. This campaign should include paid media (TV, digital, social, OOH), earned media (PR, organic social), Snapple.com, retail in-store activation tactics, and any other marketing content elements the team sees fit” (Snapple Case Study). While considering this, we came up with different tactics for each media channel and how they would be implemented cohesively and consistently throughout 2017 to grow the Snapple brand. We produced creative content, as well as strategically planned how to implement the campaign effectively in all platforms. The explanation and breakdown of the campaign is as follows.

Public Relations

The campaign encourages consumers to treat themselves, take a break, and Unadult. The promotion goals are to engage Snapple users in the Heartland and drive

trial among the Non-Heartland consumers. In order to accomplish this, we will reach consumers through a combination of social media efforts and sponsored events.

#Unadult

Social media promotion based around the hashtag #Unadult would encourage consumers to share how they #Unadult in their daily lives. This will increase brand engagement. The use of the hashtag would include Snapple's own use, as well as foster an environment in which our consumers would want to use the hashtag in their own social media posts. The Snapple account would retweet, share, and repost various posts that consumers write using the hashtag #Unadult.

Sponsored Events

Expanding on Snapple's ability to inspire Unadulting, we propose sponsoring bi-monthly events that already exist in our target demographic areas. We would start off by sponsoring an event in the Heartland area, and then work our way around the country sponsoring events in the Non-Heartland areas to promote the trial of Snapple products and increase Snapple's presence and exposure all around the country. Snapple's sponsorship of these events would not only raise brand awareness, but also give consumers a chance to engage with the brand and the products that Snapple would provide at these events. To tie these events into the social media strategy, we propose having a place where attendees could take photos and post them on their social media with the #Unadult hashtag. Examples of places where these sponsored events could take place include: children's museums, trampoline place, Dave and Busters, parks, and

aquariums. Press releases based around these events would be created to help raise awareness, as well as social media postings leading up to the event.

The messaging for both of these strategies would remain consistent and in align with Snapple's brand personality. Both would include the main ideas of communicating how Snapple makes the user Unadult, that is, take a break from the tasks typically associated with being adult. For these events specifically, the goals below would be communicated:

1. Communicate to the audience that the reason that they are attending this event is to take a break from their daily lives full of adulting.
2. Provide the much needed break between taking your kids to school, checking your emails, paying your bills and all the other dreaded adult tasks.
3. Spread the Unadulting phenomenon around the nation. Snapple wants to help you take a break and Unadult!

To measure the success of the public relations strategy, we propose monitoring the hashtag usage and the sentiment associated with the use. We suggest monitoring the turnout at events and whether it increases as the more events take place. Increasing attendance at events would suggest a demand for the events and the success of the sponsorship by Snapple. Another way to monitor success would be to compare the amount of people who attend an event in comparison to those who participate and post about the event.

From our MRI+ research, we composited a list of high traffic, high density areas where consumers are purchasing Snapple. These cities will be the main target for

implementing our communication strategies and working towards spreading the Snapple brand from Heartland area to Non-Heartland area. These cities would be the primary location of billboards, sponsored events, gas station advertisements, and Snapchat on-demand geofilters. In targeting these cities, the Snapple brand will begin to spread to neighboring cities thus growing brand relevance. A list of the cities for Snapple to target is below and displayed in Figure 2.1.

Target Cities:

- New York
- Los Angeles
- Chicago
- Philadelphia
- Dallas-Fort Worth
- Miami-Ft. Lauderdale
- Houston
- Atlanta
- Washington, DC
- Minneapolis
- San Francisco
- Boston
- Tampa
- San Diego
- Cleveland
- Albuquerque
- St. Louis
- Portland
- Salt Lake City
- Louisville
- Los Vegas
- Phoenix
- Detroit
- New Orleans
- Seattle
- Denver

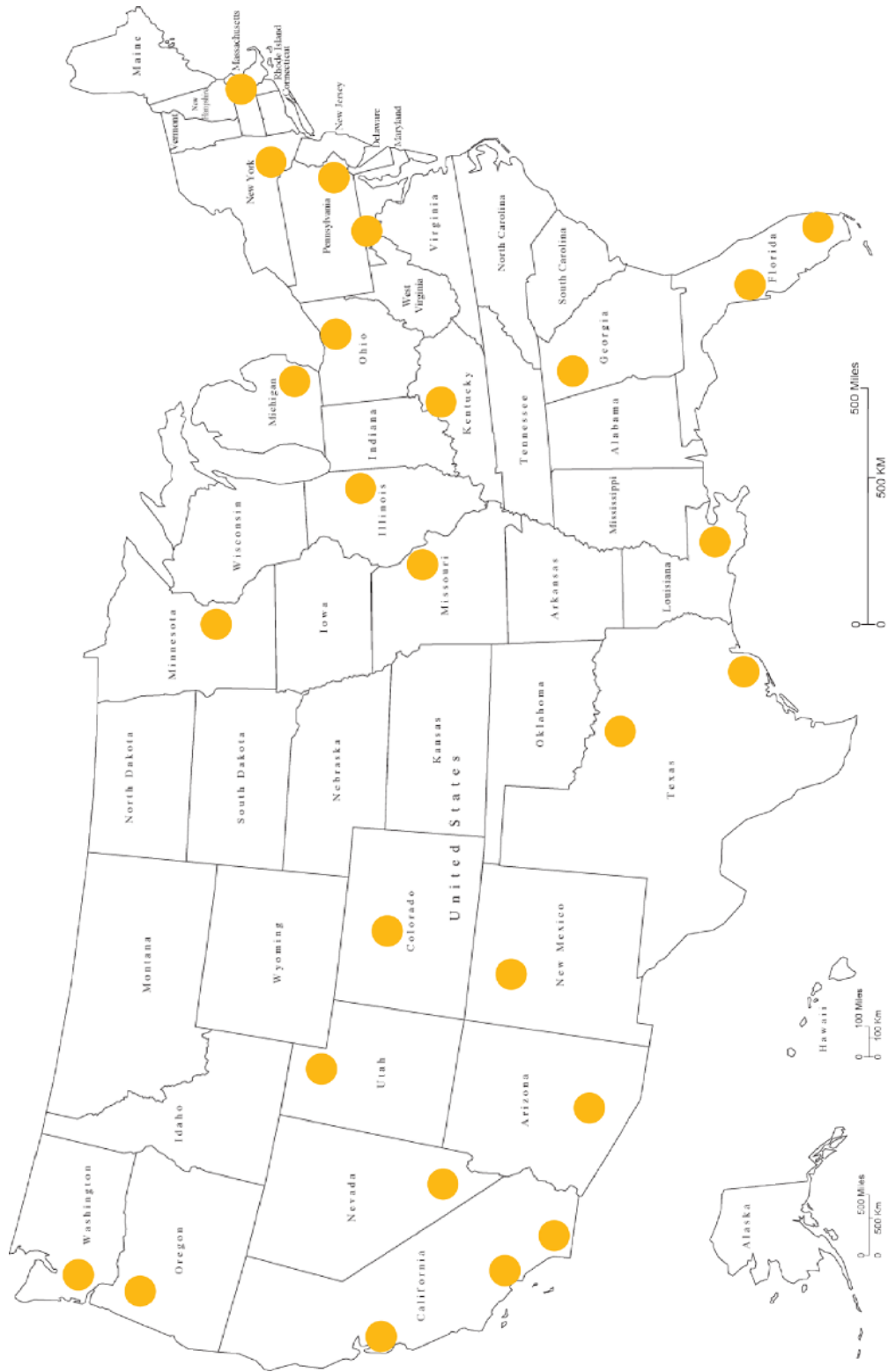


Figure 2.1: Target Cities for Sponsored Events

In-store Activation Tactics:

After the consumer has hopped their way through the hopscotch in-store graphic, they are led to an unconventional yet functional aisle endcap. We aim to grab the attention of the consumers in stores with an end cap display shaped like the iconic Snapple bottle. Reminding the users of the unique glass bottle, bright brand colors, the endcap is bold and recognizable even when shoppers are approaching it from the side and from far away. The end cap would look something like below and be placed at the end of a beverage aisle a short distance from the hopscotch floor graphic.

An interactive, full size hopscotch outline will be displayed in stores and at outside venues during events. The in-store hopscotch displays would be attached as removable decals on the floor, leading consumers to where the Snapple is located in the stores. These would provide a fun way for people to interact and be drawn to where Snapple products are available. Hopscotch is a widely known game that most people played in their childhood and using it in this way reminds our target audience to #Unadult and drink a Snapple. At out of home promotions and in large, targeted metropolitans, the same outline could easily be chalked in heavy foot-traffic areas to remind busy commuters to take a break from responsibilities, and to do it with Snapple. Figure 3.1-3.2 illustrate the in-store tactics.



Figure 3.1: In-store endcap display



Figure 3.2: In-store Hopscotch

Out-of-home: Billboards

Billboards would be displayed in correspondence with the cities that are hosting the sponsored events. These cities that would host these events and billboards would focus on the largest Metropolitan areas in the U.S. The billboards would be simple and bold, with the hashtag and phrase #Unadult featured as the largest element. In the crucial few seconds Snapple has the consumer's attention, they see #Unadult, a bottle of Snapple, and the logo. While simple, the billboard serves to associate the hashtag with the brand, and helps to reinforce that association. See example in Figure 4.1.



Figure 4.1: OOH Billboard Display

Out-of-Home: Interactive Displays

Aiming to connect consumers across the nation, interactive billboards would feature a grid style games connecting four Snapple caps where consumers can play each other live. The game varies slightly between touch-screen displays and larger electronic signage.

For touch-screen displays, the game invites two users to play against each other by dragging Snapple caps onto the “board” using the touch screen. Snapple would buy space in bus stops, malls and in airports, where the target market is usually “adulting” with time to spare. They invite consumers to play with friends or nearby strangers, further associating Snapple with simple, nostalgic joy amidst busy, stressful environments

For larger electronic signage, two groups of consumers would play each other and moves would be made based on votes. Voting would take place on Snapple’s mobile website where the groups would have designated time limits set to when they have to make a next move. Games would set cities up against each other, opposing sports teams against each other and other existing competitors for friendly rivalry. Participants could post the completed game board on their social media using the hashtag #Unadult<their city>, for example #UnadultChicago, where they could be entered into a drawing for a year’s supply of Snapple product. See example in Figure 4.2.

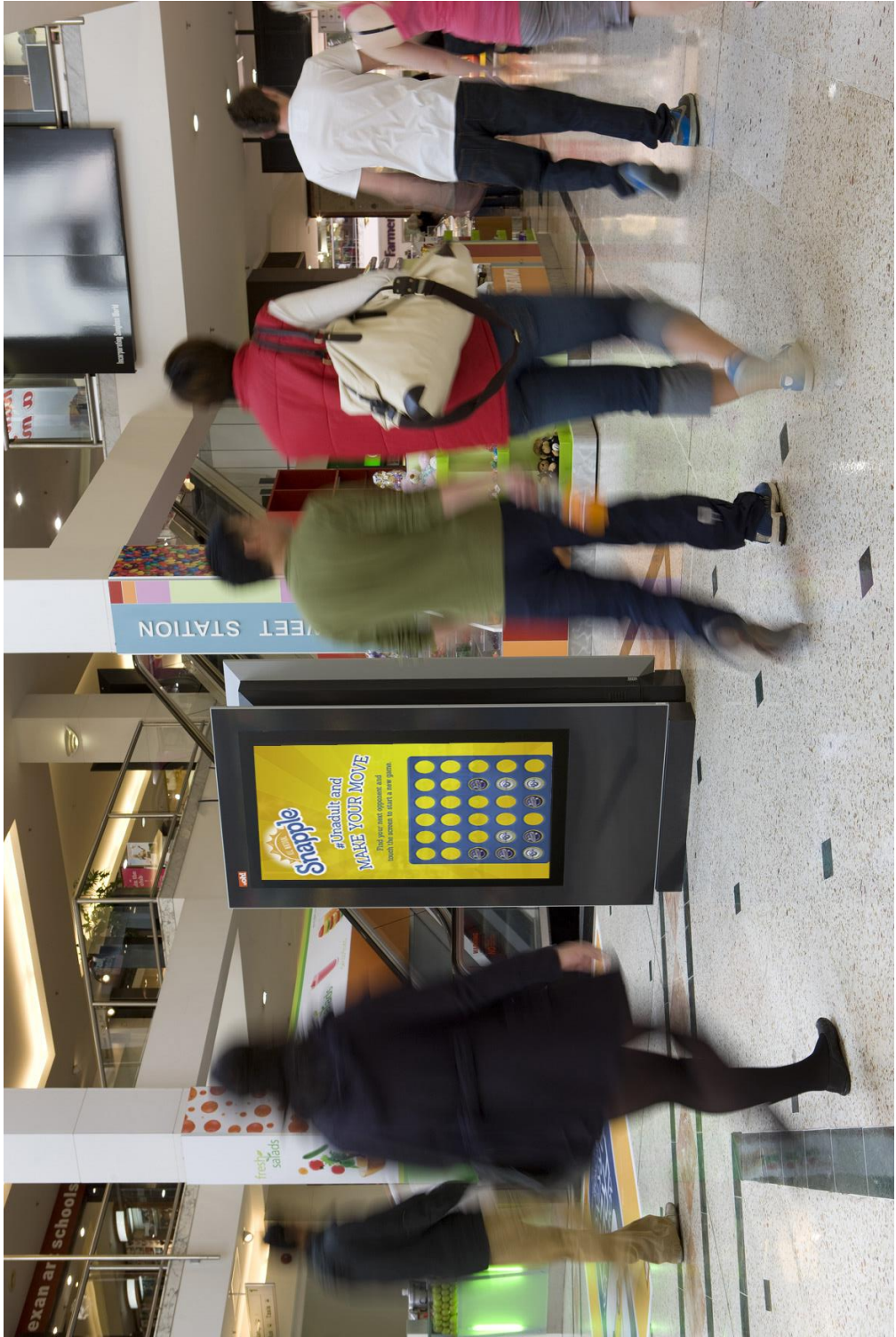


Figure 4.2: OOH Interactive Displays

Gas Stations:

In efforts to reach our target demographic at times in which they are completing typical adult tasks, advertisements will be placed in gas stations. Convenience stores account for 25% of the total annual TM for Snapple (Snapple Case Study). Above the pump displays, window decals, and in-store displays will provide three different points for the consumer to be reached. The gas station advertisements are less focused on #Unadult because of the more extensive nature of that campaign. The gas pump decals specifically act as a call-to action and remind users and of the all-natural, real sugar, and glass bottle characteristics in order to distinguish Snapple from its competitors before the consumer walks into the convenience store. See Figure 4.3.



Figure 4.3: OOH Gas Station Displays

Paid Search

Adults in metropolitan areas face new challenges every day. Luckily, there is the Internet; Google is where we often go for answers. By implementing Google AdWords into our campaign, we can target people who are searching for things that require them to “adult”, such as doing taxes, buying a house, or banking. Whenever users search for these type of topics, they would see a Snapple advertisement pop up in their search. This strategic, specific paid search promotion will remind frustrated consumers that enjoying a Snapple is a great way to take a break, refresh, and Unadult. A sample list of Google AdWords that could be used, as well as a screenshot of how the advertisements would be displayed is below and in Figure 5.1.

A potential list of keywords to bid on in Google AdWords:

- Adult
- Adulting
- Taxes
- Car Maintenance
- Balance a checkbook
- Cooking
- Tax prep
- Realtor
- Oil Change
- Doctor
- Banking
- Budgeting
- Dating
- Repairs
- Insurance

About 1,050,000 results (0.36 seconds)

[Tired of Adulting? - snapple.com](#)

www.snapple.com/unadult ▼

#Unadult with a Snapple! Made from the Best Stuff on Earth®



1 2 3 4 5 6 7 8 9 10 Next

[Advanced searches](#) [Search Help](#) [Give us feedback](#) [Google.com](#)

[Google Home](#) [Advertising Programs](#) [Business Solutions](#) [Privacy](#) [About Google](#)

About 1,050,000 results (0.36 seconds)

[Escape the stress of taxes! - snapple.com](#)

www.snapple.com/unadult ▼

Relax, have fun and #unadult with a Snapple. Made from the Best Stuff on Earth.®



1 2 3 4 5 6 7 8 9 10 Next

[Advanced searches](#) [Search Help](#) [Give us feedback](#) [Google.com](#)

[Google Home](#) [Advertising Programs](#) [Business Solutions](#) [Privacy](#) [About Google](#)

Figure 5.1: Google Advertisements

Print Advertisements

With the increasing popularity of adult coloring books and our campaign based around Unadulting, Snapple brings a moment of universal childhood joy-coloring, to the businesslike publications of the target market. Consumers could color the page and submit their finished product on social media using the hashtag #Unadult. They would then be entered into a contest to win a year's supply of Snapple. Even if they don't submit a colored-in page, the ad would be a reminder that Snapple is associated with a break

from responsibilities. And simply by coloring it, they are experiencing that nostalgic fun and unconsciously tying it with Snapple. See Figures 6.1-6.2.

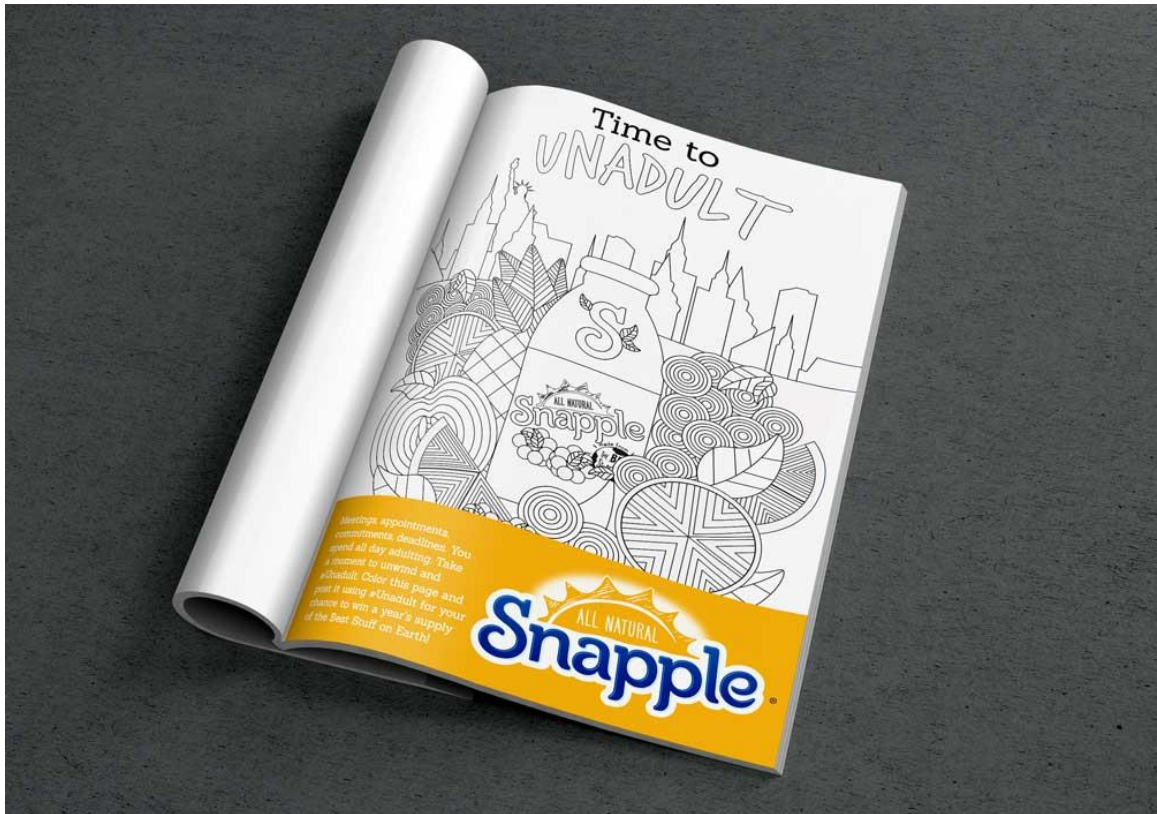


Figure 6.1: Magazine Advertisement

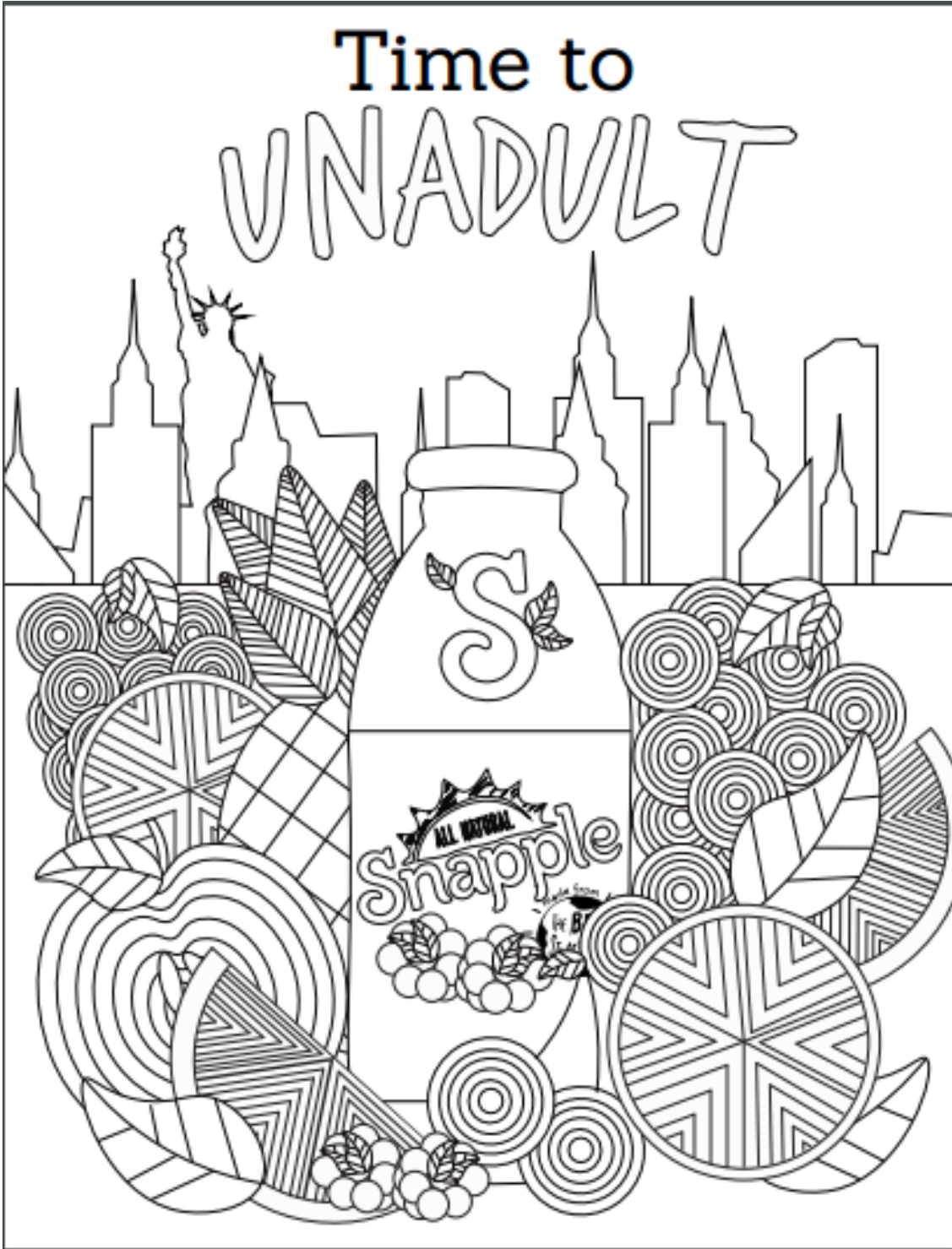


Figure 6.2: Snapple Coloring Sheet

Snapple Website

The current Snapple website communicates the personality of the brand well. We suggest adding an Unadult tab that would be formatted with sections like “How To,” “Materials,” and “Tips.” In the How To section, there would be an explanation of what it means to Unadult and a BuzzFeed-style survey of how well you know how to Unadult. The Materials tab would include coloring sheets, links to the Re-enFACTments, and links to the sweepstakes going on. The Tips section would include links to YouTube videos and general tips on how to Unadult.

Snapple Text Tone

Capturing the sound of the Snapple cap popping off the bottle and turning it into a text tone and a ring tone that would remind the user to Unadult with Snapple. It would increase brand recognition too. The tone is quick, relatively quiet, but unique and joyful—all appealing elements to consumers crowded with standard phone chiming. The tone would be available as a free download, possibly as reward for Liking or Following a Snapple page (or some other small task) and would be promoted through social media outlets.

Online radio

Instead of a focusing on traditional radio sales, Snapple should be pushing their advertising through online radio, such as Spotify or Pandora. In 2015, 66% of Internet users between the ages 18-34 streamed radio from an online source at least once within a month’s time span (“Pandora Maintains”, 2015). This demographic is using both desktop

(actual websites) and mobile devices (applications) to stream online radio. When it comes to the Spotify vs. Pandora debate, Pandora is pulling a much older demographic than Spotify (“Pandora Maintains”, 2015). Spotify’s largest audience comes from the 18-24 year old age range. Pandora’s largest audience, however, is 35-44 years of age. In the age range containing 25-29 year olds and 30-34 year olds, the percentage of listeners were completely identical between the two online radio-streaming sites (“Pandora Maintains”, 2015).

This brings us to the conclusion that Snapple advertising on either of these sites would be an excellent choice. However, if Snapple wants their ads to appeal to a consumer closer to 40 years of age, Pandora would be the better choice. Vice-versa, if they choose a consumer closer to their mid-twenties, Spotify would be the more suitable choice. See Figure 9.2 for example scripts that could be used for streaming radio spots.

Facebook

Engagements, baby announcements, home purchases, job promotions and other adult milestones often take over the timelines of 30 year olds. With the Facebook Unadult button, these events can be hidden from timelines. The Unadult button temporarily removes friend’s Facebook life events from showing up on user’s Facebook feed for 24 hours. This option would be presented with a promoted post created by Snapple. Once the users choose to use the Unadult button, a post telling friends that they are participating will be shared, increasing public awareness of the Unadult campaign, the Unadult button, and the Snapple brand overall. The coloring pages featured in print media would also be

available to be shared by consumers on Facebook. Sample Figures 7.1-7.3 for example Facebook posts.

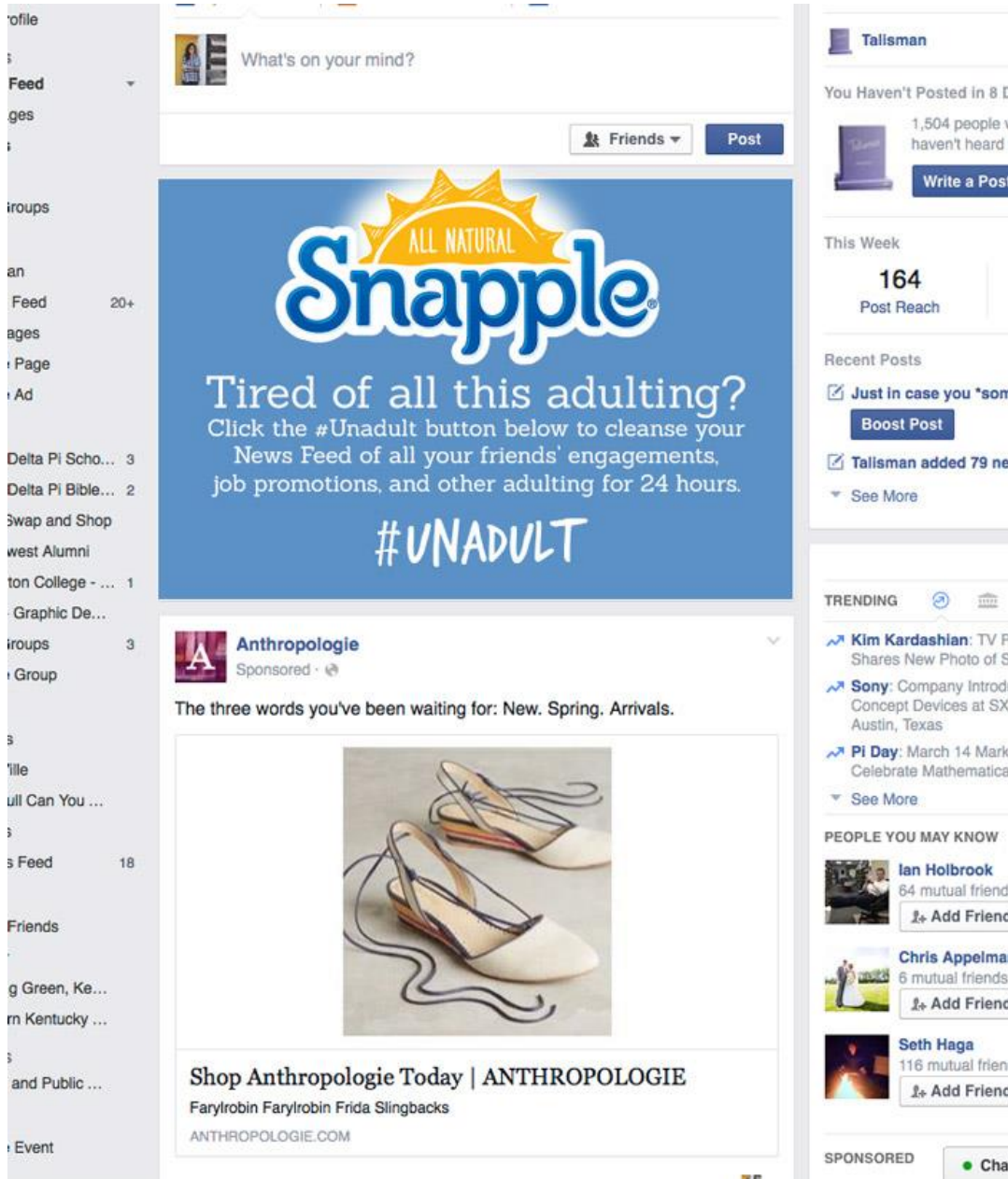


Figure 7.1: Facebook Cleanse Example

Facebook interface showing a search bar, navigation menu, trending news, sponsored content, and a post from Alpha Omicron Pi Fraternity.

TRENDING

- Kim Kardashian:** TV Personality Shares New Photo of Son, Saint West
- Sony:** Company Introduces New Concept Devices at SXSW Festival in Austin, Texas
- PI Day:** March 14 Marks Day to Celebrate Mathematical Constant Pi

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SERIAL
SEASON TWO
PANDORA

Stream Episode 9 now.
pandora.com
Sarah Koenig tackles the complicated story of Army Sergeant Bowe Bergdahl.

When to Go to the ER
somethingmoreserious.com
Pounding construction noise or pounding headache... it could be an emergency.

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Say yes to a Snapple. #unadult

Jillian Miller and 13 others
Write a comment...

Emily Anne Pride shared Alpha Omicron Pi Fraternity's post.
1 hr · ALA

Congrats MaryKate Berger on being accepted as an ELC for AOTI! You will do an amazing job! (And maybe on your travels you'll get to visit Alpha Chi...) ALAMI!

Alpha Omicron Pi Fraternity
March 7 at 6:59pm · 🌐

We are so thrilled to announce to you the ELC team for the 2016-2017 year! They are Maddie Archer-Burton from Tau/University of Minnesota, Mary Kate Berger from...

See More

Like Comment Share

Maggie Shelton and Leslie Mulwitz Carter

Chat (32)

Figure 7.2: Facebook Cleanse Example

DJ Lee Timeline Recent

From Husseinville, Kentucky

Photos

Friends · 1,019 (49 Mutual)

Seth Haga · 7 new posts

Cameron Lewis · 7 new posts

Holly Bottelner · 3 new posts

Elijah Eissa

Maggie Shelton · 7 new posts

Caroline Cook · 2 new posts

Nicole Patton

Christopher Bridgman · 4 new posts

Taylor Bawling · 2 new posts

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After five years as a Taliban prisoner, Bowe Bergdahl wasn't exactly welcomed home.

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Like Comment Share

2

1 share

Write a comment...

March 11 · 🌐 · 📷

In a Relationship with Snapple

March 11

ALL NATURAL Snapple

Like Comment Share

You, Drew Morgan, Caroline Cook and 149 others

View 10 more comments

NIKISHA Cole She's gorgeous! 😊
Like · Reply · 📧 2 · March 11 at 5:26pm

JOHNNY Wright That's awesome dj
Like · Reply · 📧 1 · March 11 at 7:26pm

CHRISTINE Allison He's cute Mary! I'd like to see a pic of the two of you together
Like · Reply · 📧 1 · March 12 at 7:31am

Mary Ann Lacy replied · 1 Reply

Cameron Lewis Go TOPS!

Chat (21)

Figure 7.3: Facebook Cleanse Example

Instagram

The Snapple Instagram account will have a fun, lighthearted approach to stay consistent with the rest of the brand. The account will feature daily suggestions on how consumers can unadult, such as choosing a Snapple over a fancy glass of wine or taking time to destress and complete a coloring page. Snapple will continue to interact with consumers through this outlet, as well as take suggestions and examples on how consumers are unadulging, and relay them through Instagram visuals. This platform will also serve as a way for Snapple to highlight their variety of beverages, even debuting the limited-time-offering drinks that would launch throughout the year. Because Instagram is such visual platform, using clean images and Boomerang clips would be a fun way to display the product, and execute the Unadult message. Figures 8.1-8.2 are sample Instagram posts.

 snapple



♥ 239 likes

snapple The average child wears down 720 crayons by their 10th birthday, but don't stop there! Take some time everyday to #Unadult.

Figure 8.1: Sample Instagram Post

 snapple



♥ 239 likes

snapple Premium black tea brewed with real sugar and infused with all-natural flavors? That's top-shelf refreshment. #Unadult

Figure 8.2: Sample Instagram Post

Snapchat

In correlation with our bi-monthly sponsored events, we will run sponsored Snapple geofilters. These will be available for 24 hours surrounding the time of the events. The filters feature Unadult as the primary text, and Snapple serving as secondary. This was done purposefully so that Unadult would act as a caption for whatever the user chooses to photograph, and the Snapple logo acts as a reminder of the company and beverages that foster the Unadulting. Sample Snapchats using the geofilters are shown in Figure 9.1.



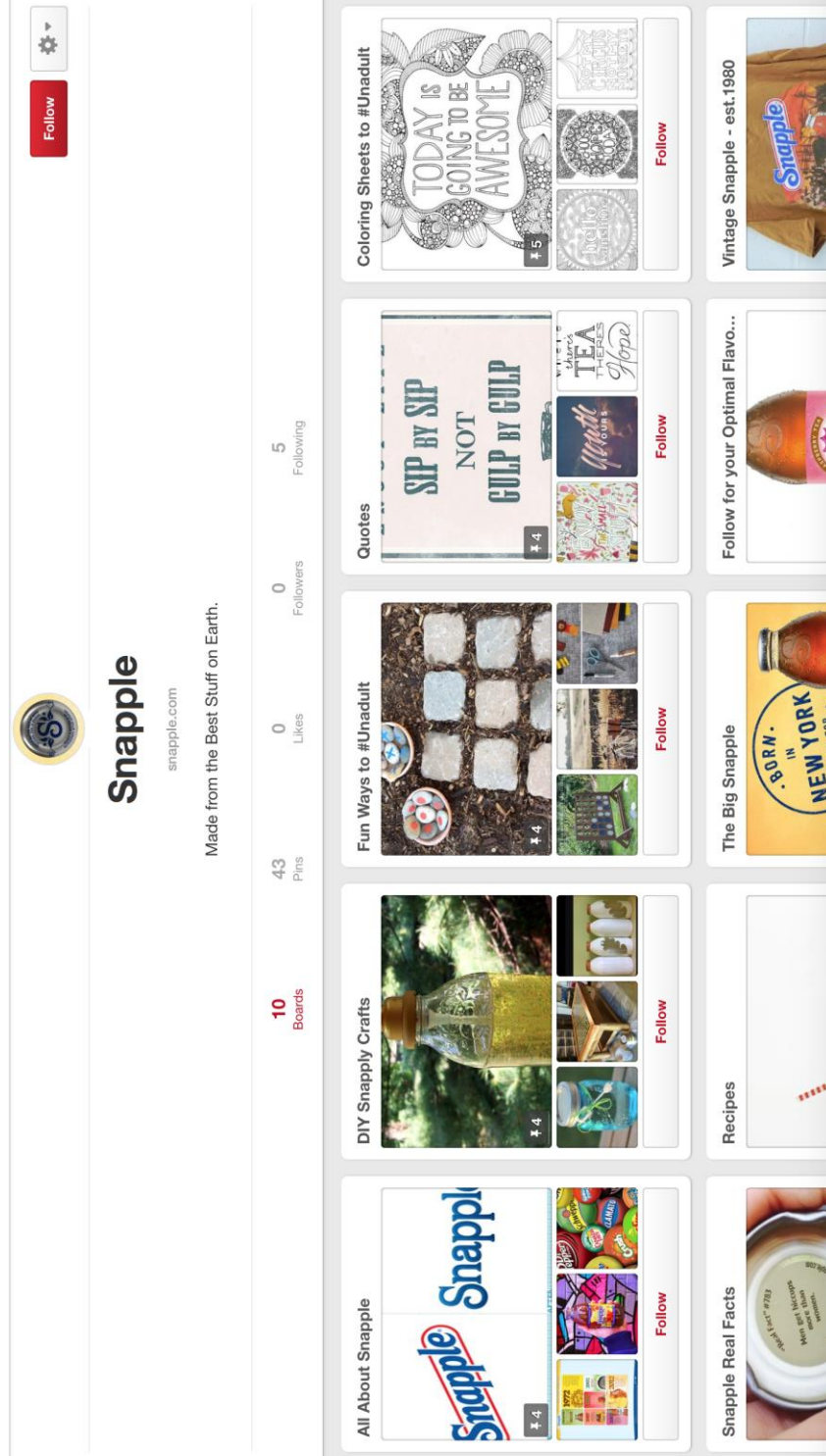
Figure 9.1: Snapchat Geofilters

Pinterest

Research on social media habits for 30 year olds reveal they have a large presence on Pinterest, especially females (Blodget, 2014). For Snapple, meeting their target market on Pinterest makes sense; with the wide array of pins available on Pinterest, Snapple can easily pull existing content as well as create their own pins and boards.

Pinterest already has ample, organic content about Snapple (repurposing the bottles, recipes) that could be re-posted and added to. For Snapple, we propose creating boards that align with the Unadult concept. Pinterest would serve the target market as a source for fun inspiration. Not only with old Snapple bottles, but for nostalgic recipes, crafts, and activities. Snapple becomes a source for de-stressing and joy, not just promoting sales. The topics could include but are not limited to: the brand's history, Snapple facts, repurposed bottles, and coloring sheets to help you unadult. A sample Pinterest page with their sample boards is displayed in Figure 10.1.

Figure



10.1: Snapple

Pinterest Page

Twitter

The Snapple Twitter account would be used to further communicate the Snapple messaging and engage with consumers. Users can use the hashtag #Unadult to share how they find ways to #Unadult in their daily lives. Snapple will also be able to retweet and engage in conversations with the consumers. #Unadult print advertisements and interactive billboards have content that specifically requires tweeting in to Snapple, so Twitter would primarily serve to host these interactions with individual users.

Story boards

Snapple-created digital shorts are versatile. They will start circulating before most of the other Unadult campaign materials, and will serve to explain Unadult easily and with humor. They are designed to be relatable, humorous, and product-centric, making them easily shareable and viral-ready, while still keeping them promotional for Snapple.

The shorts will start as uploaded content on YouTube, then will be promoted on Snapple's page, then could be turned into TV advertisements, sponsored posts on Facebook, or paid pre-roll ads on YouTube. One digital short (indicated in scripts) works easily with audio-only, and could be used as an ad for internet radio that the target market spends time on while adulting. A sample storyboard is illustrated in Figure 11.1. There are also three additional scripts for other potential video or audio content in Figure 11.2.

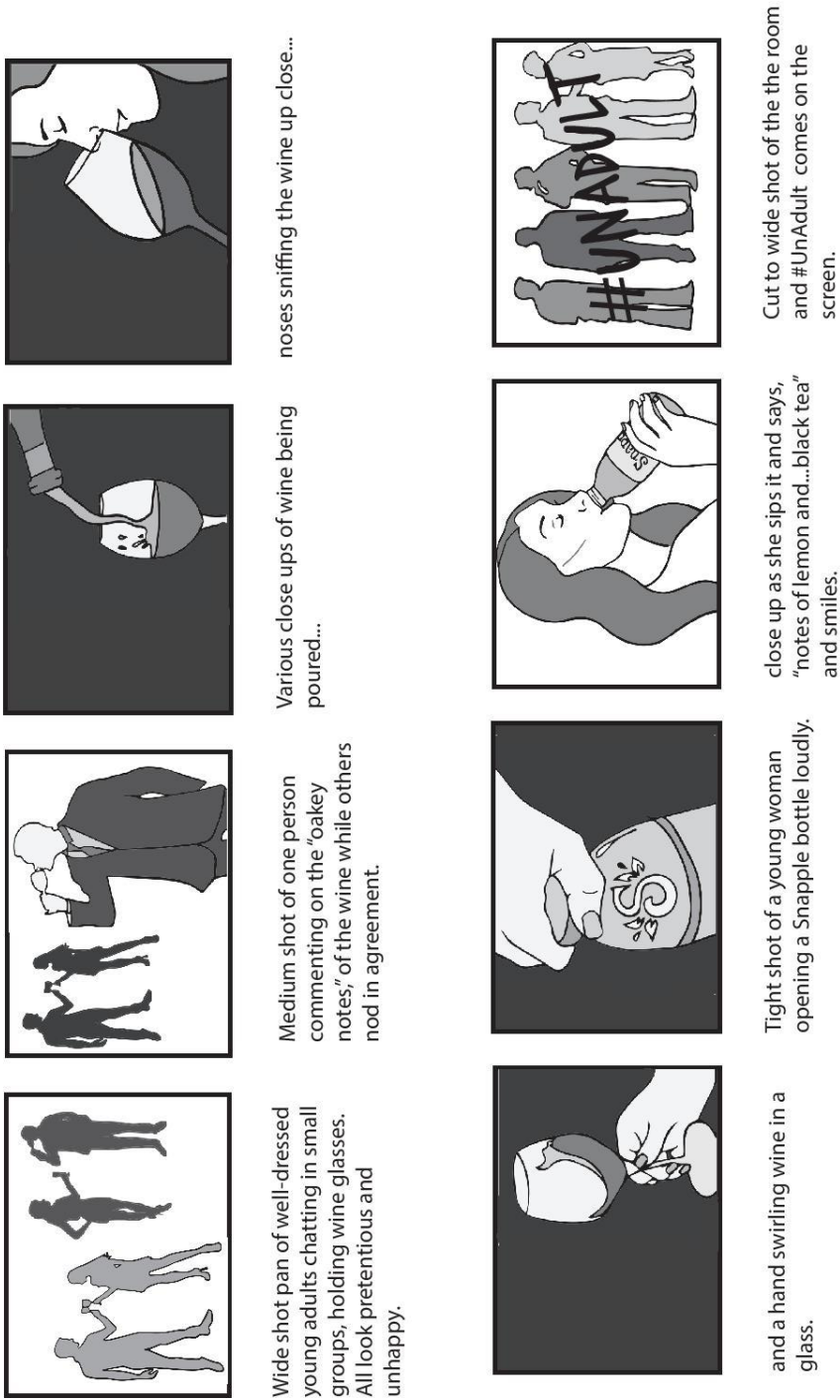


Figure 11.1: Sample Storyboard

Figure 11.2: Video or Audio Scripts

Soundscape Commercial (could be audio commercial): Blank screen. Sound of one popular iPhone text tone and a notification icon pops on the screen. Then a popular Android text tone with another corresponding icon. More and more notification and text tones layer on top of each other in a chaotic soundscape and more and more notification icons layer on the blank background. Finally the sounds and icons stop (back to blank screen and silence) and text comes on the screen saying “You’ve been adulting all day...Have a Snapple (cue sound of Snapple bottle opening, maybe some birds chirping and a person sighing in the background) and take some time to #Unadult.”

Mom in grocery store with child: Young mom pushing her child in a shopping cart. She’s picking up very healthy items and her cart is full of vegetables. As she rolls past an aisle her child grabs a clearly marked sugary sweet cereal. Her mom widens her eyes in a look of questioning disapproval. The kid gives pleading, googly eyes, and her mom smiles and puts the cereal in the cart. Later the mom rolls past the drink aisle and hesitantly picks up a six-pack of Snapple. Her child widens her eyes in a look of questioning disapproval. The mom gives her kid pleading, google eyes, and her daughter smiles and puts the Snapple in the cart. A shot of them walking away and #Unadult comes on the screen.

Six pack party: Medium shot of a young man who is hurrying out the door, phone pressed to his ear. “You on your way?” You hear from the person on the phone with him. “Yeah man, I just had to grab some six-packs. I’ll be right over.” Cut to him knocking on a door, you can hear muffled, but loud party music coming from the house. He’s greeted to

cheers of other young men and women at a small house party. Someone asks him, “You get the six packs?” “Of course!” He responds, and lifts two six packs of Snapple. The guests cheer and they’re shown happily sipping Snapple and playing board games on the floor.

CHAPTER 12

MEDIA SCHEDULE

By splitting our communications plan up by month, we are sure to reach audiences at all points during the target year of 2017. Not all of the social media channels (such as Twitter and Instagram) are shown on the chart in Figure 12.1, because they will be used daily or weekly, not monthly. The section of our media schedule will intend to practice our Unadult Facebook cleanse during the months listed above because those are the times in which most proposal and marriage announcements occur. Instead of seeing life events, audience have the option to see our ads instead, persuading them to Unadult and drink a Snapple. The YouTube shorts, online radio ads, and HBO GO/HULU ads will be released parallel to the Facebook cleanse to make sure there is a constant communication of the Snapple brand. See the visual breakdown of the media schedule in Figure 12.1.

	January	February	March	April	May	June	July	August	September	October	November	December
Facebook	Blue	Blue	Yellow	Yellow	Yellow	Blue	Blue	Blue	Blue	Blue	Yellow	Blue
Gas Station	Yellow	Yellow	Blue	Blue	Blue	Blue	Blue	Blue	Yellow	Yellow	Yellow	Yellow
HBO GO	Yellow	Yellow	Blue	Blue	Blue	Yellow	Yellow	Yellow	Yellow	Yellow	Blue	Yellow
Interactives	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Snapchat	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
YouTube	Yellow	Yellow	Blue	Blue	Blue	Blue	Blue	Blue	Yellow	Yellow	Yellow	Yellow
Pinterest	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Online Radio	Blue	Blue	Yellow	Yellow	Yellow	Blue	Blue	Blue	Blue	Blue	Yellow	Yellow
Print	Yellow	Yellow	Yellow	Yellow	Blue	Blue	Blue	Blue	Yellow	Yellow	Yellow	Yellow
Billboards	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue

Figure 12.1: Media Calendar

CHAPTER 13

MEDIA BUDGET

Within the case study that Snapple provided us, we were given a hypothetical budget of \$50 million to use for the entire year of 2017. This budget must cover all marketing tactics including: media fees, agency fees, production costs, activation support, and any other costs. A breakdown of how we decided to use the \$50 million is explained below and in Figures 13.1-13.2.

Overall Budget Breakdown:

- Media: 68% - \$34,000,000
- Production: 5% - \$2,500,000
 - Website Revamp
 - Creative Execution
 - Video Production
 - Social Media Strategy
- Promotions & Research: 13% - \$6,500,000
 - Snapple Sponsored Events
 - Snapple Giveaways
 - Focus groups
 - Performance Measurement Tests
- Agency Fee: 13% - \$6,500,000
- Extra Expenses: 1% - \$500,000

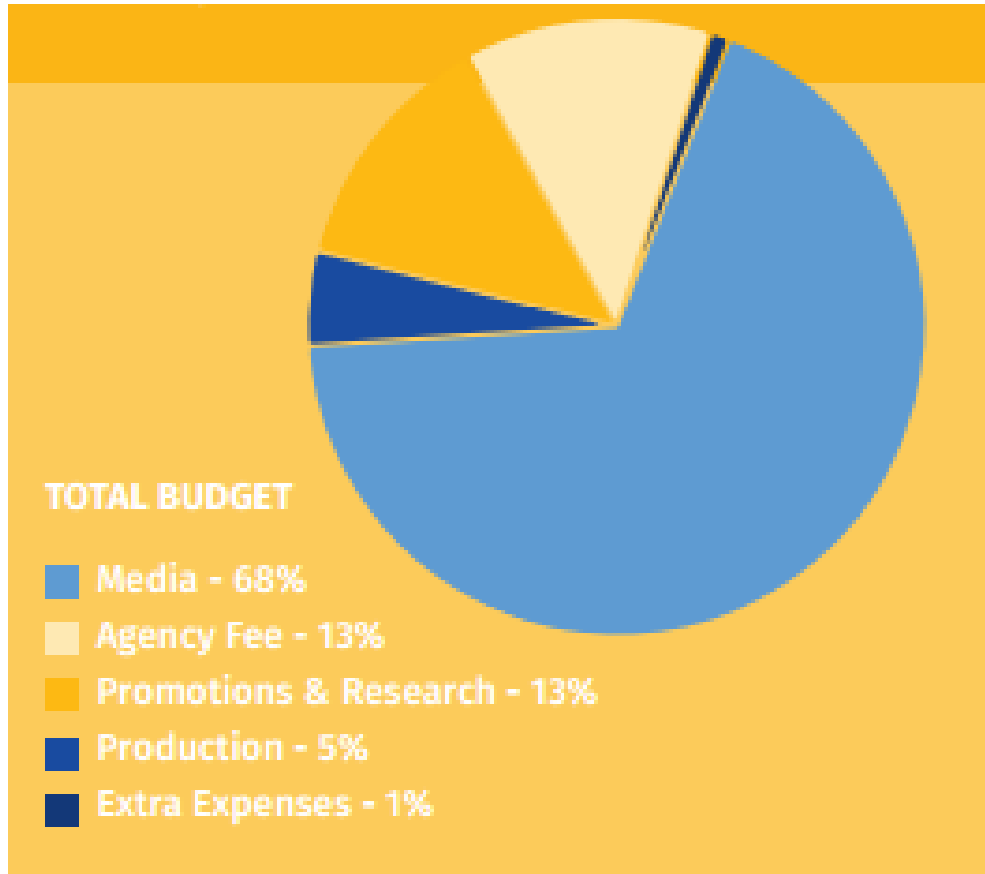


Figure 13.1: Overall Budget Breakdown

Media Budget Breakdown:

Television:

27.4% = \$9,316,000

Strategy: Increase Exposure

Rationale: We chose to focus this portion of the media budget on television due to our research that said the most commonly used device used by ages 25-35 is the television. We understand that some of these users may be streaming their television from online platforms such as Hulu or HBO GO. For that reason, they are included into this category as well as cable channels. Based off of MRI and Nielsen research, we found that the

channels where Snapple users were on most are: ABC, Bravo, E!, Nick at Nite, Adult Swim, VH1. Below is a list of other channels that we chose to target based off of Neilson and MRI+ data. (* indicates Snapple user's top channels)

- ABC*
- Adult Swim*
- BET
- Bravo*
- Cartoon Network
- Centric
- Discovery
- Fit & Health
- E!*
- MTV 2
- Music Choice
- Nick at Nite*
- Oxygen
- TV One
- VH1*
- Hulu
- HBO GO
- Vevo

Desktop Internet:

12.4% = \$4,216,000

Strategy: Increase Brand Recognition

Rationale: Through people using the Internet on their desktop computers, we will capitalize on Google AdWords, banner ads, and also social media. For Google AdWords, Snapple will bid on keywords that revolve around teas and juices, but they will also bid on keywords that have to do with the typical adulting tasks as discussed previously. The banner ads would appear on websites that our target market frequents often. Based off of MRI research, these websites include travel sites, sports sites, and entertainment sites. Our social media approach would be implementing sponsored posts on Facebook that would be specifically for desktop viewers.

Examples:

- Google AdWords When Adulting topics are searched: “Snapple Search, RTD Beverages, Tea, Juice”
- Banner Ads
- Travel sites other popular websites
- Social Media Facebook- Timeline cleanse

Print:

6.9% = \$2,346,000

Strategy: Increase Exposure

Rationale: Snapple would be using the print budget mainly for magazines. Based off of MRI research, some of the magazines that Snapple users read most often are: People, Cosmopolitan, Fitness, Men’s Fitness, Seventeen, and Women’s Health. Snapple’s messaging within these magazines would coincide with the Unadulting theme throughout

this campaign. Below is examples of magazines where the Snapple print advertisements would appear.

Example Magazines:

- Allure
- Black Enterprise
- Cooking Light
- Discover
- Eating Well
- Ebony
- Entertainment Weekly
- Essence
- Food Network Magazine
- Glamour
- In Style
- In Touch
- Life & Style Weekly
- New York Magazine
- OK!
- People
- Star
- Women's Health

In-store:

9.625% = \$3,272,500

Strategy: Increase Sales

Rationale: Snapple's use of in-store displays would be to draw people's attention to the product. The floor decals and aisle endcaps would appear in both grocery stores, as well as convenience stores. These decals reinforce the Unadult campaign, as well as provide a fun lead up to the product.

Our-of-Home:

10.225% = \$3,476,500

Strategy: Increase Exposure

Rationale: Outdoor advertising is a way to reach people 24/7. For Snapple, both traditional billboards and interactive displays will be implemented. The traditional billboards would serve to remind people of Snapple, as well as have the potential to promote events that Snapple would be sponsoring in that specific city. The interactive displays would give consumers the chance to play a game and Unadult. These would be located in high traffic areas where people would have the time to stop and play, such as shopping malls or airports. Gas station advertisements for Snapple are also relevant because one-fourth of their sales come from convenience stores (Snapple Case Study, 2015).

Online Radio:

8.7% = \$2,958,000

Strategy: Increase Exposure

Rationale: As discussed previously, Spotify and Pandora combined reach Snapple's target market. By using these streaming radio platforms, Snapple can reach their target market more frequently because of the vast amount of time users spend on these platforms.

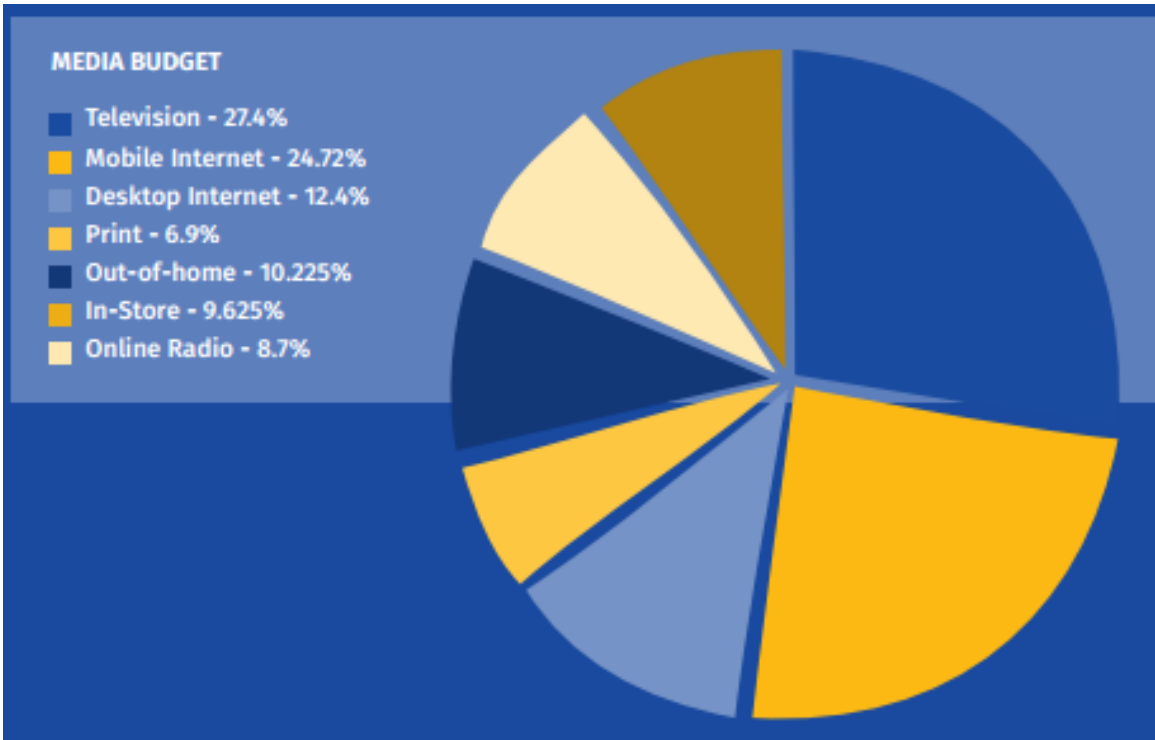


Figure 13.2: Media Budget Breakdown

CHAPTER 14

CAMPAIGN MEASUREMENT

In order to see if the campaign was successful, we must calculate the return-on-investment (ROI). An advertising agency, or group has to be able to show their clients results and show how their campaign was effective so that their clients understand how their money is being used.

A method for measuring ROI that accounts for growth and marketing costs, and removes organic sales growth that is not necessarily associated with the campaign can be found by using the following formula (Beattie, 2015):

$$(\text{Sales Growth} - \text{Marketing Cost}) / \text{Marketing Cost} - \text{Average Organic Sales Growth} = \text{ROI}$$

This method will be able to show the company how the money invested on the campaign increased their sales, and by how much. We will also use multiple tactics to track the effectiveness of our campaign. Continuous tracking of the tactics will take place every three months throughout the campaigns run. Surveys and Focus groups will be conducted at the halfway point of the campaign and after the campaign to monitor the recognition, recall, attitudes, awareness, and sales of Snapple. General campaign measurement tactics are explained in Figure 14.1.

Campaign Objectives	Evaluation Techniques
To increase sales volume	Snapple Sales Databases
To increase consumer's frequency of purchase	Conduct Surveys and Snapple databases
To raise consumer awareness outside the Heartland	Conduct Surveys
To raise customer retention and loyalty	Snapple Databases and Surveys
To raise brand relevance	Conduct Surveys & Focus Groups
To increase web traffic	Use Google Analytics to monitor.
To increase mentions on social media	Use http://ww1.socialmention.com/ to track mentions.
To increase the sentiment ratio on social media	Use http://ww1.socialmention.com/ to monitor the sentiment.
To increase earned media	Track mentions in third party sources, track links to Snapple website and social media accounts.

Figure 14.1: Campaign Measurement Techniques

CHAPTER 15

CONCLUSION

The several months spent on this campaign proved to be very insightful. It was the first opportunity that I have had at managing such a large group of people on such an extensive campaign. I would not have had the opportunity to learn and experience what I did in a typical class setting.

In organizing the group who worked on this project, we primarily communicated through Google Docs and emails. While this was helpful in keeping everything in one place, it was not very helpful in assigning tasks to specific people. If I were to go back and do this project again, I would have implemented a better organization system such as Trello or Slack to assign tasks to group members.

When our presentation group went to the District 5 Competition, they were able to present our ideas and our campaign book. We ended up receiving Best Media Plan as a result of our hard work. Overall, I think everyone enjoyed gaining the experience on this project. I learned a lot from organizing and managing the group, as well as learned on areas that I can improve on. I believe that this project was an invaluable learning opportunity for not only myself, but the 19 peers that worked on it with me.

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Appendix

Snapple Case Study provided:

<https://drive.google.com/file/d/0B1xjNfJi0FtCZG14WE15UmxHSE0/view?usp=sharing>

Red390 Complete Case Study:

<https://drive.google.com/open?id=0B1xjNfJi0FtCY3ZGUzJrZ2NzVmM>

Full survey questions and results:

<https://drive.google.com/open?id=0B1xjNfJi0FtCZnRSekFoM0pMeVU>

Focus Group video:

<https://drive.google.com/open?id=0B7ur2Ht9lagUTnJBbXk4akkzdkE>