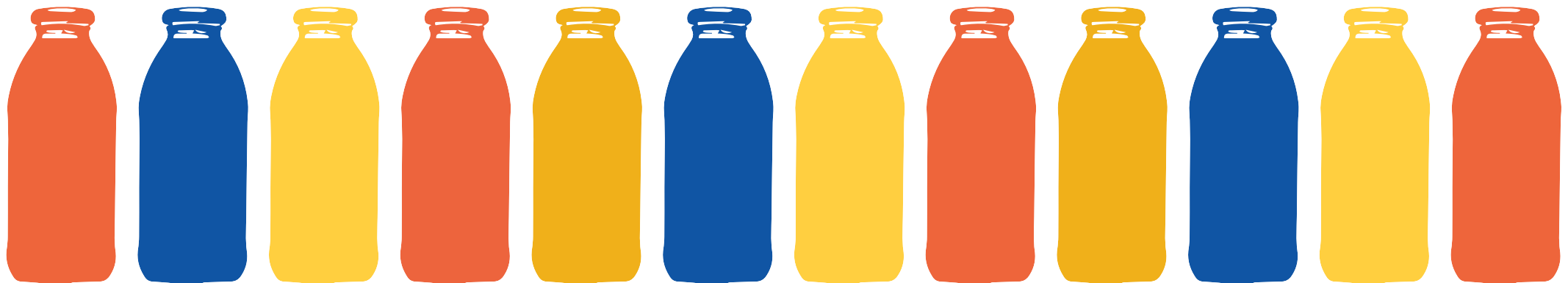




**2015 RESEARCH REPORT
BRUTON BRAND BOUTIQUE**



INTRODUCTION.... 3

EXECUTIVE SUMMARY.... 4

SITUATIONAL ANALYSIS.... 6

QUESTIONS & METHODS.... 8

WHO WE SPOKE TO.... 10

WHAT THEY THOUGHT.... 12

STATISTICS & INSIGHTS.... 14

KEY INSIGHTS.... 18

BEFORE YOU BEGIN...

“ As a class, we set out to find out what makes Snapple... **Snapply**. We began with asking ourselves, why do people drink Snapple? This led us to a couple questions we just HAD to ask. We had no choice but to seek out people from all over the country and ask them all about Snapple. We even traveled to New York City, the Heartland of Snapple lovers (or Snapplovers?), to hear first-hand what they had to say about the quirky drink! In this report you will find research from our interviews collected on the streets in NYC, surveys collected electronically from all over the country and how we made sense of it all. ”





BRAND

Born in New York City, Snapple is known as a quirky and unapolgetic beverage in the Tea and Juice beverage category. Since inception Snapple has belonged to many beverage groups but currently resides under the Dr. Pepper Snapple Group. Snapple is well loved in the Northeast, so much that this "Heartland" makes up for over 50% of Snapple's total annual volume. Traditionally, Snapple has executed national advertising campaigns and has seen much success with campaigns such as the well-beloved "Snapple Lady."

AUDIENCE

For this dual strategy campaign we will be focusing our efforts on 18-49 year olds with a target audience age of 30 years old. We have divided the focus into two geographical locations, the Heartland which is made up of New York City, Boston, Baltimore, Washington D.C., Buffalo, Philadelphia, Hartford, Syracuse and Albany as well as the Non-Heartland which includes the rest of the country. We are speaking to the Snapple Lover, the customer who celebrates the little things in life, cares about health but isn't a health nut and appreciates an enjoyable premium beverage experience.

METHODS

We collected 6 primary skype interviews to better illustrate our mass surveys in which we recieved over 200 responses to. We also traveled to New York City to ask people on the street what they thought about Snapple to better gauge the city's perception of the beverage.

OBJECTIVES

In the Heartland we would like to grow brand relevancy, purchase frequency to 9x-10x a year and engage with consumers to increase brand loyalty. In the Non-Heartland we would like to drive more beverage trial as well as increase our top of mind brand awareness. We would also like to increase purchase frequency to 1x-3x a year.

INSIGHTS

When making purchase decisions, consumers care about the overall health of the beverages as well as the ingredients that make up the beverage. When it comes to Snapple, consumers consider the beverage a high quality drink however perceive the price as one of the highest among its' competitors. Overall, consumers want a quality beverage that is accessible with a variety of options that are beneficial to their health.

OK, BUT WHAT DO CUSTOMERS REALLY CARE ABOUT?

NATURAL
INGREDIENTS

LOYAL BRAND
PERSONA

HEALTHY
TO DRINK

CONVENIENT
TO BUY

“ I remember I would always buy Snapple JUST for the Snapple Facts when I was in college! Those were the days..”

-KATHERINE, BOSTON

“ I don't buy Snapple because it's a sugary drink. That's the only reason why I don't buy it, actually.”

-MARIANNE, NEW YORK CITY

“ I've been drinking Snapple since I was a little kid! My favorite flavor would have to be the Cranberry Raspberry.”

-HALEY, NEW YORK CITY



WE'RE KIND OF A BIG DEAL.

Snapple was born in New York City in 1972. Since then, the Northeast has been home to many Snapple lovers (Snapplovers). So much in fact that we named it the Heartland! The Heartland accounts for almost half of Snapple's annual volume with a high percentage coming from NYC. The heaviest Snapple buyers reside in the Heartland and we'd like to keep it that way!



CURRENT ADVERTISING.

Historically we have employed national advertising campaigns- but are wanting to explore a dual-strategy option this time around. The Tea and Juice drink category is rapidly growing and we need to focus our efforts. Snapple is known as a quirky brand that goes against the grain and we think our advertising represents that!



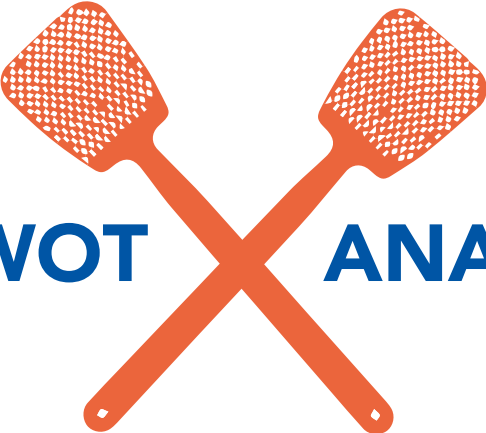
WHEREABOUTS ARE WE LOCATED?

Snapple has been owned by multiple companies, and today is owned by Dr. Pepper Snapple Group, headquartered near Dallas, TX. Dr. Pepper Snapple Group has 115 distribution centers, 21 manufacturing centers and 19,000 employees!



WHAT ABOUT THE MONEY?

Snapple is the fourth largest brand within the Tea and Juice drink category. However, Snapple has seen significant growth over the last year (+7.8% vs YAG) while it's competitors, Arizona and Brisk, are declining. Overall, the Tea drink category has grown by 14% in volume sales since 2010 and Snapple is contributing about 10% to that growth.



SWOT ANALYSIS

STRENGTHS

- Loyal consumers within the Heartland that accounts for over 50% of sales
- Recognizable packaging and quirky details like Snapple Facts that consumers gravitate towards
- Respected premium beverage among consumers

WEAKNESSES

- Perception of price is too high even though Snapple is positioned as a premium beverage
- Health-based beverage purchases might sway consumers from buying Snapple due to sugar content
- Lessening brand relevancy among millennials

OPPORTUNITIES

- Fast-growing Tea beverage industry in which Snapple is steadily growing while competitors decline
- LTO's products drive trial and allow Snapple to get back to innovative roots
- Quirky brand that is relatable and could be personalized for branded entertainment

THREATS

- Better price perception of competitors
- Growing competitors with relevant brand personas that relate to consumers
- Although Tea industry is growing, there has been a significant decline in the Juice industry.

- “ How can we continue to build strong consumer affinity for Snapple?”
- “ How can we increase brand relevancy within the Heartland?”
- “ How can we stay Snapply?”
- “ What makes consumers buy or not buy Snapple?”
- “ How can we get the Heartland to purchase more Snapple?”

THINK WE CAN ANSWER THEM ALL?

METHODS CHEATSHEET (SHH!)

Analysis of Variance (ANOVA)

This test tells us the difference between two or more groups pertaining to how they answered a certain question on the survey. For example, the difference between how people with kids living at home answered in comparison to how people without kids living at home answered.

Exploratory Factor Analysis

This test tells us the relationship between multiple variables and then groups them together based on that relationship. From this test we can gather clusters of information that can be tested as one relative variable rather than separately.

Linear Regression

This test tells us if one variable is a predictor for another variable. For example, if respondents expressed interest in wanting a beverage with natural ingredients then they might think a colorful beverage is not made with natural ingredients.

Bivariate Correlations

This test tells us how variables relate to each other. Each variable is pulled from "themed" questions within our survey and then tested to see if there is any relation with another variable from the same survey.



Street Interviews



Surveys



Store Observations



The Heartland

New York City, Boston, Philadelphia, Buffalo, Baltimore, Hartford, Syracuse, Albany and Washington D.C.



Our Target Audience

We're talking to people 18-49 years old, with a bullseye of 30 years old.

THEY ACTUALLY TALKED TO US! WELL... EXCEPT FOR A COUPLE NEW YORKERS (THEY HAD TO "CATCH THEIR TRAIN.")

6 PRIMARY SKYPE INTERVIEWS

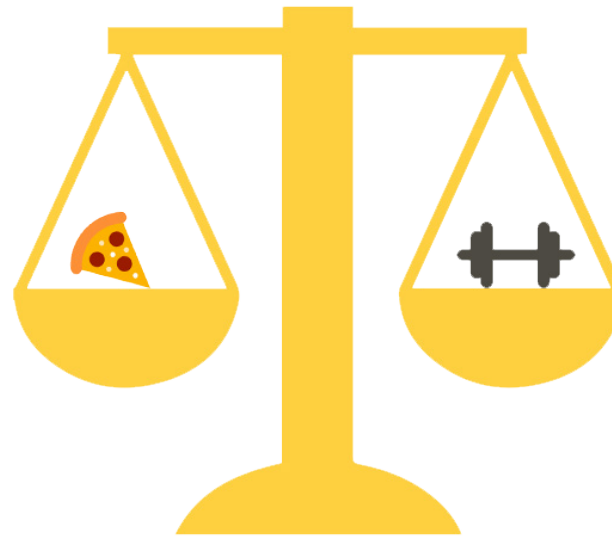
273 ONLINE SURVEY RESPONSES

25 NYC STREET INTERVIEWS

ANATOMY OF A SNAPPLOVER



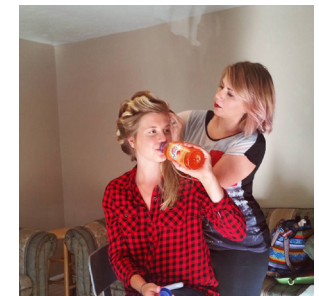
Positive person that celebrates the little things in life!






Appreciates that Snapple is made from The Best Stuff On Earth but is not a health nut.



Looking for a wholesome, simple, premium beverage experience.

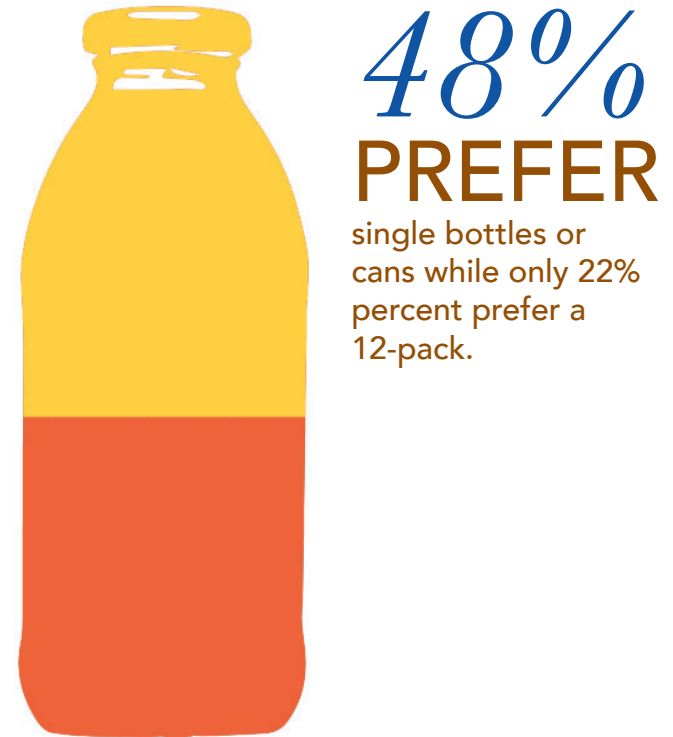




SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						

*54% bought 1-3 bottled beverages each week.

WHAT THEY THOUGHT



PRICE



WELL, THIS IS EMBARRASSING...

Whoever said first was worst was wrong. Last is worst. That's exactly where Snapple ended up when survey respondents were asked to rank popular tea and juice brands based on perception of price. C'mon guys.

QUALITY



THE GOOD NEWS IS...

Survey respondents also thought our teas were of TOP quality. Well third place, but really who's counting anyways? When asked to rank popular tea and juice brands based on perception of quality, Snapple was ranked as one of the top three brands following Honest Tea at 2nd and Pure Leaf taking 1st.

CAREFREE CARRIE



Carrie is a simple girl, but her friends would describe her as colorful and smooth. If she lets you pop her cap you'll find that she's delicious as well and just a little fruity... but aren't we all?

BRANDED BRAD



Brad is a classic dude. Everyone loves him and wants to be his friends because he's so funny and happy! He can be a little nostalgic but girls find that cute so it works.

NEGATIVE NANCY



Nancy is a little bit of a party pooper. She's pretty unhealthy and eats way too much sugar. She doesn't really have friends because she's so artificial... and like, nobody likes that.

DON'T BE SO PREDICTABLE...

The Brand Persona word cluster is a positive predictor the themed statement "Snapple reminds me of my childhood." When Snapple consumers see beverages that could be described as classic, nostalgic, fun and happy they also are reminded of their childhood. This is only true for Snapple consumers in the heartland.

*All results were tested with a Linear Regression and were found to be significant at $p < .05$ level

CONVENIENT CAL



Cal is the type of guy that you never know what you're going to get. He has quite the variety of flavors some might say. You can always count on Cal though, he's always accessible.

ENERGETIC ELLA



Ella rarely gets tired. Nobody has ever seen Ella sleep, which is kind of weird but we don't ask questions. She just has a lot of energy and likes to do energetic things like skydive.

EFA

WORD CLUSTERS

Carefree: This described the overall look, taste and appeal of Snapple. This cluster is made up of factors such as; Delicious, Colorful, Smooth, Simple and Fruity.

Brand Persona: This cluster is made up of factors that are pretty aligned with Snapple's brand. This includes descriptive words like Classic, Nostalgic, Fun and Happy.

Negative: that is made up of factors such as Artificial, Unhealthy and Sugary. This speaks to the distastefulness some might experience with Snapple.

Convenience: This cluster includes the factors such as Accessible and Variety.

Energetic: This cluster is made up of one factor, Energy Boosting.

The Carefree word cluster is a negative predictor for the themed statement, "I prefer beverages with natural ingredients." When Snapple consumers see beverages that could be described as delicious, colorful, smooth, simple and fruity they might predict that the beverage is not made up of natural ingredients.

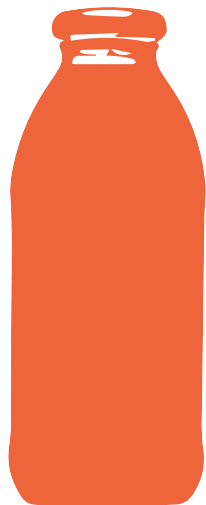
However, the Convenience predictor is a positive predictor for the same "natural ingredients" themed statement. When Snapple consumers see beverages that are easily accessible and have a variety to choose from, they also think the beverage is made up of natural ingredients.



CHILDREN LIVING AT HOME

We conducted a oneway ANOVA test to measure the difference between answers for the Snapple related statement, "Snapple reminds me of my childhood," and consumers' responses for the demographic question about having children living at home. People who have children living at home are more likely to disagree with the statement "Snapple reminds me of my childhood." However, people who do not have children living at home are a little more likely to agree with the statement.

There was a statistically significant difference (.037) at the $p < .05$ level.



NOVELTY OF PACKAGING

We conducted a oneway ANOVA test to measure the difference between the answers for the themed statement, "I prefer beverage packaging that has a novelty effect" and consumer's responses for the demographic question regarding age. Throughout the 28-32 year old group, there was not one strong answer biased towards strongly agree or strongly disagree regarding novelty of beverage packaging. We can assume based on this data, 30 year olds are generally indifferent about the novelty of beverage packaging.

There was a statistical significance (.029) at the $p < .05$ level.

BIVARIATE CORRELATION

NATURAL INGREDIENTS



AVOID SUGAR



NOVELTY OF PACKAGING



NOSTALGIC APPEAL



HEALTHY TO DRINK



HEALTHY TO DRINK

Consumers value their health when it comes to the ingredients in their beverages, as well as their overall wellness when making purchase decisions. 2 out of the 3 correlations are health themed- with the largest correlation being about natural ingredients and choosing beverages that are healthy to drink. From this research, we can conclude that Snapple consumers are thinking about their overall health and wellness when choosing beverages to drink.



IF YOU DON'T READ ANYTHING AT ALL... AT LEAST READ THIS.

Majority of consumers shop at grocery stores and usually buy 1-3 bottled beverages per week.

People think Snapple is a little bit expensive, but they also think it's a high quality beverage.

When Snapple consumers see beverages that could be described as delicious, colorful, smooth, simple and fruity they might predict that the beverage is not made up of natural ingredients.

When Snapple consumers see beverages that could be described as classic, nostalgic, fun and happy they also are reminded of their childhood. This is only true for Snapple consumers in the heartland.

30 year olds are generally indifferent about the novelty of beverage packaging.

Consumers value their health when it comes to the ingredients in their beverages, as well as their overall wellness when making purchase decisions.





THANKS, BYE.