



# Snapple

OUT OF IT

**NSAC** NATIONAL <sup>AA</sup> STUDENT  
ADVERTISING  
COMPETITION

#365

ALL NATURAL  
**Snapple**



# Snapple

## OUT OF IT

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## EXECUTIVE SUMMARY

[Snapp!]

Embrace the moment and celebrate life in a new way. With Snapple, mundane becomes exciting, life has new color, and anything is possible. Whether it's a dull moment or a stressful situation, Snapple is the perfect way to **Snapp OUT OF IT**.

This campaign will engage consumers through digital and traditional tactics that will increase Snapple's **brand relevance** to **70%** in the Heartland, and **top-of-mind brand consumers** to **30%** in the Non-Heartland in 2017.

Welcome to the **Snapp OUT OF IT** experience!

# RESEARCH

## Objectives and Research Methods

### Campaign Objectives

- 1 Create a dual-tactic, holistic integrated campaign that grows the Snapple trademark volume within the United States
- 2 Increase Snapple's brand relevance to **70%** in the Heartland, while also increasing purchase frequency from **9 times** a year to **10 times** a year
- 3 Convert **30%** of Non-Heartland users into top-of-mind consumers, while also increasing purchase frequency from **1 time** a year to **3 times** a year

### Expected Purchase Growth

9 to **10**  
times a year

**Heartland**



1 to **3**  
times a year

**Non-Heartland**



### Research Methods

Finding similar qualities between the Heartland and Non-Heartland became the driving force behind satisfying our objectives. Keeping this in mind, we set out to discover the primary factor behind the Snapple brand — why some people loved it, and why others avoided it.

In order to create a fully integrated campaign, we conducted research through various media outlets and face-to-face interactions.

**381** quantitative national survey responses

**30** blind taste tests

**76** focus group participants

**1,086** research articles

**174** interviews with target audience

**537** analyzed Snapple social media interactions





## Christina, 24<sup>5</sup>

In a relationship | San Francisco, CA

**Software developer at a startup company<sup>6</sup>**

Christina is an adventurous soul who enjoys traveling, photography, and Ultimate Frisbee.<sup>7</sup> Startup life is fun and exciting, but she knows that her team will have to pull some all-nighters. In preparation for the storm, she regularly stocks up the company pantry with boxes of snacks and beverages from the nearby grocery store.



## Jessica, 31<sup>9</sup>

Single | New York City, NY

**Beauty product consultant at high-end retail store<sup>10</sup>**

Jessica is an energetic individual who is determined to enjoy all of life's quirky moments despite the stress that comes with her job. She takes time every day to stop by the local convenience store. This break in her day reminds her of why she first ventured into the city.

Jessica also loves the environment,<sup>11</sup> and supports brands that share the same love.<sup>12</sup>



## Mike, 36<sup>13</sup>

Married | Detroit, MI

**Account executive for an international shipping company<sup>14</sup>**

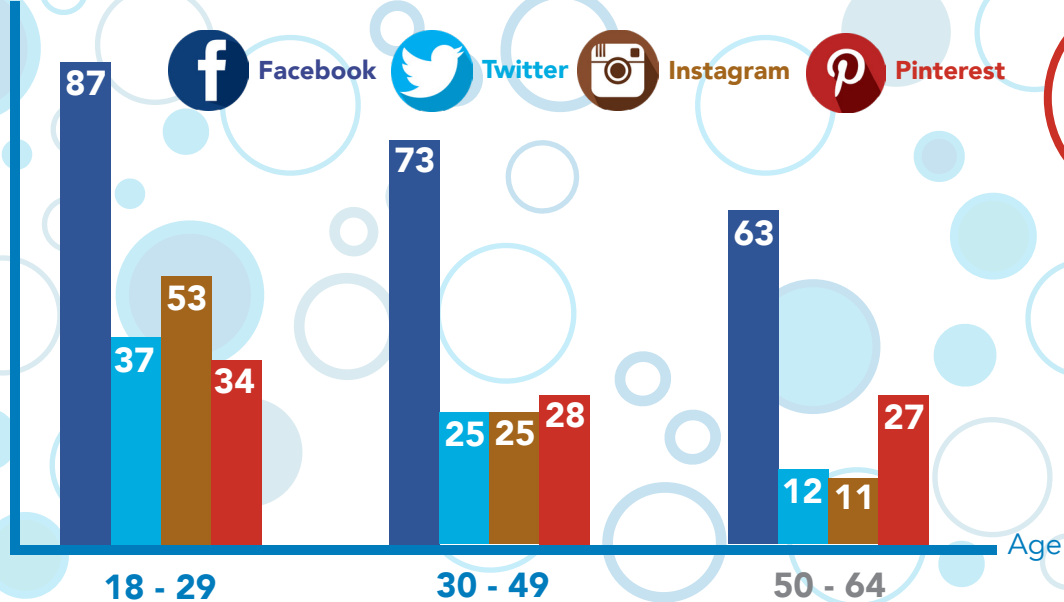
Mike's job often takes him on the road, which can get pretty monotonous, but he always finds new ways to spruce it up! He loves singing along to his favorite tunes on the radio<sup>15</sup> as he explores new places.

Mike's love for the arts takes him and his wife around the nation to see different art exhibits.



Social Media Demographics <sup>8,16,a</sup>

Percentage (%) on social media

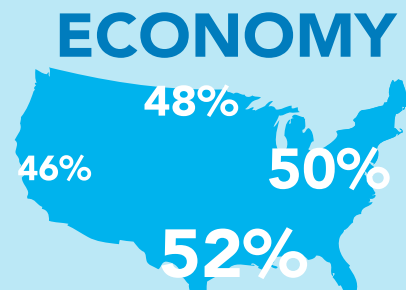
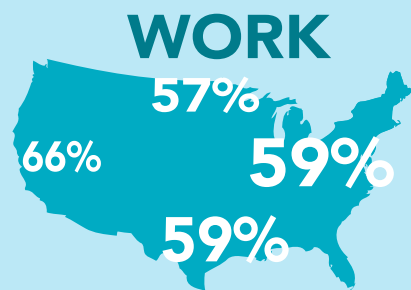
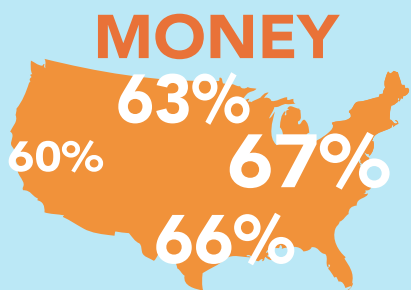


**55.7%**  
of YouTube users are 18-34 year olds<sup>54</sup>

**“YouTube overall, and even YouTube on mobile alone, reaches more 18-34 [-year-olds]... than any cable network in the U.S.”<sup>17</sup>**

Based on these social media statistics, we discovered that **Facebook, Instagram, Pinterest, and YouTube** were the most effective channels to reach our target audience, making them the best platforms on which to advertise Snapple.

Our Target is stressed about:



Millennials (aged 18-35) were the most stressed out generation, with Gen. Xers (aged 36-49) not trailing far behind.<sup>18</sup>

“The most commonly reported sources of stress are the same across all regions: money, work, and the economy.”<sup>18</sup>

Figuring out the stressors was easy, but identifying how people coped with their anxieties left us with a powerful discovery: people were dealing with their stress by going where advertising already was — **the television set and the Internet.**<sup>18</sup>

Opportunity:

People in the Heartland and Non-Heartland may disagree on the small things, but they see eye to eye on one big fact: life can be stressful. That’s where Snapple comes in. Soothing the target’s worries, Snapple will help our target **Snapp OUT OF IT** — whether that “it” stands for money problems, work, or the economy, none of it will matter with a refreshing Snapple in hand.

## Inside the heads of tea &amp; juice drinkers

47%

said that **TASTE** was the most important factor in choosing a beverage brand,<sup>2</sup> followed by:

25%

PRICE<sup>2</sup>

20%

INGREDIENTS<sup>2</sup>

74%

of tea drinkers drink tea at least **once a week**.<sup>19</sup>

54%

of juice drinkers drink juice at least **once a week**.<sup>19</sup>

91%

of juice drinkers bought their juice from **stores** instead of making it at home or getting it from restaurants and cafes.<sup>19</sup>

Our survey results<sup>19</sup> were consistent with Snapple's findings<sup>1</sup> that 90% of the brand's sales occurred at grocery stores, convenience stores, and Walmarts.<sup>1</sup> Also, millennials are more likely to stop and buy items at convenience stores than any other age group.<sup>20</sup>

**Pull quotes: What our target had to say** (link to video - <http://bit.ly/1UGzKIY>)

"Snapple? From what I've heard it's made from the best stuff on earth."<sup>4</sup>

"I wish I could walk in a store and grab a six pack of Snapple apple, but alas it doesn't exist. All I can get is tea or strawberry kiwi."<sup>21</sup>

**"It's sweet and cool and delicious. I love Snapple."**<sup>4</sup>



## Social Media Interactions

Social media is a great place to discover brand perception. We decided to check out Snapple's social media to see what people were saying, and this is what we found:<sup>21</sup>




### Facebook sentiments:


**70% Positive**



**18% Neutral**

**12% Negative**


 Orangeade really needs to come in larger bottles... So good!

    Public  Post


 Raspberry Snapple is my favorite drink! Got my fridge stocked with it right now!

    Public  Post

## Twitter sample posts

 [#FirstWorldProblems](#) I never find [#snapple](#) apple at the store. Stop hiding the true nectar of life from me dang it!

 Media  Location disabled  Poll 27 Tweet

 I love Snapple and what they stand for.

 Media  Location disabled  Poll 101 Tweet

## Instagram

 **snapple** FOLLOWING

242 likes 4w

**Name123** For a member of the "Modern Snapple Family," THE APPLE FLAVOR IS IMPOSSIBLE TO FIND. Why is that? It's my favorite flavor!

**Name321** This keeps me going when I wanna stop.

**Opportunity:** People love Snapple; however, many comments showed us that consumers had a **problem finding the flavors** they fell in love with. This presents an opportunity for Snapple to win back the hearts of its loyal customers, while also helping Snapple engage new customers through word-of-mouth and testimonials.

Snapple has kept its target engaged through its quirky personality and variety of flavors. However, Snapple lacks top-of-mind awareness, especially in the Non-Heartland. The target is searching for a Snapp Out of their day — a spark of life in a mundane routine and an opportunity to calm the stress that comes with such a busy lifestyle.

With the insights we gained about the Snapple brand and our target, we wanted to position Snapple as the go-to drink when people need a little encouragement. **Snapp OUT OF IT** pushes our target towards a positive mindset.

## Then & There

### Where our target audience is now:

- Experiences **stress**, which causes them to miss out on joyous moments in life<sup>18</sup>
- Does not view Snapple as a top-of-mind beverage

### Where Snapple is now:<sup>1</sup>

- Heartland is buying **9 Snapples** a year
- Non-Heartland is buying **1 Snapple** a year
- Social media sentiment is **70% positive**

## Here & Now

### Where we want our target audience to go:

- Break out of their everyday routine, and embrace every moment in life with positivity and a sense of adventure
- View Snapple as a top-of-mind beverage

### Where we want Snapple to go:

- Heartland will buy **10 Snapples** a year
- Non-Heartland will buy **3 Snapples** a year
- Social media sentiment will increase to **80% positive**, which will help grow Snapple's brand image and achieve this campaign's top-of-mind brand awareness goals

# CREATIVE

## Creative Strategy

### Creative Strategy

When coming up with a concept for this campaign, we first wanted to discover what words were associated with the Snapple brand. Through our one-on-one interviews, we discovered that people remembered the “pop” of the cap and the renowned **Snapple facts**.<sup>4</sup>

We found that the “pop” of the bottle cap gave users a sense of nostalgia; it took them back to their childhood, while the Snapple facts distracted them from their problems for a brief period of time.

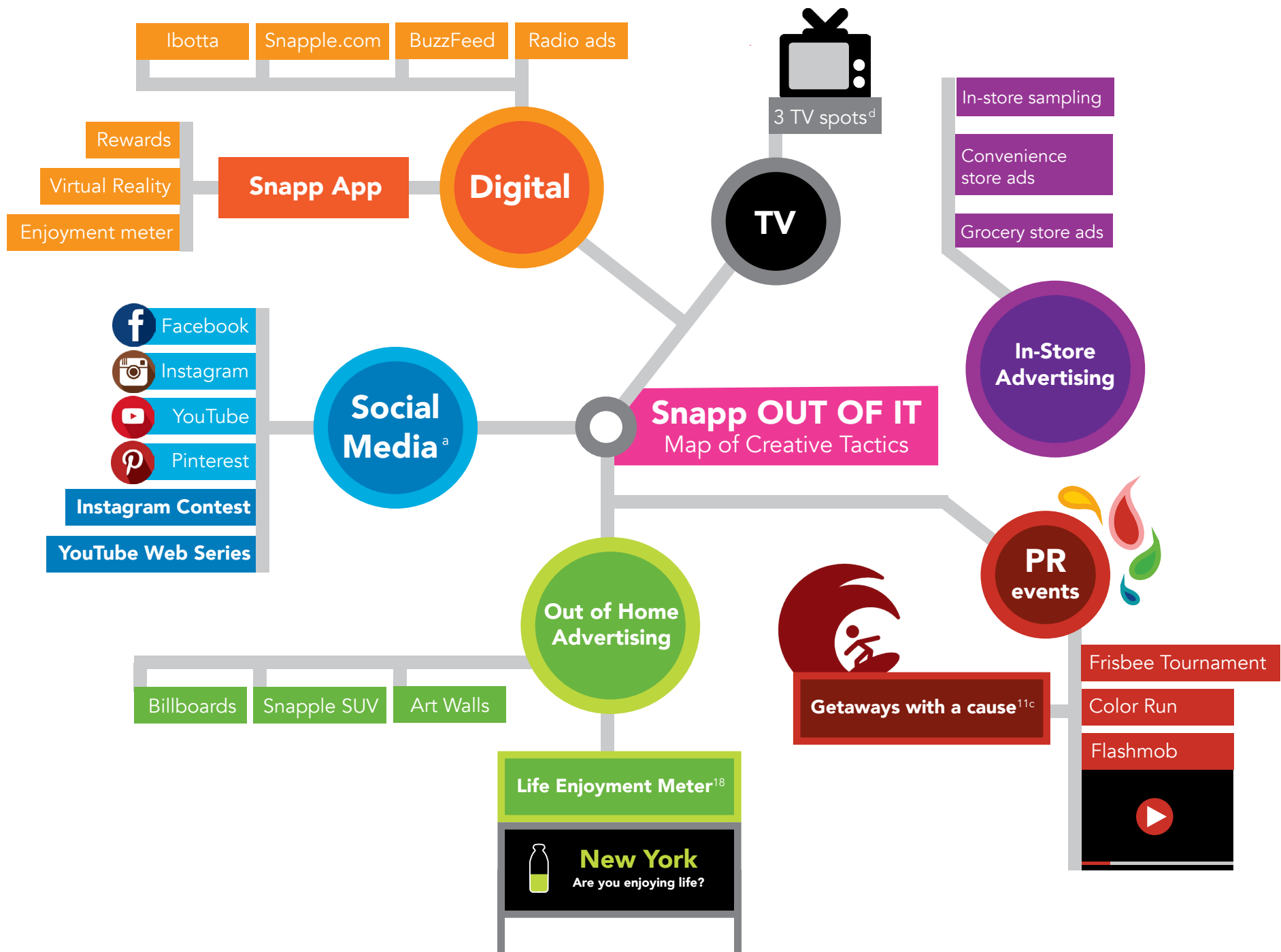
To capture this experience, we toyed with words such as “break,” “snap,” “shake,” and “pop.” “Snap” was top-of-mind and resonated with 60% of the target.<sup>19</sup>

break **Snap** shake pop

**60% SNAPPED with Snapple!**<sup>19</sup>

**Snapp OUT OF IT** allowed us to show how Snapple can bring people out of what is mundane or stressful, and into a place of joy, color, and adventure.





**BuzzFeed**

News Videos Quizzes Food DIY More [Get Our App](#)

**What's your life enjoyment level?**

Tick off the things that describe you.

People tell me that I'm humorous.

I don't have much free time.

I'm always in a rush.

I consider myself spontaneous.

It's hard for me to find time to enjoy myself.

I would describe myself as eccentric or quirky.

Elated  
Joyful  
Happy  
Neutral  
Boring

## Enjoy Your Life

To kickstart our campaign, we will launch the Snapp App in January, which will allow users to measure their life enjoyment level. This app will be introduced through a BuzzFeed quiz titled "What's your life enjoyment level?" which aims to promote positivity among our target. BuzzFeed was chosen as the initial platform to launch our campaign because it resonated with our target and received 6 billion content views each month.<sup>22</sup>

Health and fitness apps are one of the fastest growing mobile app categories,<sup>23</sup> and the Snapp App is a way to gamify<sup>24</sup> our user's experience of Snapple. Users can keep up with their daily life enjoyment level through the app and compare their levels with others.

### NYC Snapp Out

This will lead to a digital billboard in New York that will prompt New Yorkers to consider how much they are enjoying life.

Snapple will encourage New Yorkers to fill the bottle by taking selfies in front of the billboard and posting it to Instagram using #MySnappOut. Selfies will pop up on the billboard prompting others to take part in the trend. Passersby will also be encouraged to do various activities such as "jump in unison," "hug a stranger," and more.

When the bottle fills up, New York will experience a celebration with music and Snapple coupons falling from the sky (raining from the top of buildings, to be exact). This will truly be a Snapp Out for people in New York, and will kick off our campaign with a blast.





# A Splash of Color

The Color Run is the "single largest event series in the world."<sup>25</sup> Unlike other 5K events, the Color Run focuses on spreading happiness, which works perfectly with **Snapp OUT OF IT**. Snapple will be an official sponsor of the event for the first three months of the year, gaining brand awareness in the Non-Heartland.

We realized that we needed something that would resonate with the Non-Heartland and get them talking. So, we decided to create a flashmob during the first Color Run of the year to generate buzz and gain media exposure.<sup>26</sup>

This flashmob will lead to a viral video that we will share on Snapple's social media platforms.



 **Snapple**  
29 January · \*

Consider yourself flash-ed. Got it? #OurSnappOut #ChalkItUp




Like Comment Share



0:39 / 1:50

## Snapp OUT OF IT Flashmob

 beststuffonearth  
Subscribe 4,286

1,089,041

+ Add to Share More

13,918 437

## Frisbee Tournaments

After introducing “Enjoy Your Life” and “A Splash of Color” at the beginning of the campaign, we wanted to keep the momentum by continuing to be relevant to our target in both the Heartland and Non-Heartland.

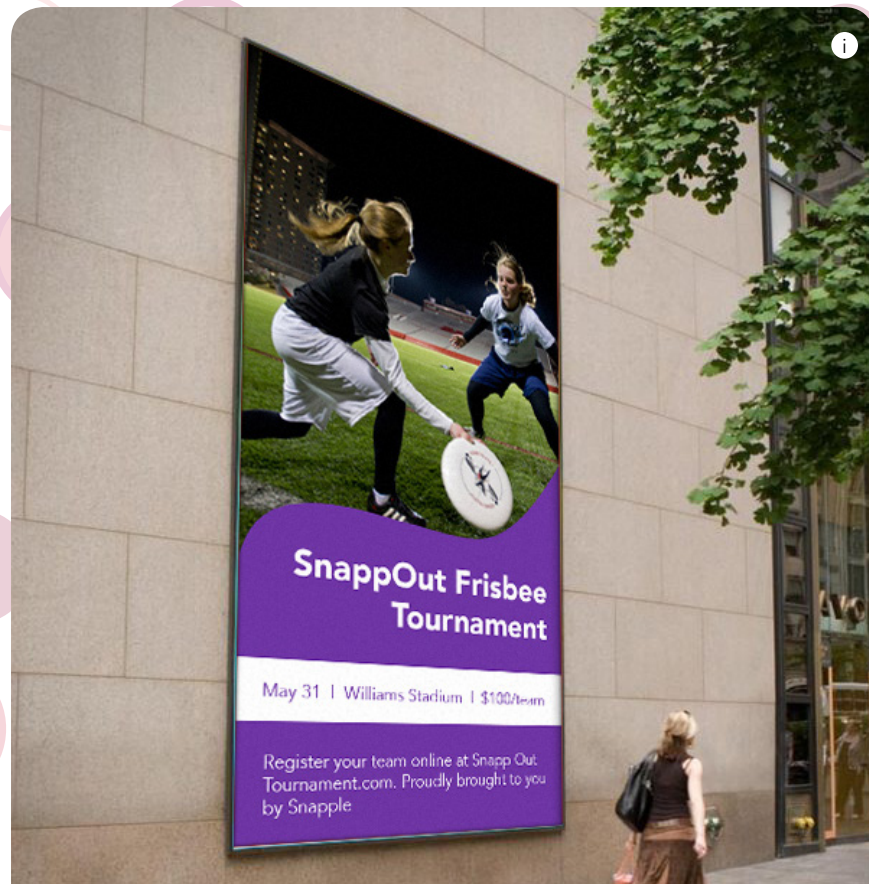
Ultimate Frisbee, an up-and-coming sport among Americans, recently became an Olympic-recognized sport.<sup>27</sup> Snapple will partner with organizations such as USA Ultimate to host Ultimate Frisbee competitions.<sup>28</sup> These competitions will give Snapple the opportunity to increase brand awareness while also providing Snapple a platform to increase trial and sales.



## Snapple SUV

SUVs are one of the most popular vehicles among our target,<sup>29</sup> and will continue to be throughout 2017.

Snapple SUVs will be present at all of our sponsored events, giving Snapple the opportunity to become a top-of-mind brand. Our SUVs will also showcase Snapple’s quirky personality through themed decorations, such as Valentine’s Day, Halloween, and Christmas.



# The Snapp App

It's time to **Snapp Out** with the Snapp App. This app will be uniquely designed to not only work with "Enjoy Your Life," but also incorporate other tactics such as "Getaways with a Cause" and gamification within the app. Our research showed us that people enjoyed getting rewarded for being a part of something.<sup>3</sup> We will encourage customers to purchase Snapple to gain bigger and better rewards; here's how:

**1** Each Snapple will contain a code along with Snapple facts on the bottle cap. Customers can scan the codes through the Snapp App. Each Snapple they purchase will raise the amount of points they receive.

**2** It's time to add a new dimension to the app world. The Snapp App will feature Virtual Reality (VR) capability,<sup>30</sup> allowing users to discover new ways to **Snapp OUT OF IT**. Points will unlock more VR places, encouraging people to buy more Snapple.

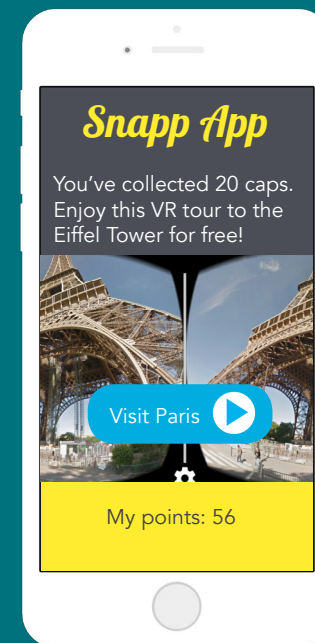
**3** People love to be social. With this in mind, we created an open forum on the app that will allow people to send each other positive messages throughout the day. These messages give people a reason to **Snapp OUT OF IT** and enjoy Snapple.

**4** What better way to say **Snapp OUT OF IT** than with a Snapple? App users will be encouraged to send gift Snapples from the E-commerce store to someone who needs a Snapp Out of their day.

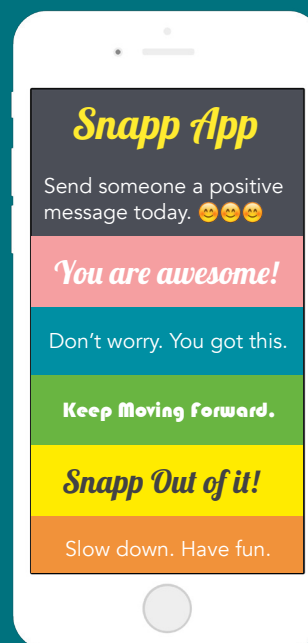
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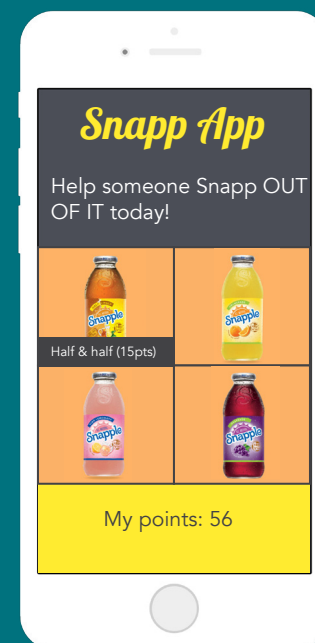
2



3



4





## A Stroke of Inspiration



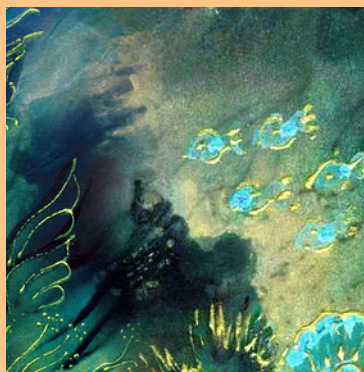
Renowned artist Pablo Picasso once said,

**"The purpose of art is washing the dust of daily life off our souls."<sup>31</sup>**

Because of this, we will partner with local artists in cities throughout the Heartland to bring life to places that have been named the most stressful cities in America.<sup>32</sup>

In August, artists will paint murals in well-known cities across the Heartland to increase brand relevance. The murals will include chalkboard paint for passersby to write notes on and interact with. This tactic will be introduced to the Non-Heartland in November.

The murals will launch a Facebook and Instagram campaign that highlights local artists around the nation. This will lead to an Instagram contest that encourages artists to create their "Snapp Out." Using #MySnappOut, artists will submit their artwork featuring the Snapple bottle between October and November. The top four submissions, as chosen by Snapple, will be placed on Snapple.com for a final vote. Winners will receive a \$4,000 prize, and will be featured on Snapple's social media.



Snapple

Like This Page · Yesterday · ✨

Meet David Kwong, a painter in New Jersey who loves to paint for charitable causes. #MySnappOut

👍 Like    💬 Comment    ➦ Share



## Out of Home Advertising

Getting from point A to point B can become a monotonous routine, but the things you encounter along the journey can turn that routine into something exciting.

### Billboard:

Our target loves to be on the move. That's why billboards, already proven to be an effective marketing tool,<sup>33</sup> will help keep Snapple at the top of our target's minds as they road trip across the U.S., or simply drive home from work.

We will strategically place our billboards across the Non-Heartland to increase awareness and send positive messages that will encourage those who drive past to **Snapp OUT OF IT!**



### Sidewalk Ads:

Seven in ten people on the street are already in active purchase mode,<sup>34</sup> which is why we wanted to invest in sidewalk ads that would capture their attention. These ads will be strategically placed close to grocery and convenience stores<sup>1</sup> to increase sales in both the Heartland and Non-Heartland.



## Ibotta

Ibotta is a popular app that gives shoppers cash rebates,<sup>36</sup> with 60% of its users being millennials.<sup>37</sup> Ibotta will increase Snapple's sales in grocery and convenience stores by encouraging trial and purchase.

To drive trial in the Non-Heartland, Ibotta will give users a \$0.25 rebate for every bottle of Snapple bought. In the Heartland, where purchase frequency is higher, Ibotta will give rebates of \$1.00 for each Snapple 6-pack purchased.

## Digital

Our target is active on numerous digital platforms,<sup>35</sup> giving Snapple a chance to stand out and help our target **Snapp OUT OF IT.**

## Radio

Traditional radio reaches over 90% of Americans,<sup>38</sup> more than Pandora (15%) and Spotify (5%).<sup>39</sup> Millennials are mainly reached during the weekdays between 3 to 7 p.m.<sup>40</sup>

One radio spot will feature a man who is upset because his girlfriend is frustrated at him. To help him **Snapp OUT OF IT**, his friends begin to make music using Snapple bottles and caps. The music then energizes him to get up and win back his girlfriend.

## BuzzFeed

Eighty-four percent of millennials prefer native content instead of traditional advertising.<sup>41</sup> BuzzFeed is an example of native content and reaches over 200 million unique users monthly, with half of those being millennials.<sup>42</sup>

BuzzFeed clients see an average lift of 48.8% in brand affinity and 42% in purchase intent from custom social content.<sup>43</sup> This will help Snapple achieve its campaign objectives,<sup>44</sup> which is why Snapple will partner with BuzzFeed to create engaging content for the target.

## Snapple.com

We found that 89% of millennials are more likely to buy products from a brand that provides social solutions,<sup>12</sup> and 76% of millennials are focused on the environment.<sup>12</sup> This is why we chose to promote Snapple's environmental efforts by adding a new tab on Snapple.com, "Experience a Better World."

Our research also showed that people had trouble finding Snapple flavors.<sup>21</sup> Since there are nearly 200 million active digital shoppers in the U.S.,<sup>53</sup> we will add an E-commerce section for people to purchase any Snapple flavor they like.

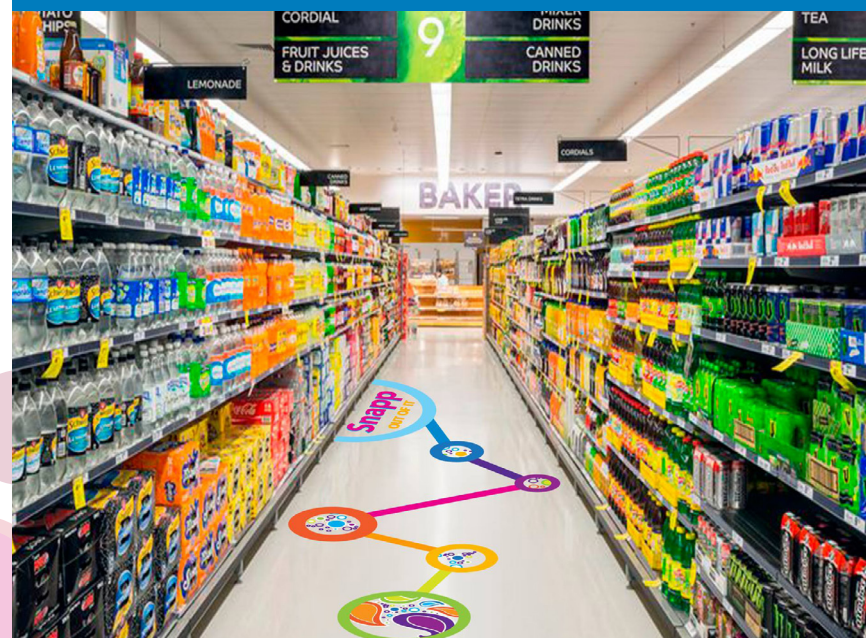
## In-Store Advertising

Around 90% of Snapple purchases currently happen within grocery stores and convenience stores.<sup>1</sup> In the Heartland, the best way to **increase the purchase frequency** of customers is to encourage them to buy where they are already buying. In the Non-Heartland, these stores are also the perfect places to **introduce Snapple** to potential buyers and make them fall in love with the brand.

### Grocery Store Ads (Walmart, Sam's Club, Costco, Kroger)

In these places, our target is more likely to buy a larger amount of Snapple as compared to convenience stores.<sup>45</sup> We will use in-store ads that grab their attention, make them **Snapp Out** of their daze, and help them enjoy their experience in the store.

## Grocery Store Floor ads



## Convenience Store Display Ads



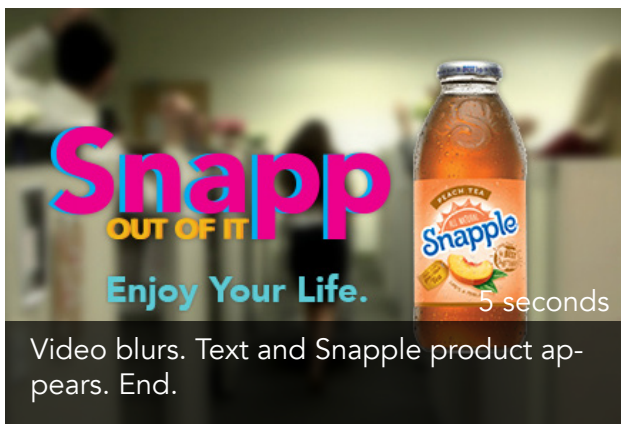
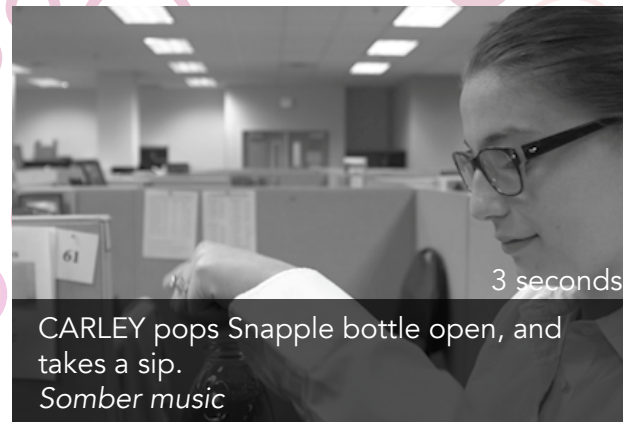
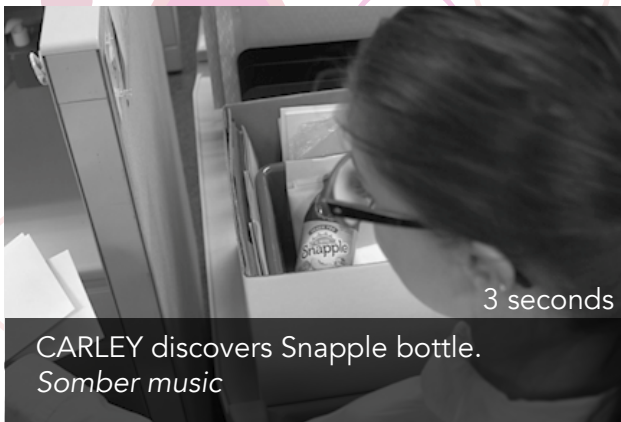
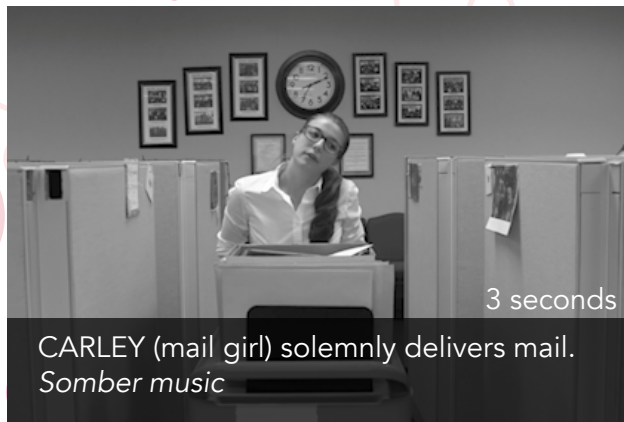
### Gas Station Convenience Stores

Through our research, we found that our target values convenience,<sup>45</sup> and frequents convenience stores to grab a quick meal or drink.<sup>45</sup> This poses an opportunity for Snapple to stand out in these places.

### Grocery Store Sampling

We will use in-store sampling coupled with vibrant posters to drive trial in the Non-Heartland. For new buyers, in-store sampling can increase sales of sample products by 85% and sales of other products within the brand by 23% over a 20-week period.<sup>46</sup> This means Non-Heartland users will be driven to try various Snapple products because of in-store sampling, which will increase Snapple's brand relevance and sales in the Non-Heartland.

TV Storyboard



**TV Ads**  
As already stated, our target uses television to help them **Snapp OUT OF IT** and de-stress after a long day.<sup>18</sup> We will feature three commercials to be broadcast on the nation's top three television stations. To increase awareness, we will also broadcast these commercials during primetime on the top 20 local stations in our 10 primary target cities.

Link to: **Office Snapp Out** <http://bit.ly/1LHggRV> **Home Snapp Out** <http://bit.ly/1U9nn85>

### Social Media Content

Our target is increasingly active on mobile and social media platforms.<sup>47</sup> We found 89% of millennials have a social networking account,<sup>47</sup> while 82% of Gen. Xers have a social networking account.<sup>47</sup> The average American checks his or her social media accounts 17 times a day,<sup>48</sup> and astonishingly, the majority of these social media users are between 25 to 54-years-old.<sup>48</sup>

Based on these facts, we decided to create shareable content that could reach our target market and encourage them to interact on each social platform. We will focus our efforts on four channels in particular, utilizing Facebook and Instagram for our art contest that will be in conjunction with the Snapple Murals, Pinterest for our “Snapp Out with Flavor” boards, and YouTube for a Snapple produced web series.

### Social Media Advertising

We found that **Instagram, YouTube, and Facebook** presented Snapple with a chance to advertise without feeling like an interruption.<sup>8</sup> Social media ads are 8 to 9 times more effective than regular web ads.<sup>49</sup> Snapple will draw the attention of users to the positive feeling of **Snapp OUT OF IT** through funny, quirky images and video advertisements.



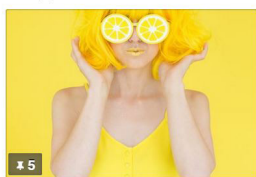
We will use these platforms to promote Snapple murals and our art contest.



### Snapp Out with Flavor

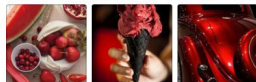
With over 100 million active Pinterest users,<sup>50</sup> we will help Snapple create a Pinterest presence that will encourage others to Snapp Out of what’s considered “normal” and spice up their lives through color-inspired boards. Each board will highlight one particular flavor and pin items based on that color.

Snapple Lemon Tea



Edit

Snapple Apple



Edit

Snapple Kiwi Strawberry



Edit

Snapple Peach Tea



Edit



### Snapp Out with a Snapp Out

“YouTube on mobile alone, reaches more 18 to 34 and 18 to 49-year-olds than any cable network.”<sup>17</sup> We will introduce a web series that consists of 3-minute episodes<sup>51</sup> and will present our target with a neat way to **Snapp OUT OF IT**. Each episode will focus on a different conflict where a Snapp Out is needed. The series will also contain one overall Snapp Out video that will help keep users engaged.

## Getaways with a Cause

Climate change is one of the top three issues that millennials care about.<sup>11</sup> This is why Snapple will provide people with the opportunity to participate in beach cleanups. These cleanups will take place across various beaches along the Jersey Shore and Long Island, NY, making this a tactic catered to the Heartland.

Snapple employees will get involved and lead teams of five to eight people in the cleanups. Teams who clean up the most amount of trash will receive a free dinner on the beach, while other teams will also be rewarded by visiting unique local getaways.

Eighty-nine percent of millennials are more likely to spend money on a brand that answers social issues.<sup>12</sup> This tactic positions Snapple as a brand that cares deeply for the environment and climate change, increasing sales and top-of-mind awareness among our target. Besides this, "Getaways with a Cause" also gives the target an opportunity to bring positive change to the environment, as well as a chance to travel and explore unique getaway places.

This tactic ties in with Snapple's current partnership with Keep America Beautiful,<sup>52</sup> which focuses on sustaining the environment by placing recycling bins in public parks. Snapple will also design **Snapp OUT OF IT** recycle bins with beacons that will send positive thank you messages to the people who use them.



# Media & Evaluation

## Media Timeline & Budget

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Budget
Digital	Snapp App	○————○												\$50,000.00
	Radio ads				○————○									\$25,200.00
	BuzzFeed	○						○————○						\$100,000.00
	Snapple.com	○————○												\$10,000.00
	lbotta	○												\$750.00
<b>TV spots</b>		○————○				○————○							○	\$2,507,000.00
In store	Convenience & Grocery Stores	○————○					○————○					○————○		\$12,013,312.50
	Sampling	○————○												\$13,538,700.00
PR events	Getaways with a cause							○————○						\$7,500.00
	Recycle bins							○						\$6,534.00
	Frisbee				○————○									\$6,000.00
	The Color Run	○												\$8,000.00
OOH ads	Billboards	○					○							\$11,341,000.00
	Snapple SUV	○												\$292,000.00
	Art Walls								○————○					\$5,000.00
	Life Enjoyment Meter	○												\$800.00
<b>Social media ads</b>			○————○											\$1,400,000.00
													Contingency	\$8,688,203.50
													<b>TOTAL</b>	\$50,000,000.00





## Evaluation

Snapple tasked us with increasing the Heartland's purchase frequency from **9 times** a year to **10 times** a year, as well as increasing the Non-Heartland's purchase frequency from **1 time** a year to **3 times** a year. Quarterly reviews will help us measure the campaign's effectiveness, return on investment, and any changes in customer perception.<sup>55</sup>

Through a national quantitative survey,<sup>19</sup> we were able to assess Snapple's brand perception in both the Heartland and the Non-Heartland. To measure growth in both target areas, we will repeat the nationwide survey at the end of each fiscal quarter, using key indicators to compare results.

In addition to this, we will measure the effectiveness of the campaign by monitoring the following:

- Snapple sales after major campaign events
- Social media "likes," "repins," "retweets," etc.
- Revenue in relation to specific venues
- Sales at convenience stores
- Social media participation for brand loyalty
- Participation in major campaign events
- Key performance indicators

### Brand evaluation: Customer perception

To measure customer perception primarily in the Non-Heartland, we will monitor digital and social media platforms, as well as news and media mentions using BuzzSumo.<sup>56</sup> Comparing these numbers against current Snapple perceptions will help determine the effectiveness of the campaign strategy. After the first quarter, adjustments can be made using the contingency budget set aside or by making changes to the current budgeted approach.

### Financial evaluation: Return on investment (ROI)

We will determine the ROI for all our campaign tactics by reviewing the amount of sales and exposure generated. Since we used Snapple's current budget as the base of our campaign, our ROI should be similar to current investments. However, with the potential growth in sales throughout our campaign objectives, and the probability for greater revenue throughout a longer campaign in the larger target market of the Non-Heartland, our benchmarking should show a greater return in both frequency and amount of sales in both sectors of the market.

### Revenue gains

The most recent annual review for Dr Pepper Snapple Group Inc. showed over \$6 billion in total revenue,<sup>57</sup> with Snapple's brand volume increasing by 6%.<sup>58</sup> Through our campaign, we expect to see a 200% increase in sales for Non-Heartland customers, and an 11% increase in sales for Heartland customers over a one year period. This will result in a 30% overall increase in sales for Snapple throughout the United States, and will significantly increase Snapple's share of its group sales.

### What Snapp OUT OF IT will do for Snapple



200%

increase in sales for  
Non-Heartland customers

11%

increase in sales for  
Heartland customers

30%

overall increase in sales for  
Snapple in the U.S.

### Conclusion

Snapple asked us to increase its brand perception and sales by coming up with a dual-tactic, holistic integrated campaign. We have crafted an approach that echoes Snapple's current voice, while projecting a fresh breath of enthusiasm and energy.

**Snapp OUT OF IT** will achieve Snapple's campaign goals while also helping the target to Snapp Out of their stress, and enjoy life to the fullest.

## Meet the team



**Matthew**  
Co-Director



**Benton**  
Co-Director



**Jeremy**  
Art Director & Copywriter



**Katie**  
Account Manager



**Annie**  
Strategy Director



**Adilene**  
Strategist



**Alexander**  
Designer



**Meredith**  
Designer



**Sierra**  
Media Planner



**Casey**  
Research



**Alana**  
Research



**Josh**  
Research

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