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Snapple™ was the drink of the decade throughout the '80s and '90s. In 2002, the phenomenon of Real Facts filled the air with laughter - another innovation from the beverage that redefined quirky. Today Snapple is a brand that delivers more than tasty flavor.

Through combined quantitative and qualitative research, we sought to understand exactly how people perceive Snapple. We uncovered the ways users experience, purchase, and engage with Snapple and where these users live. Our findings helped us to specifically target our audience - our "Snapply Person." By precisely defining Snapply people and encouraging them to buy one more bottle of Snapple, we projected a trademark volume increase of 11.64 million cases, for the total cost of only \$40 million in media spend.

This book illustrates an integrated marketing campaign that will evolve Snapple from a delicious beverage into an ownable, memorable experience.

This will prove that Snapple is "made from the best stuff on Earth," and is the best stuff for you.



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quirky

The case study told us that Snapple is quirky. We set out to discover what that means for the brand and more importantly, for consumers who interact with Snapple.



RESEARCH METHODS

We conducted extensive primary and secondary research using multiple quantitative and qualitative methods.

NETNOGRAPHY

Online tracking from social media platforms including: Facebook, Instagram, Twitter and private blogs²⁰

4 FOCUS GROUPS

2 with Medium and Heavy Snapple Users (1 Heartland, 1 Non-Heartland)¹⁰

2 with Light and Non-Snapple ready-to-drink tea/juice drink users (1 Heartland, 1 Non-Heartland)¹⁰

6 IN-STORE INTERVIEWS

In-depth conversations with store managers who sell Snapple¹²

94 IN-STORE OBSERVATIONS

56 observations in the Heartland
38 in the Non-Heartland¹²

EXPERIMENT

Observations of consumers interacting with Snapple versus top competitors¹⁹

8 NON-HEARTLAND INTERVIEWS

Skype and phone interviews provide insight from outside of the Heartland¹³

AWARENESS, ATTITUDE & USAGE (AAU) PRIMARY RESEARCH SURVEY

Our AAU survey was central to our research. The survey include a total of 35 questions and received 1,085 responses from 45 states.

This quantifiable data helped us assess brand awareness, customer knowledge and perceptions, as well as usage and behaviors of Snapple users and non-users.

MEDIA RESEARCH

Simmons One View¹⁶, U.S. population movement patterns^{23,25}, AdMall⁴, Snapple distribution map⁸

CONCEPT TESTING

Proof that consumers understand our creative message as it relates to Snapple¹⁹

PSYCHOGRAPHIC TESTING

Psychographic survey with 155 respondents²¹

255 SECONDARY ARTICLES

Research on the ready-to-drink tea and juice drink market and Snapple's history

WHERE SNAPPLE STANDS

After analyzing over 250 articles and our AAU survey we were able to paint a picture of where Snapple stands and where Snapple's opportunities lie in the ready-to-drink tea and juice drink market.



STRENGTHS

- Strong brand heritage¹⁸
- Loyal, passionate, and social consumer base^{10, 17, 18, 19, 21}
- Wide variety of flavors and the beloved taste of the beverage^{10, 15, 19}
- The first beverage brand to own engaging packaging (glass bottle and message under the cap)²²
- Premium quality beverages^{10, 19}

WEAKNESSES

- Consumers no longer believe Snapple is "made from the best stuff on earth"^{10, 20}
- Snapple does not capitalize on its unique brand assets¹⁰
- Consumers have trouble locating their favorite flavors²⁰
- The brand does not engage consumers as much as it once did^{11, 20}
- Areas outside of the Heartland lack brand affinity²

OPPORTUNITIES

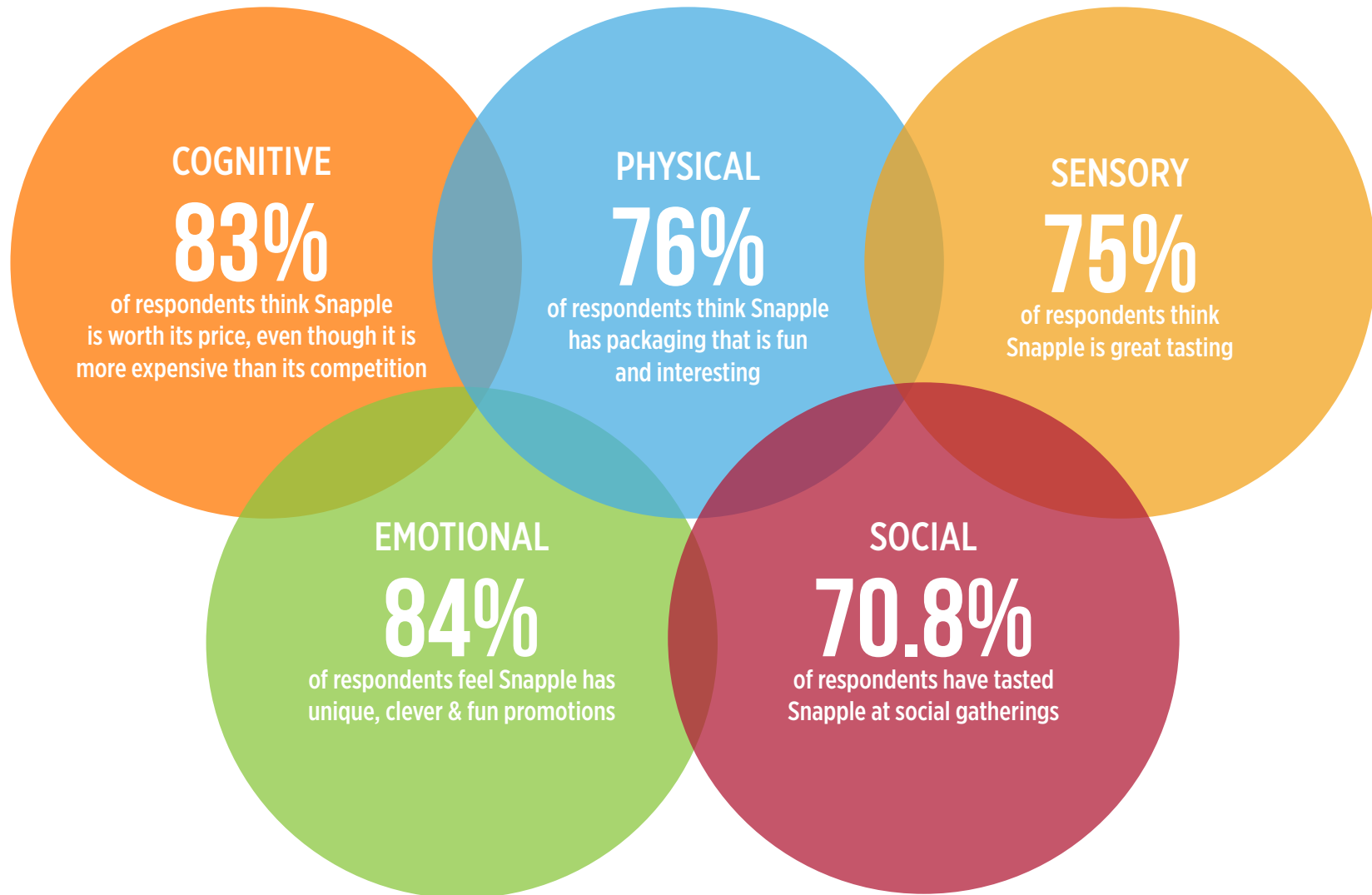
- Consumers interact with Snapple differently than with other beverages^{10, 21}
- Experiences are becoming increasingly important to consumers³
- Delighted consumers are more likely to repeat purchases, develop loyalty, and make recommendations³
- Enthusiastic fans want to engage with the brand digitally⁹
- Consumers are moving from the heartland to other parts of the country^{23, 25}

THREATS

- Increased health concerns have decreased purchase and consumption of sugary tea and juice drinks⁶
- Other ready-to-drink brands have mimicked Snapple's packaging (glass bottle and messages under the cap)^{9, 12}
- The ready-to-drink tea and juice drink market has grown increasingly competitive^{2, 5, 9, 14}
- Private label brands with unique flavor selections continue to grow¹⁴

HOW SNAPPLE IS EXPERIENCED

According to De Keyser et al. (2015), **cognitive**, **physical**, **sensory**, **emotional**, and **social** touch-points are essential elements brands must deliver in order to provide consumers with a dynamic brand interaction. Our AAU survey proved Snapple already possessed these elements.^{3,5}



HOW SNAPPLE IS EXPERIENCED

Direct quotes from our focus groups, interviews, and experiment reinforced that Snapple is indeed a delightful and complete **customer experience** brand.^{10, 13, 19}

cognitive, physical, sensory, emotional, and social elements.

““ I know what I am getting with Snapple: taste, variety.
- Kate

““ The Snapple bottle is very specific and makes it unique.
- Vanessa

““ I liked the sound of Snapple; it sounded like air releasing and I was like ooh, refreshing.
- Jennifer

““ Snapple is like an event.
- Xavier

““ I love the Snapple facts. I recall being a kid and giving all my caps to a friend who would glue the facts to his bulletin board.
- Ryan

““ Too sweet and sugary so it is not the “best stuff.”
- Grace

““ The glass bottle fits best in my hand. I like the taste, and oh! the cap.
- Dylan

““ Honestly I like it mostly because of the popping sound of the bottle. Don't ask, but it just tickles me.
- Nikki

““ I think the “best stuff on earth” is how you feel when you drink Snapple - the ‘best’ feeling.
- Alex

““ I likes the facts inside of the cap - I compare them with people.
-Gina

““ Snapple tastes really good and refreshing. I can drink it with a variety of things.
- Chris

““ If I had a choice, I'd always go for the glass one... the glass ones have Snapple facts.
- Kayla

““ Snapple is refreshing; it tastes more natural.
- Alana

““ Snapple is fun.
- Aaron

““ My friends and I always get tacos and Snapple.
- Nakita

““ I tend not to buy Arizona, the cans are hard to bring around with me. I like that I can buy a Snapple with lunch, drink half and then put it in my bag for later.
- Augusta

““ The glass bottles are more appealing; the plastic bottles seem to be of lower quality.
- Paige

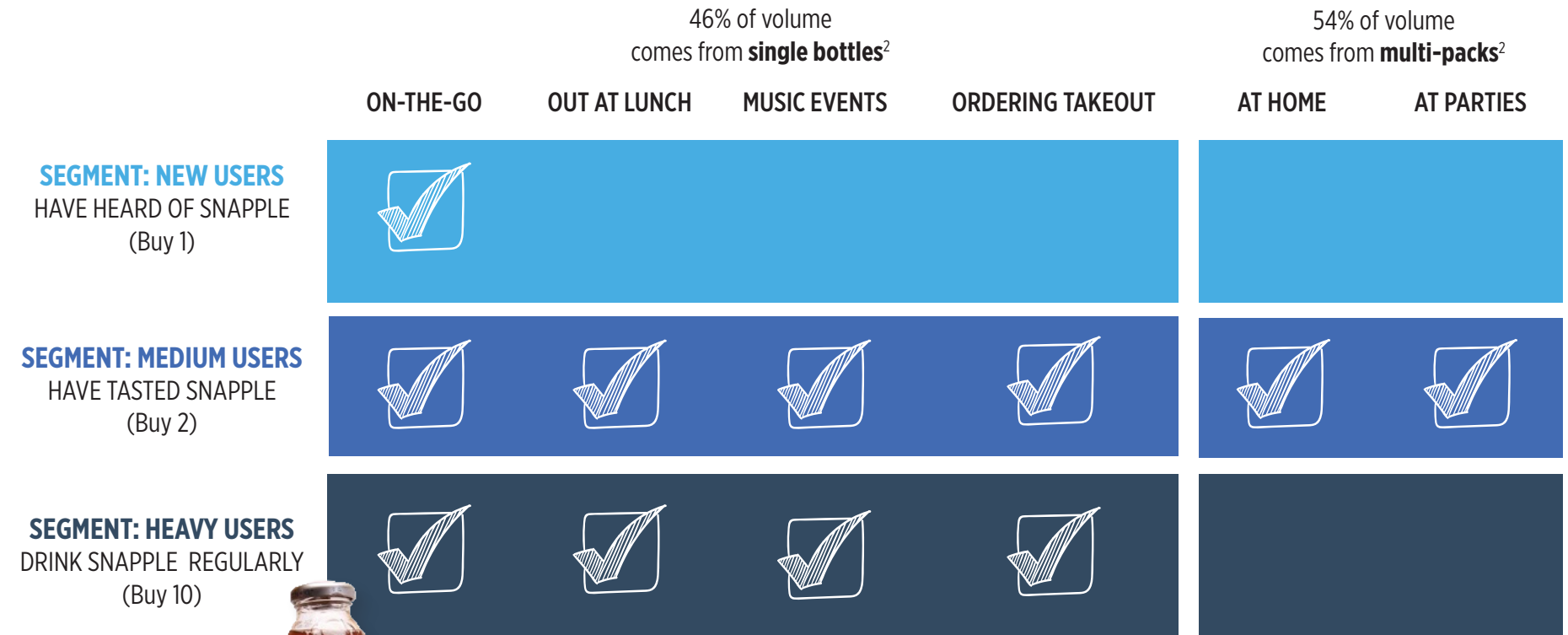
““ (About the shake-tap) I don't know why, I just always do that.
- Cameron

““ Snapple's been around since I was a kid, my mom always bought it for my family growing up.
- Christian

““ My mother introduced me to Snapple and would always ask us questions based on the facts.
- Shannon

HOW SNAPPLE IS CONSUMED

Our AAU survey surfaced that there are not two, but **three user segments**. Defining these users allowed us to uncover where they consume Snapple and how they purchase, either single bottles or multi-packs.⁵



To increase awareness, trial, and purchase volume in all three segments we must encourage everyone to **BUY ONE MORE** bottle of Snapple. Creative and media will leverage these insights in the recommended campaign.

WHO SNAPPLE PEOPLE ARE

We combined VALS-2 Segmentation²⁴, 2013 Simmons Probability Index Research¹, and our own psychographic survey²¹ to develop the top three personality traits that define Snapple people. This allowed us to also identify prospective Snapple drinkers and their media habits.

UNIQUE INDIVIDUALS

48%

of Snapple drinkers say other people see them as a “unique individual”

Indexed at 125 - “I like to stand out in a crowd”

LOVE TO SOCIALIZE

68%

of Snapple drinkers prefer to spend their free time with family and friends

Snapple drinkers are *Experiencers* - active, outgoing and enjoy socializing

OPEN TO TRYING NEW THINGS

46%

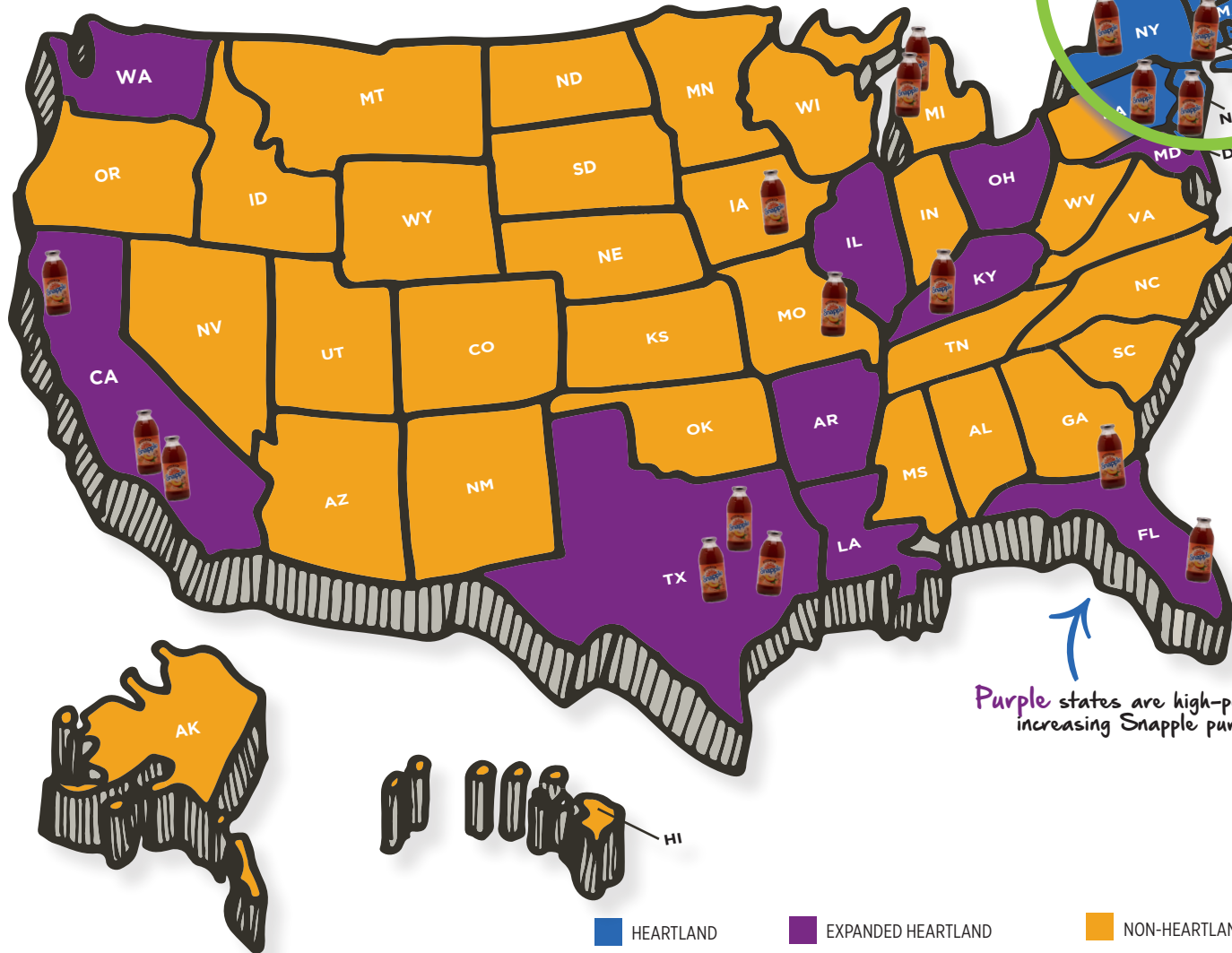
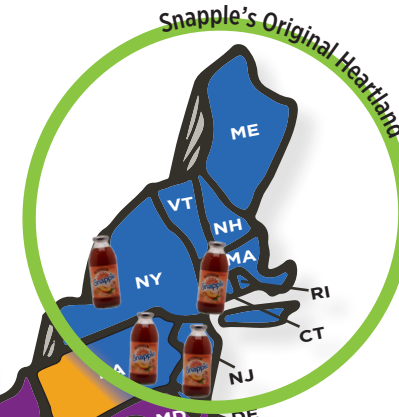
of Snapple drinkers say “I am curious; I like to try new things and activities”

Indexed at 137 - “I like to try things no one else has”



WHERE THEY LIVE

Defining Snapple people also helped us to identify an Expanded Heartland for new market opportunities. We combined our own AAU survey⁵ with data from Simmons One View⁶, U.S. population movement patterns^{23,25}, and the Snapple distribution map⁸ to create a new map. The new map includes the Snapple Heartland and the new Expanded Heartland. The highlighted states most mimic the Heartland in population of Snapple people AND Snapple distribution. Additionally, U.S. population movement patterns reveal that people are migrating from the Northeast to the highlighted states in droves. This new Expanded Heartland represents the most strategic approach to maximizing volume growth and minimizing costs.



Purple states are high-potential areas for increasing Snapple purchase volume.



THE SNAPPLE RITUAL

Our experiment proved that consumers interact with Snapple differently than other beverages. It's a ritual that is naturally delightful. The best part is Snapple-lovers already identify with this experience that is **solely ownable by Snapple.**

STEP 1.

PICK out the flavor you're feelin' today.

STEP 2.

Tap the bottle,
SHAKE it up.

STEP 3.

Twist the top,
hear the **POP.**

STEP 4.

Take a **SIP**,
(happy tastebuds)

STEP 5.

Read the Fact,
LAUGH aloud.

STEP 6.

DELIGHT in the
Unexpected Moment.

WHAT WE LEARNED

The following insights and themes emerged from our research.

CHALLENGES

COGNITIVE

“What does ‘the best stuff’ even mean?”

PHYSICAL

“What can Snapple physically give me?”

SENSORY

“Why should I buy Snapple over another beverage?”

EMOTIONAL

“How will Snapple make me feel?”

SOCIAL

Why should I trust Snapple?

INSIGHTS

WHAT PEOPLE THINK

Consumers question whether Snapple is “made from the best stuff on earth.”

HOW PEOPLE INTERACT

Consumers enjoy the packaging from the glass bottle to the colorful label and the Snapple facts.

WHAT PEOPLE EXPERIENCE

Consumers love shaking the bottle, hearing the pop, smelling the beverage, reading the Snapple Fact and tasting the flavor.

HOW PEOPLE FEEL

Snapple lovers feel delighted when they drink and interact with the brand.

HOW PEOPLE SHARE

Snapple drinkers influence people they know to try and purchase Snapple. The Snapple target loves trying new things and values the recommendations of others.

SOLUTIONS

REDEFINE IT

Transform “the best stuff” to mean the experience not the ingredients.

SHOW IT

Amplify ownable, tangible Snapple features to distinguish Snapple from competition.

EMBRACE IT

Capitalize on the unique ritual of interacting with a bottle of Snapple.

PROVE IT

Delight and surprise consumers where they are geographically and remind users why they love Snapple.

SHARE IT

Encourage Snapple drinkers to connect with the brand and share the Snapple experience to grow Snapple volume.

CAMPAIGN MOTIVATION

After defining the way that consumers interact with Snapple, why Snapple is unique, and who drinks it, it became obvious that we needed to create a campaign motivated by **consumer experience** and **delight**.

Delight includes both joy and surprise, enhancing and playing upon the experience consumers already have with Snapple. Research proves that, unlike satisfaction, delighted users are more likely to **repeat purchases**, **develop loyalty**, and **make recommendations** to others.

New Consumers **TRY IT.**

Promise delightful moments fueled by promotional offers to motivate trial.

Medium Consumers **LIKE IT.**

Put Snapple on the forefront of their minds; remind them of the fun and surprise that Snapple delivers.

Heavy Consumers **LOVE IT.**

Elevate their love for Snapple and encourage them to share it.



UNEXPECTED
MOMENTS
You'll Never Forget

Our Strategy is to define Snapple as an ownable customer experience in the form of a **SENSORY RITUAL** that inspires quirky, unexpected moments you'll never forget. The best stuff on earth is **more than** what's in the drink, it's how Snapple makes you feel.

BRAND MANIFESTO

SNAPPLE DIDN'T INVENT THE BEST STUFF. WE JUST BOTTLED IT.

THE BEST STUFF ON EARTH IS NOT WHAT WE PUT IN OUR DRINKS,
IT'S THE WAY OUR DRINKS MAKE YOU FEEL. THOSE **QUIRKY**

UNEXPECTED MOMENTS THAT BRIGHTEN YOUR DAY. THE MOST EPIC
MUD FIGHT BREAKING OUT IN THE MIDST OF A SUDDEN RAINSTORM.

BLANKETS AND PILLOWS TRANSFORMING INTO A MONUMENTAL, COZY
FORT. A SHOPPING TRIP FOR NEW JEANS BECOMING A FASHION SHOW

WITH THE DRESSING ROOM AISLE AS THE RUNWAY. RUSH HOUR TRAFFIC
TURNING INTO A PERSONAL CONCERT AS YOU ROCK OUT TO

YOUR FAVORITE SONG. SNAPPLY PEOPLE NOTICE AND TREASURE

THE UNEXPECTED EXPERIENCES THAT MAKE LIFE FUN.

FROM THE POP OF THE LID TO THE VERY LAST SIP,
SNAPPLE IS THE TASTY DRINK THAT CELEBRATES

THE TINIEST THRILLS.

SNAPPLE MAKES EVERYDAY MINUTES UNFORGETTABLE MOMENTS.



THE BIG IDEA

The Snapple experience paired with the curiously adventurous “Snapply” consumer led us to:

70% of our survey respondents said that they associate this phrase with Snapple.²¹

shake, pop, OH!



The **physical** enjoyment of the bottle and packaging



The **sensory** euphoria from sound to taste



The **emotional** delight and surprise you feel after you experience Snapple

Check out our 3-second video tag 

VIDEO LINK: [HTTP://THISISTHEVIMEOLINK.COM/SNAPPLE](http://thisisthevimeolink.com/snapple)

password: snapply318

"STOP & OH!" :30

The video spot exemplifies the unexpected moments that follow the Snapple ritual it is the foundation for future television and digital campaigns.



Steve pulls up in his car and stops at a red light. "Hey Ya" by Outkast plays softly in the background.



A close up shows Steve performing the Snapple ritual. He takes a sip, bobs his head, and sings along.



As he sings, Steve notices Suzy enjoying a Snapple in the car next to him.



He engages Suzy, singing the lyrics "Okay, now ladies!" motioning toward her with his bottle of Snapple.



She looks at him, reluctant at first, but can't resist singing along.



They continue their duet, enjoying the moment.



The light changes from red to green. They drive in separate ways as the music is still playing.



The "Shake, Pop, Oh!" sounds & logo close out the video.

VIDEO LINK: [HTTP://THISISTHEVIMEOLINK.COM/SNAPPLE](http://thisisthevimeolink.com/snapple)

password: snapply318

BY THE BOTTLE

Primary research proved that Snapple users buy individual bottles on impulse and on-the-go.^{10,16} To promote top-of-mind awareness, we will catch consumers' attention in unexpected ways when they are out.



Existing Snapple fridges will be transformed into Snapple vaults.



A fun trail of animated fruit will lead consumers straight to the fridge that has a small Snapple Vault decal.



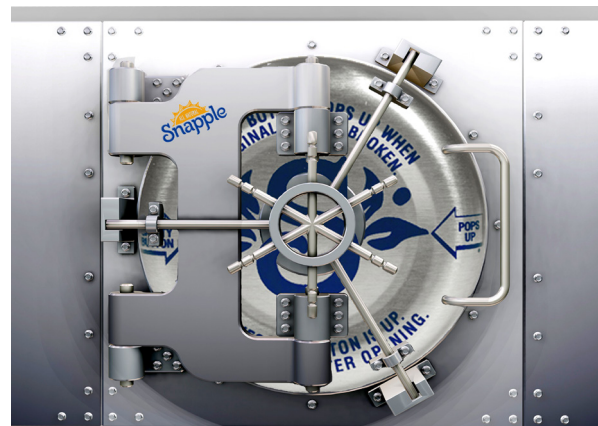
Videos will be placed in unexpected locations like gas pumps, in office elevators, and at the gym.

BY THE BUNCH

54% of all sales come from multi-packs.² To stand out in a competitive supermarket and big box environment, we will create unexpected moments in the grocery store.



Inside wholesale markets, a trail of Snappy riddles and clues will lead consumers to an actual Snapple Vault.



This tangible Snapple Vault motivates consumers to enter the mysterious door.



Unlocking the vault reveals an unexpected world inside, full of Snapple drinks.

DIGITAL ENGAGEMENT

Netnography research proved Snapple users want to increase their online connection with the brand.²⁰ Our campaign will engage viewers with unexpected interactive digital and mobile ads, driving them to the Snapple App.

GAMIFICATION

The browser window will fill with a rush of Snapple. Once drained, a link is uncovered connecting the user to the Snapple App.



MOBILE GAMING

The Snapple Spotter mobile ad becomes a treasure hunt for a hidden Snapple bottle, as 'Shake, Pop and OH!' sounds play. Once found, a link to the Snapple App is revealed.



WHAT FANS WANT

Our campaign will make Snapple's website and social media platforms a destination for fans to find their favorite flavors, view fan-generated content, and contribute to the fun.



Fans Want: To find their favorite flavors nearby
Solution: Flavor Finder
Our Twist: The Flavor Wheel
Consumers can locate old favorites or spin The Flavor Wheel to find something new.



Fans Want: To interact with the Snapple brand and be recognized
Solution: Snapple Social Page
Our Twist: Snapply Social Voice
The social page establishes a quirky media voice capturing the attention of fans and making them more willing to engage with Snapple.



SNAPPLE APP

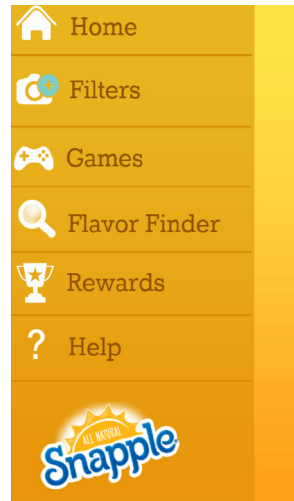
The Snapple App provides users with an easy-to-use interface that will promote trial and give Snapple fans an opportunity to interact with the brand.

LOAD PAGE

Features an interactive, animated realization of our tagline “Shake, Pop, OH!”



MENU PAGE



Tapping the “OH!” reveals the menu page with numerous playful ways to engage with Snapple.

FLAVOR FINDER



The Flavor Finder ensures that Snapple lovers can always find their favorite Snapple flavors.

PHOTO FILTERS



Snapple photo filters bring Snapple “Real Facts” to life. Users can then amp up the fun by sharing their “Snappleshots” across all social media platforms.

REWARDS



By engaging with the app the user is gifted with a scannable mobile coupon and other rewards.

“Real Fact” #450
A group of cats is called a clowder

OUT-OF-HOME

62% of urban consumers say they have used their smartphones after seeing digital OOH.⁷ Our ads will play up the unique packaging and motivate consumers to share their experiences on social media.

FRUIT FRENZY

This game prompts consumers to tap the falling fruit and fill the bottle on public touchscreens. Winners will receive a coupon through the mobile app.



PHOTO OPS

In warm weather locations, consumers will be enticed to share photos with the illusion that they're swimming in a giant bottle of Snapple.

The cap reads, "Take a picture. Share it with #ShakePopOH. Write your own Real Fact. We'll share our favorites."

SNAPPLE HUNT

In key cities, Near Field Communication chip Snapple caps will pop up on OOH ads and in unexpected places. Users will be directed to a landing page where they can download the app to collect more caps, rack up rewards, and a chance to win a grand prize.



SNAPPLE RIVER

Eye-catching street art in target cities will inspire people passing by to take funny photos and share on social media with the hashtag #SnappleRiver.

EXPERIENTIAL

Snapply people seek new experiences. Our events, earned media and social ads will engage consumers online and in person.

EARNED MEDIA

#MySnapplyMoment

To enhance engagement on Snapple's existing social media platforms, this weekly photo-sharing contest celebrates and recognizes unexpected moments uploaded by Snapple enthusiasts. The photo that gets the most likes will become the Snapply Moment of the Week, and will be re-posted.



EVENTS


January Beach Party

What's more unexpected than a beach bash when it's snowing in the Heartland? To capture local press and drive buzz, Snapple will build a giant bubble with sand, beach chairs and games, and, of course, Snapple for everyone. This event is built for media coverage and social media sharing.

#SnappleSays

This free event sponsored by Snapple is open to adventurous souls looking for a fun weekend event in the park. Snapple Says will be promoted in local community events and lifestyle sections. It'll be a giant Simon Says with unexpected instructions, such as dance a tango with a stranger or enter a silent air guitar contest. Winners will be celebrated on all Snapple social media and in the local press. #SnappleSays

Get your **FREE** Snapple™ now



Celebrate April Fool's Day with a FREE Snapple. #SNAPrilFools

Enjoy unexpected moments on the most unexpected day of year - April Fool's Day! Get a FREE Snapple coupon below.

How would you like to receive your coupon?

By Email:

By Phone:

Allow friends to see that I requested this sample.

SOCIAL SAMPLING

On April Fool's Day, the most unexpected day of the year, we will kick off a social sampling program that delivers Snapple samples and unexpected rewards to anyone who responds. Not only will this promote trial, it'll build a opt-in list for ongoing communications.

MEDIA STRATEGY

2016 PROJECTED SNAPPLE SALES VOLUME

SNAPPLE TRADEMARK VOLUME (CASE):

36.86

MM CASES

2017 SNAPPLE SALES VOLUME GOAL

SNAPPLE TRADEMARK VOLUME (CASE):

48.50

MM CASES

To get from 36.86 MM trademark volume to 48.50 MM trademark volume, Snapple will need to achieve a total increase of an additional 12.64 MM trademark volume from Heartland and Non-Heartland by year-end 2017.

HOW WE ARE GOING TO GET SNAPPLE TO ITS GOAL

EXPAND

Employ market focused media to drive Heartland and Expanded Heartland.

INTEGRATE

Launch integrated media tactics simultaneously across high-potential areas to maximize spend, viral buzz and volume purchase potential.

DIGITIZE

Leverage digital media channels to drive online ordering for case sales and promote flavor finder engagement for single sales.

PROMOTE

Use promotion, digital couponing and social sampling to promote our "buy one more" strategy, drive trial and in-store activity.

PLACE

Select media that is in close proximity to stores that carry Snapple to drive immediate sales.

SUPRISE

Leverage the unexpected moments strategy using unexpected media placements.

SHIFT

Increase winter media spend in the warm weather Expanded Heartland in an effort to mimic Heartland summer volume sales.

TRACK


Test, learn, and optimize by tracking weekly sales, brand awareness and top-of-mind awareness against media measurements and adjust media spend as necessary.

**The volume increase minimum needed to achieve the campaign requirements of buy "one more" is 23.4%. The 2017 goal is based on a projected 2016 yield increase of 4% from 2015 sales volume of 35 MM. The media budget is representative of a 30% Heartland and 70% Expanded Heartland split. Per the Snapple case study, 1 case = (18 single bottles or 3x [6 bottle] packages) whether that volume comes from individual sales or actual multipacks sold. We are assuming that 2016 media spend is similar to 2015 media spend, which would produce a similar 4% increase in volume.

BUSINESS CASE

As a result of our geographically focused strategy, we find that our projected volume sales exceeded our goal by 1.5 MM cases.

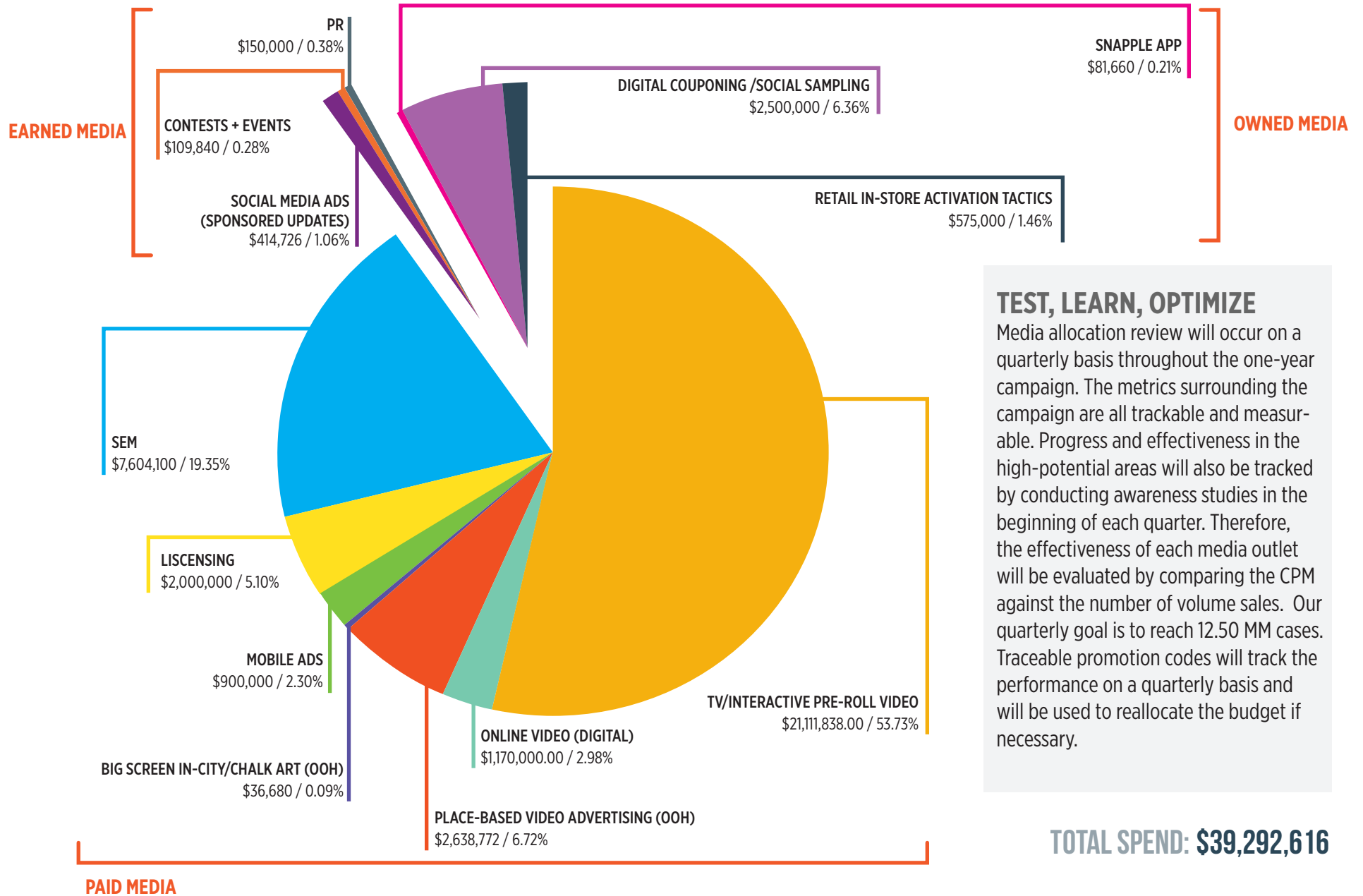
	CHANNEL	# OF POINTS OF CONTACT		CPM	% CONVERSION TO SALES	# OF SALES		SPENDING		TOTAL
		ORIG. HEARTLAND	EXP. HEARTLAND			ORIG. HEARTLAND	EXP. HEARTLAND	ORIG. HEARTLAND	EXP. HEARTLAND	
PAID MEDIA	TV/Interactive Pre-Roll Video	171,279,000	675,935,000	\$24.6	0.02	1,979,985	7,813,809	\$4,213,463.40	\$16,898,375.00	\$21,111,838.40
	Online Video (Digital)	200,000,000	300,000,000	\$3	0.0246	2,174,640	3,261,960	\$600,000.00	\$570,000.00	\$1,170,000.00
	Big Screen in City/Chalk Art (OOH)	130,000	1,270,000	\$6.2	0.02	507	4,953	\$14,806.00	\$7,874.00	\$36,680.00
	Mobile Ads	200,000,000	300,000,000	\$3	0.0132	15,840	24,660	\$600,000.00	\$300,000.00	\$900,000
	Placed-Based Video Advertising (OOH)	25,309,000	31,573,000	\$47.95	0.63	7,972,335	9,945,495	\$1,213,566.55	\$1,425,205.22	\$2,638,771.77
	Licensing									\$2,000,000.00
	SEM	210,000,000	420,000,000	\$12.07	0.036	60,480	120,960	\$2,534,700.00	\$5,069,400.00	\$7,602,100.00
EARNED MEDIA	Social Media Ads (Sponsored Updates)	72,300,000	173,100,000	\$1.69	0.0235	677,920.95	1,623,072.15	\$122,187.00	\$292,539.00	\$414,726.00
	Events	2,325,000	2,675,000	\$12	0.148	306,249	395,900	\$27,900.00	\$32,100.00	\$60,000.00
	Contests	18,666,667			0.06	1,120,000		\$49,840.00		\$49,840.00
	PR			\$2.67		2,531,250	2,531,250	\$75,000.00	\$75,000.00	\$150,000.00
OWNED MEDIA	Snapple.com/Microsite Landing Pages	21,000,000	26,000,000	\$0	0.02	42,000	52,000	0	0	
	Organic Social Media	85,000,000	85,000,000	\$0	0.02	170,000	170,000	0	0	
	App	35,000,000	35,000,000	\$0.5	0.1339	28,119	28,119	\$40,830.00	\$40,830.00	\$81,660.00
	Digital Couponing/Social Sampling	200,000	300,000	\$5		30,000	45,000	\$1,000,000.00	\$1,500,000.00	\$2,500,000.00
	Retail In-Store Activation Tactics	45,000,000	70,000,000	\$5	0.0986	2,688,822	4,182,612	\$225,000.000	\$350,000.00	\$575,000.00
TOTAL		1,086,209,667	2,1200,853,000			19,798,148	30,199,790	\$10,717,292.95	\$26,561,323.22	\$39,292,616.00

Just under \$40,000,000 

PROJECTED VOLUME SALES: 49,997,998
MM MULTIPACKS

ALLOCATION

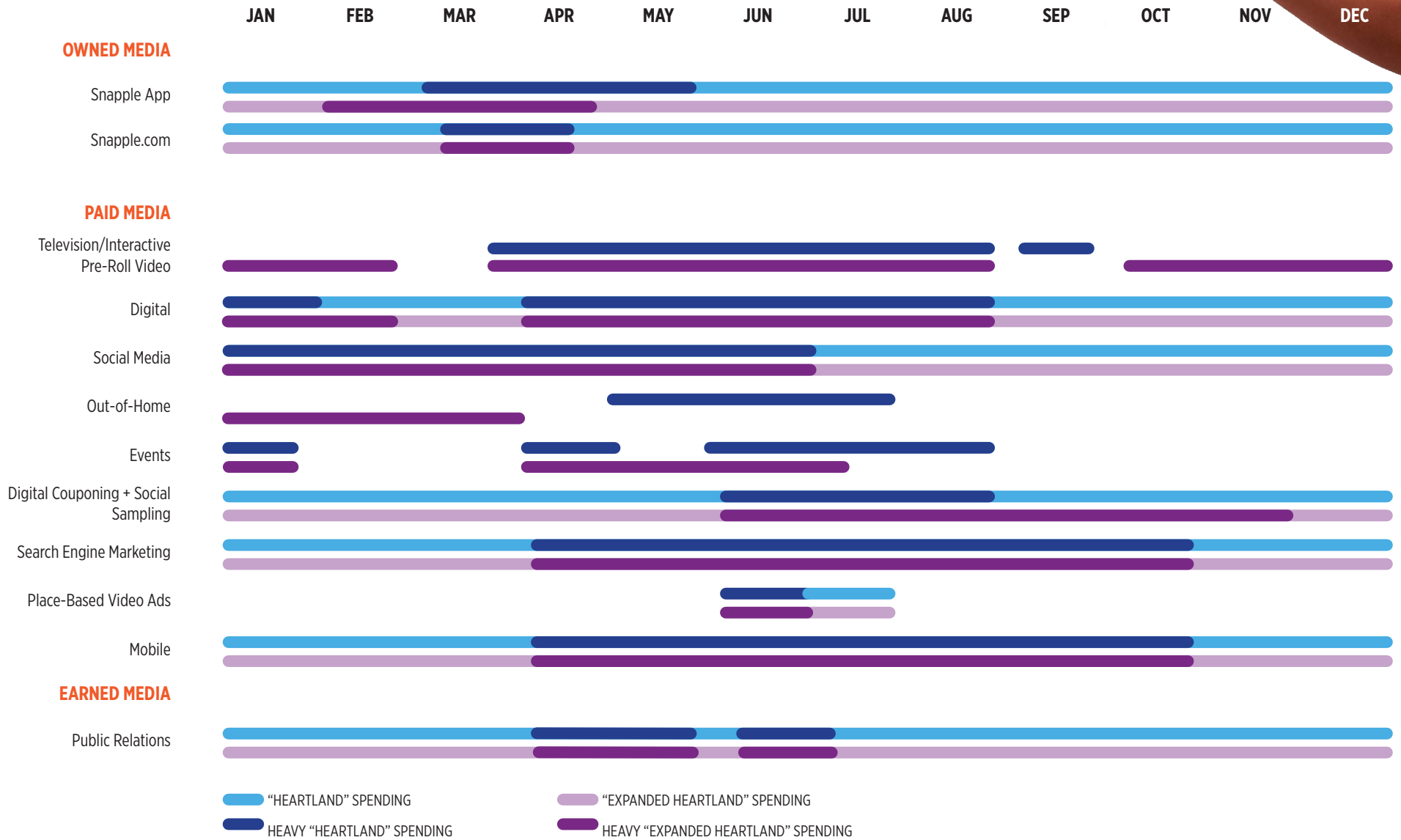
The media budget will be allocated 30% to the Heartland and 70% to the Expanded Heartland. Media vehicles were chosen based on Snapple's desire to gain top-of-mind awareness in the Heartland and to grow awareness and promote trial in the Expanded Heartland.



TEST, LEARN, OPTIMIZE
 Media allocation review will occur on a quarterly basis throughout the one-year campaign. The metrics surrounding the campaign are all trackable and measurable. Progress and effectiveness in the high-potential areas will also be tracked by conducting awareness studies in the beginning of each quarter. Therefore, the effectiveness of each media outlet will be evaluated by comparing the CPM against the number of volume sales. Our quarterly goal is to reach 12.50 MM cases. Traceable promotion codes will track the performance on a quarterly basis and will be used to reallocate the budget if necessary.

TOTAL SPEND: \$39,292,616

MEDIA FLIGHTING



"HEARTLAND" SPENDING

HEAVY "HEARTLAND" SPENDING

"EXPANDED HEARTLAND" SPENDING

HEAVY "EXPANDED HEARTLAND" SPENDING

CONCLUSION

It's time for Snapple to become the drink of the decade again. By evolving the best stuff on earth to become a fully immersive experience, Snapple will deliver quirky, unexpected moments you'll never forget. Even before the first sip.

Our quantitative and qualitative research proved that Snapple lovers naturally engage with Snapple differently than with other tea and juice drinks. The experience is cognitive, emotional, physical, sensory and even social. Snapple lovers instinctually shake the bottle, pop the top, and read the fact; hence our *Shake, Pop, OH!* Campaign.

Our media plan leverages unexpected moments in unexpected places. We start by expanding the Heartland based on overlaying our AAU survey research with Simmons One View and Snapple's distribution map. We also discovered three segments for our audience: 1) new users who need an incentive to try Snapple, 2) medium users who have tasted Snapple and will be transitioned to 3) heavy users who love Snapple and will advocate and share the fun.

Snapple didn't invent the best stuff on earth, they just bottled it. And now the relatable brand can evolve with *Shake, Pop, OH!* That's pure delight in a glass bottle, thanks to Snapple.



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