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# The bottom of the barrel. The bottom shelf. Rock bottom.

All of these sayings have one thing in common... the bottom. The down-low. Friends in low places. Yes, it takes a lot of courage to admit that you would actually want to be there, but at Snapple, we aren't afraid to admit we truly want to be known as the "King of the Bottom Shelf" — quite simply, there is no other place we would rather be! It's not simply because being in a glass bottle dictates that most American grocery stores will put us on the bottom shelf anyway due to safety, it's that Snapple can now be known for something they can own.

As a brand, Snapple isn't the most widely known or most coveted fruit or tea beverage in the 42 states outside of the company's "heartland," the Northeast. The drink category is an overpopulated classification dominated by the big boys, Coca-Cola and Pepsi. This means it's a virtual given that Snapple doesn't stand a chance to dominate the prime real estate on grocery store shelves, eye level.

But this is a good thing, because that's exactly what will make us the most talked about, the most fun, the most daring, and the most hip drink in the category. We will covet being the little guy; we will love to be the underdog; and we will make consumers "look down" on us in the most positive way! Because the bottom shelf is grocery store real estate we can own.

Rather than fighting the big boys for the strike zone of prime shelf space, we'll be happy to take what no one else wants in order to care about the brand's "bottom line." It's all about sales. It's all about return on inventory investment. And mostly, it's all about being unique and Snappy. We will make Snapple the absolute "King of the Bottom Shelf," with a strategy that engages and excites distributors and retailers, while making the brand fun, memorable, and enticing to our 18-49 end user.

## And, it's so simple. Bottom's Up!

Snap · ply (adj.) -

1. fun, quirky, innovative, daring, witty & humble

*Example: We thought 209's campaign was the most Snappy of them all.*

## From San Francisco to Buffalo,

we found the majority of distributors agreed on their opinion of the Snapple brand.

Here is a sampling of how dozens of distributors responded to the following questions:

- How does Snapple fit into your distribution plan?
- Where does Snapple actually end up in the plan-a-gram of store shelving and why?
- How is Snapple perceived as a brand?

"While I agree with the reason for Snapple wanting the bottom shelves, a monetary incentive would make me work harder. I buy products for my contracted areas, then resell to my customers. An incentive based on increased purchases, the sell-thru, and agreed upon merchandising elements would round out execution at all levels, especially during the first campaign months."  
-Buffalo, New York

"Because it's glass, it will most likely get put on the bottom shelves and be more difficult to sell. That's just the reality of the situation."  
-Savannah, Georgia

"If you do not have brand recognition and then the ultimate sell-through at the store, which leads to enhanced sales, you will not achieve a premium placement nor get a chance to pitch additional products or flavors."  
-Denver, Colorado

"Personally, I love the product, but it's hard to get traction when consumers have a hard time knowing where to find it in the store, in addition to the perception that it's more pricey."  
-Tulsa, Oklahoma



**Return on Inventory Investment (ROI)** - From the distributor and retailer perspective, it's all about product turnover, maximizing store investment, and distributor sales.



## We interviewed 17 different retail stores, including:

Safeway, HyVee, Reasor's, CV's Family Stores, Savers Club, Target, CVS Pharmacy, Schnucks, Deirbergs, Walmart, Whole Foods, and Albertson's. These are a few of the responses from grocery store managers:

“The brand needs a better identity. What is it? Fruit drink or tea? Too many flavors means too much confusion. Every drink they offer is great, why not just promote the name?”

“I hate to say it, but we sort of put Snapple wherever we can. We actually have a free-standing Snapple display right next to the home cleaning supplies.”

“The bottom shelves are... not the most desired. For some reason it's more difficult for people to look down rather than up. However, that doesn't mean it can't happen with the right marketing twist.”

“People think Snapple is expensive, and we don't know where that perception came from, since it's not. It sells, but not as fast as it probably should for how good it is.”

“We put Snapple on the bottom shelves because it comes in glass bottles. It breaks easier if people drop it from a higher shelf position... but we wouldn't give them that real estate anyway.”

“We offer shelf real estate in 4-foot increments. Snapple's chances of getting more of that space would increase if they actively seek the bottom two shelves.”

## KEY TAKEAWAYS



Shoppers need to know where to find Snapple.



Shoppers perceive Snapple as being more expensive than the competitor.



From a safety standpoint, Snapple needs to be on the bottom shelf.



The opportunity to own the bottom shelf is there for whoever is willing to take it.



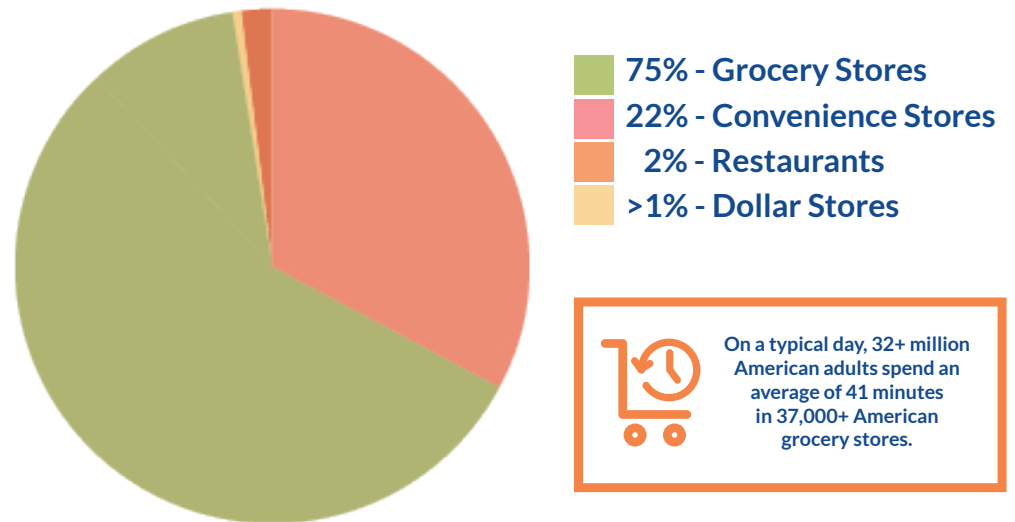
## Grocery Shoppers: Who Are They?

- Average age of 47
- 68% female, which makes up 70% of all grocery sales annually
- Median family income of \$50,395

## The “Low-Down” On Trends:

- Consumers want to know what they’re drinking and they want to know that it’s good for them (or at least believe that to be true).
- “Free from” platforms are growing, even though many consumers don’t medically need products that are free from gluten, wheat, and dairy.
- Naturally processed products are important to consumers.
- Millennials are always looking to improve their alcoholic beverage options. They are seeking the best new cocktails, particularly favoring sweet flavors. Flavored vodka, cinnamon and honey whiskeys, and spiced rums have seen a surge recently, as well.

## Where we found Snapple product:



## Focus group thoughts on Snapple...



It's usually an impulse buy for me because I tend to see it on the endcaps of aisles. If I were looking for it specifically though, I wouldn't know where to start."



I haven't thought about the Snapple brand in years. I guess that would mean I haven't had one in years, too."



I never would've associated Snapple with NYC and don't see how the connection is supposed to make me want it more. It seems off-brand."

## Shopping & Consumption Trends

### Traditional Eating Culture (Unfriendly to Snapple)

Product = Predictable (Boring)

Cooking = Chore (Not Fun)

Brand Interaction = Transactional (Nothing New)

Engagement = Low (Not Fun)

### Modern Eating Culture (Conductive to Snapple)

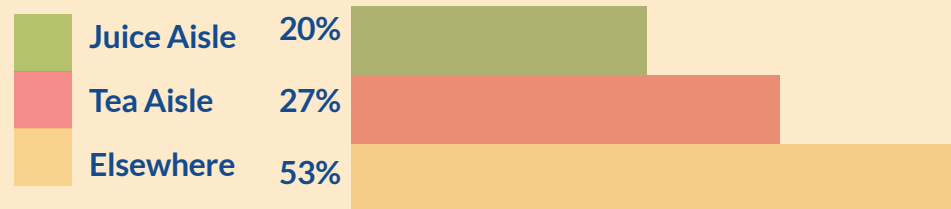
Product = Distinct (Adventurous)

Cooking = Discovery (Fun)

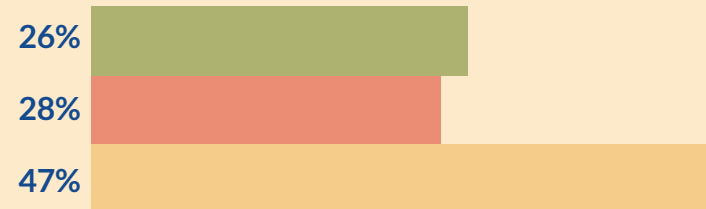
Brand Interaction = Playful (More Fun)

Engagement = YOU CHOOSE! (Be Creative)

We asked 481 people, "Where would you look for Snapple in the grocery store?" This is how they responded.



Where we *actually* found Snapple on the shelves.



## Strategy Based On Research – Objectives Based On Strategy

Our strategy is daring, it's innovative, and it's unexpected. In short, it is the very definition of Snapple, and it's Snapple. Walking through grocery stores (and we walked through almost 200), it's evident that Snapple products will be on any shelf (we found some placed with cleaning supplies) and every shelf, except for those at eye-level. As a result, our surveys unanimously showed that the consumer has absolutely no idea where to look for Snapple products. That's where our campaign originates. By standardizing where Snapple is located in-store, consumers will actually know where to find the product in the heartland and beyond.



## Target Market Profiles

As a beverage, Snapple appeals to virtually everyone. We broke our target down into four target demographics, and our campaign speaks to each.



### Women ages 35-54

Our primary focus is women ages 35-54, as they are the ones with high disposable incomes and a desire to consider an impulse buy. Additionally, these women tend to be the primary grocery shoppers for their families, meaning they are in the grocery store at least once a week, every week.

### The Rising Gen Z (Low Impact)

Targeting this demo is best done online. According to the PEW, 93 percent of children ages 12-17 spend time online each day. 88 percent use social networking sites such as Facebook, Instagram, or Snapchat, with 39 percent sharing creative content on these sites. Our social media strategy will, in part, target this demographic, as they heavily influence what their parents purchase.





## Gen X and Baby Boomers (High Impact)

These are the impulse buyers, the 60 million+ consumers who have the most disposable income, and those who want to provide only the best things for their family.

These are your cute grandmas on Facebook “liking” up a storm on their grandchildren’s Facebook walls. Financially, the baby boomers are much more stable and more likely to spend on impulse buys, especially if there are cute grandchildren involved.

## Millennials (Medium Impact)

As a confident, upbeat, liberal, creative, and diverse subset of the population, millennials seem to have it all. Seventy-five percent of millennials are on social networking sites, which is a massive number given that this audience is hustling to earn just enough money to live decently. Social media will target this demo, as will the in-store marketing — millennials love the underdog.





**“You’d have to be *crazy* to actually want the bottom two shelves in our stores. No one wants that real estate. But, if they want it, we will gladly make it available.”**

*Deb Golden, Marketing/Merchandising  
CV’s Family Foods, Van Buren, Arkansas*





## How it will work

1. Make the entire product chain work in harmony.
2. Snapple corporate shares “Bottom’s Up” marketing plan with distributors regarding bottom shelf placement, supported by future promotional efforts.
3. Distributors request bottom shelf placement at the sell-in to the trade along with related promotional opportunities.
4. Retailers gladly supply bottom shelves to brand.
5. Consumers now always know where to look for Snapple, through consistent store location and Snapply directional messages.

## The Big Idea

At Snapple, we’re just Snapply enough to actually want the bottom shelf. And we are smart enough to recognize that we can capitalize on that real estate. We understand that fighting with the big boys of the beverage industry would be like David fighting Goliath without his slingshot. Our weapon of choice is this: we will make Snapple “King of the Bottom Shelf,” the ruler of “Bottom of Mind Awareness,” the friend that everyone needs in a low place... and with a singular call to action that speaks to both the heartland and the non-heartland, we say...

## Bottom’s Up!



# Creative Executions – In-Store Merchandising

## Promote “Bottom of Mind Awareness” in the Grocery Store

This fun, engaging campaign captivates the consumer, directing them right to the point of purchase and drawing their eyes straight to the bottom shelf and Snapple. At some point each week, nearly every American steps foot in a grocery store. Every single one of these prospective consumers will know about and be able to locate Snapple. That’s what we call “Bottom of Mind Awareness.”



### Floor Stickers

Fun, Snappy floor stickers will entertain, educate, and direct grocery shoppers to the Snapple products, regardless of where each store stocks the beverages.



### Shelf Talkers

How could anyone not press the button? When they do, our version of “Friends in Low Places” will both entertain and direct the customer to Snapple’s bottom shelf placement.



### Ceiling Danglers

Yet another Snappy way of directing the shopper to our new bottom line!



**Point of Sale Coolers**  
Partnering with other beverages (since it’s unlikely we can demand one of our own) extends the “bottom shelf” placement at point-of-sale with coolers to enhance single bottle consumption.







**“If you haven’t  
tried Snapple as  
a delicious mixer,  
here’s how to  
Make Your Mark!”**

## Creative Executions – Brand Extension

### Maker’s Mark Whisky Cocktail Partnership

How does Snapple become more of a household name in ways other than grocery store sales? It finds a way to broaden its reach and acceptance. This is accomplished by an association with other loved and respected brands. In other words, enhance the brand by involvement with opportunities outside of the grocery store.

### Sample Recipes

#### Snapple Half & Half Smash

Designed for the sweet-tea loving Midwest and South, this sweetened whisky-based cocktail speaks to the masses.

- 1 - Lemon Wedge
- 8 - Mint Leaves
- 2oz - Snapple Half & Half
- 1oz - Maker’s Mark Whisky
- 1 barspoon - Grand Marnier
- 1 barspoon - Simple Syrup

Muddle lemon wedge and mint leaves. Add other ingredients, and shake with ice. Pour into julep cup and add crushed ice.

#### Jim’s Snapple Collins

Just like Snapple, Jim Meehan, the legendary Prohibition-Era Speakeasy owner, got his start in The Big Apple.

- 1.5oz - Maker’s Mark Whisky
  - 1oz - Snapple Apple
  - $\frac{3}{4}$  cup - Lemon Juice
  - 2 dashes - Angostura
- Shake, strain, and top with Sprite™

#### Pinterest Pins & Instagram Posts

Encourage pinners to share their Snapple cocktail recipes and take a picture of their new Snapple-inspired cocktail to share with others on social media platforms like Pinterest and Instagram.





# Creative Executions – Brand Extension - Applebee's Restaurants

Finding a restaurant that has nationwide extreme market penetration is no easy task. Thankfully, Applebee's made it easy. As a family-friendly restaurant with 2000+ locations in all 50 states, Applebee's customer base is also our target demographic. Forming a partnership with Applebee's will benefit both brands, and with a little marketing magic, SnappleBee's Cocktails will be flying off the (bottom) shelf.

After speaking with a regional manager for Applebee's, it was clear that the chain would most certainly "consider a partnership — assuming it would be at no cost to us." As an incentive, Snapple will provide three months of free product to each restaurant.

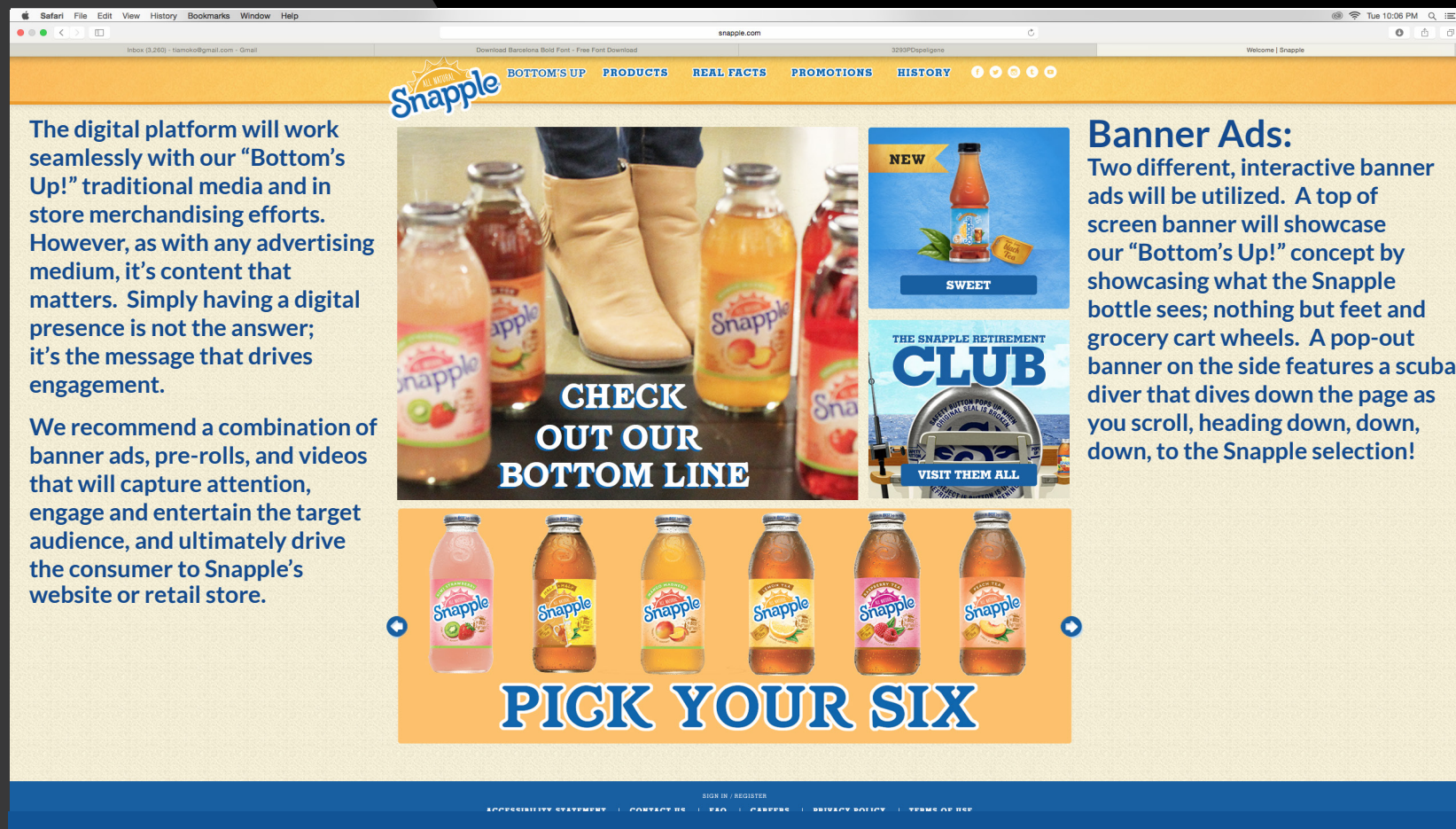
The investment is well worth it, especially given that the chain serves 400,000 patrons a day.

## Restaurant Promotional Materials:

T-shirts worn by all employees will create easy conversation about the promotion, in addition to table tents with more detailed information and bar napkins for all to see.



# Creative Executions – Digital



## Snapple Website:

Rather than investing in a complete overhaul of Snapple’s current site, we recommend adding a “Down Low” tab to the homepage that will house our “Bottom’s Up!” campaign. The “Down Low” tab will house the full “Friends in Low Places” song and video, the Super Bowl spot, and a Bottom Line Apparel Store that will sell various “Bottom’s Up!” clothing items.



## Digital Pre-Rolls :15 Videos

Digital pre-rolls allow flexibility, creativity, and opportunities to drive engagement with the Snapple brand either through increased traffic at the website or retail store level.

Primary objectives of our :15 pre-rolls videos are:

- Capture immediate attention.
- Offer click-through ability to website for more information, entertainment, and valuable coupons for in-store redemption.
- Be easy to change in order to promote different flavors and various promotions (“Snapple Pick Six”, seasonal opportunities, price specials).
- Always communicate our new “Bottom’s Up” concept and bottom shelf store placement

## Recommended :15 Pre-Roll Scripts:

**Video:** Tight shot of new “Snapple Pick Six” box as bottles begin filling up the slots; Snapple bottle cap appears with graphic reading “Click Here” – cut to the bottom shelf at the store showing Snapple selection.

**Anncr: (:15)** “Channel your inner variety with a “Snapple Pick Six.” You choose from the Best Stuff on Earth! Snapple, now found on the ‘down low’ at your favorite store. Bottom’s Up!”

**Video:** From behind Snapple bottles on the bottom shelf, we see feet, shoes, and grocery cart wheels. A Snapple bottle cap appears with a graphic reading “Click Here” – cut to the bottom shelf of the store showing their Snapple selection.

**Anncr: (:15)** “This is what the Snapple bottles see! You can now see them on the bottom shelf of your favorite store. Click here to save on the Best Stuff on Earth! Bottom’s Up!”

**Video:** From the ground level perspective, as if seen from the lower area of a grocery cart, camera moves in on the bottom shelf, where a large selection of Snapple is now apparent. A Snapple bottle cap appears with a graphic reading “Click Here.”

**Anncr: (:15)** “Thankfully, millions of Americans are now looking down on Snapple! But, if you click here, things will definitely be looking up. It’s a valuable coupon for the Best Stuff on Earth! Snapple. Bottom’s Up!”



## Pandora

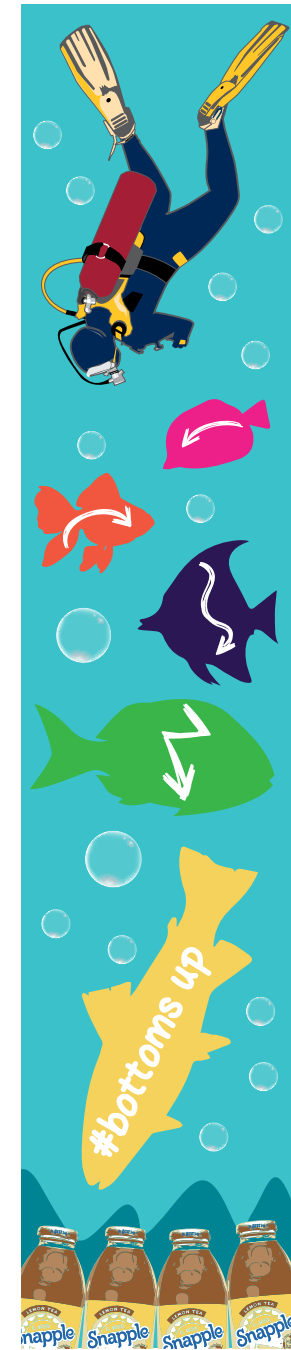
Internet radio used to be a thing that only the “hip” kids were in on. Nowadays, Pandora accounts for more than 50% of radio usage, with well over 100 million people active on Pandora alone. Pandora is supported by advertisers. Snapple will schedule spots on Pandora’s stations that are targeted to women ages 18-49, featuring the distinctive sound of the pop-cap opening and the “Friends In Low Places” Snapple version music.

## Snapple’s Version of “Friends in Low Places”

Blame it all on my roots  
I’m made with real fruit  
Just wait and see for yourself  
From New York to out west  
I win the taste test  
Yeah the best stuff’s on the bottom shelf  
And since ‘72  
I’ve been naturally brewed  
Other teas look down in vain  
So let’s toast to me  
For being the best iced tea  
Just hop on the Snapple train  
‘Cause I’ve got friends in low places  
Where the caps have facts  
And everyone embraces a hot, sunny day  
Yeah I’ll be okay  
And I’ll put a smile on y’all’s faces  
So look down on those lower spaces!

Oh, I’ve got friends in low places

## Digital Banner Ads





## :30 Super Bowl 2017

Our :30 television commercial is necessary to build awareness of the new “Bottom’s Up” campaign and bottom shelf placement. Punchy, :15 Snappy bookend spots will introduce the new Snapple concept and drive consumers to the ultimate point of purchase at the store level.



MUSIC: Up, establish: From Ferris Bueller’s Day Off (“Oh Yeah”)



MUSIC CONTINUES



MUSIC CONTINUES



ON CAMERA: (boy): “Hey babe, wanna enjoy something delicious with me on the “down low?”



ANNOUNCER: (voice over) Snapple, made from the best stuff on earth. Find us on the bottom shelf at your favorite store!



ANNOUNCER: Bottom’s up!

## :15 Bookends - HGTV

We recommend :15 “bookend” commercials placed February – December, 2017 on HGTV, the highest rated cable TV network targeting women, 35 – 54. This will lead to 662,000,000 total impressions during schedule. High impact, punchy and Snappy messages will drive consumers to store point of purchase (regardless of where store places product).



OFF CAMERA: (girl) Does this Snapple make that bottom shelf look big?

ANNOUNCER: (voice over) Find us on the bottom shelves at your favorite store.

ANNOUNCER: (voice over) Snapple. Made from the Best Stuff on Earth.

ANNOUNCER: (voice over) Bottoms up!

### Schedule Totals for Women 25-54

Total Spots	3450
Total Cost	\$2,255,490.00
TRPs	1089
CPP	\$20,708.44
Reach Pct/Frequency	67.5%/16.1
GIMPS (000)	662190
CPM	\$34.06

### HGTV Media Buy 30 Second Spots

Time Period	Spots Per Week	Cost Per Week
2/6-3/26	80	\$581,260.00
3/27-6/25	80	\$553,900.00
6/26-9/24	80	\$513,320.00
9/25-11/26	90	\$512,090.00





## Public Relations And Social Causes

Today's consumers care about a company's social responsibility. In this cause, Snapple has a leg up. The iconic (and 100% recyclable) glass bottle easily lends itself to a recycling campaign, fortifying Snapple's existing partnership with Keep America Beautiful. 5¢ donation (maxed out at \$200k) from each unit sold will go to Keep America Beautiful.

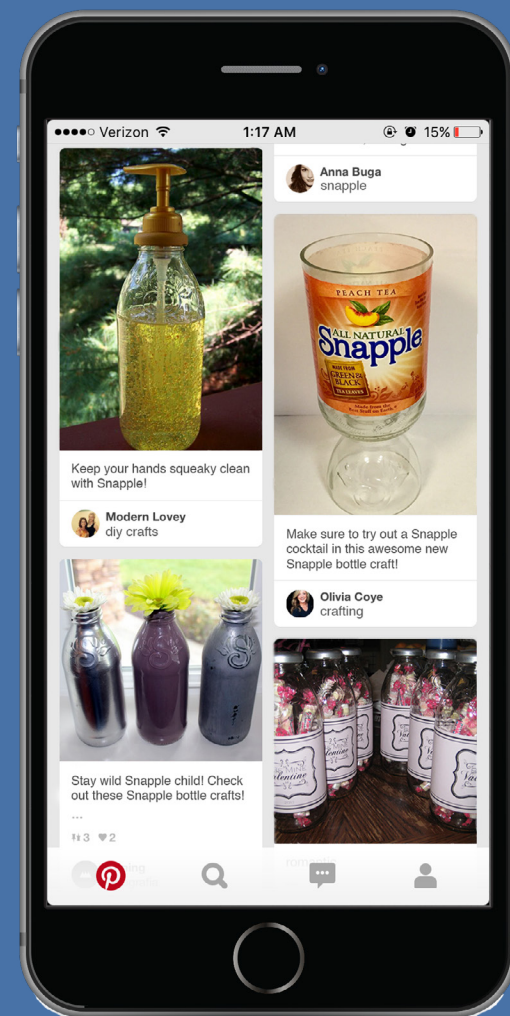
The campaign, #SnappleKeepsAmericaBeautiful will promote Snapple's dedication to the environment. Snapple branded recycling bins will be installed in the top 50 markets, in addition to a exhaustive social media campaign that will highlight Snapple's commitment to making the world a better place, from the bottom, up.

The hashtag, #SnappleKeepsAmericaBeautiful will be utilized on all social platforms including Facebook, Twitter, and Instagram. Pinterest will promote bottle crafts and other ways to reuse the Snapple bottle and carrier.

The results are easily measurable. Any hashtag used will be trackable, and the increase in sales is a given. Thousands of people each day will pass the branded recycle bins and those in the digital sphere will see the content. An uptick in sales is a given.



Social media is more relevant than ever; #foodporn or #drinkup are trending every single day on Facebook, Instagram, Pinterest and the like; funny, engaging campaigns are sure to catch the consumer's eye.





# Social Media Recommendations

The stats on social media tell us that it is the largest platform to reach the consumers. What used to be seen as the platform to solely reach millennials is now used by billions of people of all age groups across the world. Social media is overtaking television, radio, and print as the most effective medium to reach mass numbers of people. Seventy-five percent of consumers use social media as a part of the buying process, which explains why marketers are spending more than \$9.7 billion solely on social media marketing.

## Facebook

With 1.15 billion users, and growing, Facebook is a key way to reach our target audience.

## Instagram

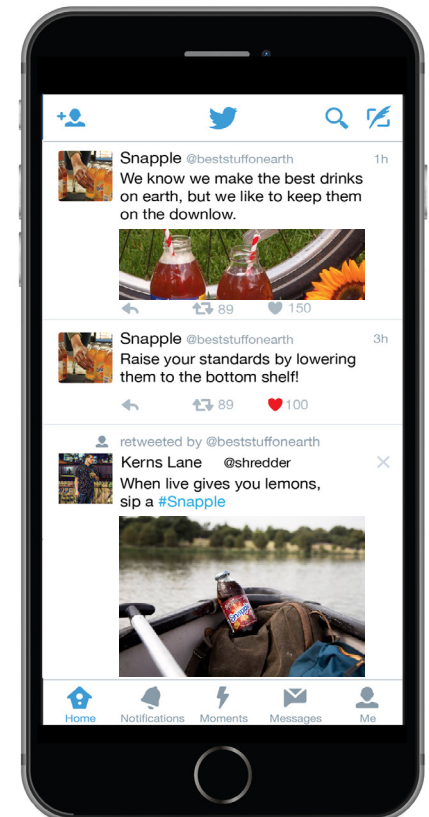
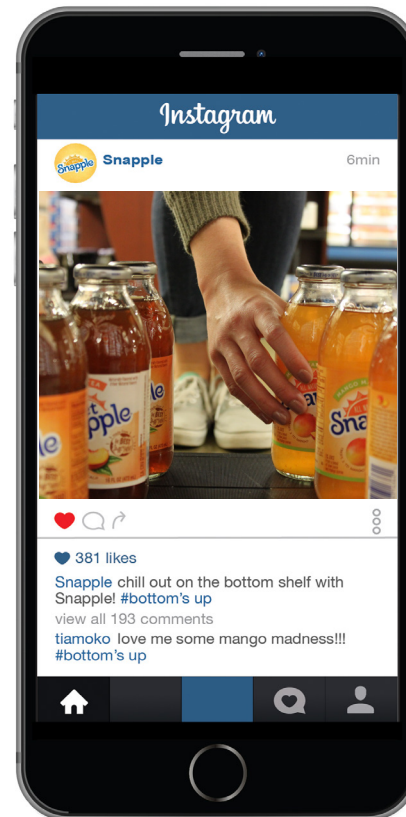
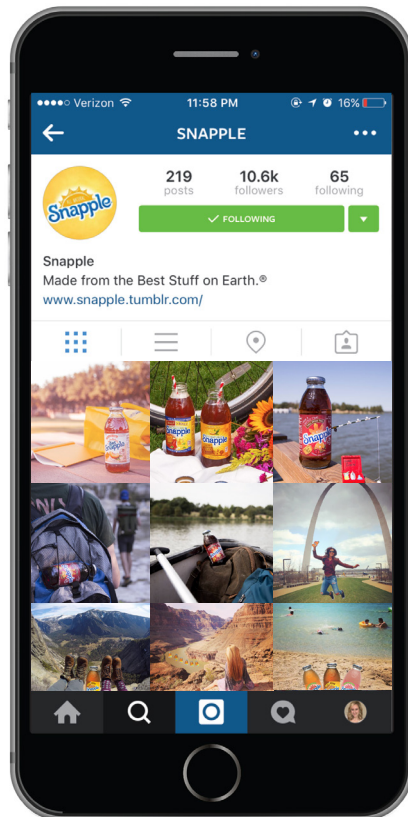
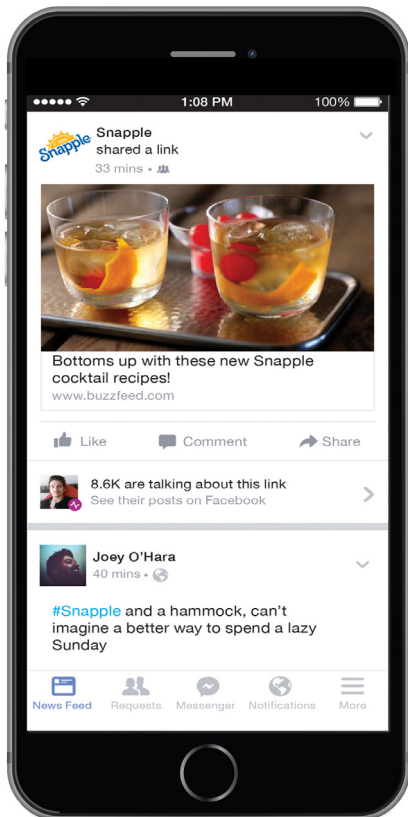
#SnappleKeepsAmericaBeautiful campaign featuring Snapple at recognizable landmarks nationwide.

## Video

As a key component of our social media strategy, Instagram will host quick :15 videos, boomerang videos, and promoted posts.

## Twitter

Witty, promoted tweets will help position Snapple at the top of everyone's feed.





## In-Store Non-Traditional End Caps, Customer Sampling, Snample Pack

End Caps – grab instant attention by creating an end cap display that features Snapple (and nothing else) only on the bottom shelves.

Utilizing the same end cap, offer free samples of varying Snapple beverages to store customers along with a valuable, money-saving coupon to purchase a six-pack.

The Snample Pick Six Pack is simply a container for people to pick and choose which different flavors they want to sample!

### Out of home - Transit

Public transit in the top sixty markets will feature Snapple wraps on some buses in the month of June.



## Millennial Non-Traditional

Snapple will not reach the Millennial age group by traditional media so other forms of creative engagement are necessary, especially if it offers the opportunity to encourage product sales and related social responsibility. College football tailgates & “How Low Can You Go” Limbo Contest. During the 15 week college football season, a branded Snapple van will appear at College Game Day (ESPN) locations for a spirited limbo contest with branded **Bottom's Up** pole supports. Winners will receive small cash prizes and Snapple logo wear. At the game day tailgates, distribute free samples and money-saving coupons; a branded, Snapple recycling bin will be on site to encourage responsible trash/ glass bottle disposal.



# Campaign Evaluation

The Bottom's Up campaign will intrigue, educate, and motivate our primary target market, women 25-54, who do 70% of the grocery shopping in America. The concept is geared to promote the Snapple attitude of the brand, literally directing the consumer to the point of sale, the bottom shelves of over 37,000 grocery stores.

## How "Bottom's Up" Meets Its Objectives

- The campaign takes into consideration the entire product chain, from corporate, to distributor, to retailer, and finally the consumer (sell in to sell through).
- Because it's glass, retailers will stock Snapple on the bottom shelves which is known as the worst real estate in the store. The "Bottom's Up" campaign will turn this negative into an immediate positive, making Snapple the beloved underdog.
- Snapple is found virtually anywhere and everywhere in grocery stores; the "Bottom's Up" in-store campaign will guide the shopper to the exact location regardless of where a store chooses to place it.
- The campaign will help change the perception of Snapple as an "afterthought," especially in the 42 states outside of the brand's heartland (northeast).
- Media for "Bottom's Up" will primarily target the female shopper with punchy, memorable messages designed to entertain while also providing important information. Our Super Bowl (110 million viewers) and HGTV buy (662,000,000+ impressions) provide excellent reach and frequency.
- Two brand extensions will deliver the brand to consumers and areas never considered before. Our Maker's Mark partnership drives increased engagement with Millennials and our Applebee's affiliation will bring Snapple to over 400,000 patrons a day.
- The campaign's relationship with Keep America Beautiful will be enhanced by consistent public relations efforts designed to communicate Snapple's dedication to the environment via recyclable glass, cardboard containers, and branded Snapple trash bins across the United States.
- The unique "Snapple Six Pack" will intrigue shoppers who desire to sample other Snapple flavors than their current favorites.
- Social and digital media will extend the brand by billions of impressions, stirring interest in creating other ways to use the beverage and the glass bottle.
- Snapple's version of "Friends In Low Places" will first entertain and then Snapple instruct the shopper where to look for it.

# Post Campaign Measures of Success

Snapple can monitor the success of the "Bottom's Up" campaign through its consumer involvement (sales and chatter) in the following areas:

- Social media interaction
- Public relations involvement
- Increased sell-in through distributors asking for bottom shelf real estate
- Positive ratings for media buys throughout the year
- Increased traffic at the website via digital pre-rolls and click throughs
- Store level return on inventory investment (ROI)
- Monthly or quarterly reports to Snapple marketing executives
- Post campaign focus groups to gauge better awareness of the brand
- Earned media garnered through the "bottom's up" cleverness & execution

The "Bottom's Up" campaign will immediately intrigue, entertain, and educate the customer about the Snapple brand in the most Snapple way. We will drive "bottom of mind awareness," become the "king of the bottom shelf," and cause everyone to truly love the underdog.



# 2017 TIMELINE

## January

- Final Super Bowl preparations
- Train Applebee's bartenders
- Train sampling staff

## February

- 5-Super Bowl :30 spot
- 5-Launch Applebee's Partnership
- 5-Launch Maker's Mark Partnership
- 6-HGTV :15 bookend spots launch
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## March

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots launch
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## April

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- 22-Earth Day-Highly Promote "Keep America Beautiful"
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## May

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## June

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- Snapple Bottle Roadtrips Social
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media
- Bus Wraps

## July

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- Instagram
- Snapple Bottle Roadtrips Social
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## August

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- Snapple Bottle Roadtrips Social
- Keep America Beautiful
- College Game Day Kickoff
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## September

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- College Game Day
- Back to School Crafts Kickoff
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## October

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## November

- Applebee's Partnership
- Maker's Mark Partnership
- HGTV :15 bookend spots
- College Game Day
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

## December

- College Game Day
- Keep America Beautiful
- Weekly Store Sampling
- Pandora/Spotify
- POS Materials
- Social Media

Bottom line, our campaign does everything you asked for and more. Not only will our campaign increase the frequency at which an individual purchases Snapple, but it expands the brand beyond the heartland, using a single, cost-effective strategy that speaks to all of our demographics, which only benefits the bottom line. Bottoms Up!

### In Store:

Every day, 32 million+ Americans in 37,000+ grocery stores will notice our in-store messaging and be driven to the exact point of purchase; this equates to a total of 10,560,000,000 potential impressions over an 11 month period (February – December 2017).

The new “Snapple Six Pack” will encourage trial of various Snapple products and flavors.

### Non-Traditional Media and Brand Partnerships:

Non-traditional promotions will engage younger demographics through College Game Day festivities and in-store sampling will target our primary demographic of women ages 35-54.

Partnerships with Maker’s Mark and Applebee’s will extend the brand to hundreds of thousands of new consumers and to geographical areas never considered previously.

### Traditional Media:

Our Super Bowl :30 commercial will be seen by over 110 million people at an average cost of just 4¢ each.

HGTV (highest rated cable TV network for women 25-54) will deliver over 662 million impressions annually from our :15 bookend spots.

### Social and PR:

Social media engagement will advance the brand by encouraging millions of Facebook, Instagram, and Pinterest interaction.

Snapple’s relationship with Keep America Beautiful will inspire millions of Americans to join the brand’s environmentally sound platform.

### Digital:

Digital banner ads and pre-rolls will deliver billions of impressions during the 11 month campaign.

The Snapple musical version of “Friends in Low Places” is wildly entertaining and intrusive, virtually guaranteeing consumers will “look down” on the Snapple products.

### The Bottom Line:

The “Bottom’s Up!” concept was created to drive “bottom of mind awareness” and it will do just that, delivering a message that breaks through the clutter and positions Snapple as fun, quirky, unique, and “snappy.” Best of all, the “Bottom’s Up!” concept is applauded by both distributors and retailers because it drives incremental sales on shelf space real estate, normally unwanted by other major brands. The campaign works in all 50 states, eliminating the cost of creating a campaign for two separate efforts.



# BUDGET

## Television Media

One 30 second commercial in the 2017 Super Bowl @ \$4.5 million (gross)  
11 month schedule on HGTV utilizing :15 bookends (but figured using :30 rates) @ \$22,551,490 (gross)

## Digital Media

Google supported/recommended sites for banner ads and 15 second pre-rolls; sites to include (xxxxxxxxxx)

## Radio (Pandora)

30 second promotional messages for web-based radio; 11 months – February through December, 2017

## Transit

Three wrapped buses per top 60 U.S. markets @ \$2,750 per bus during June, 2017

## In-Store Merchandising

2' diameter floor stickers @ \$1.00 each x 37,000 stores x four floor stickers each = \$148,000

Two ceiling dangles @ \$2.00 each x 37,000 stores = \$148,000

One "voice activated" singing shelf talker @ \$3.00 each x 37,000 stores = \$111,000;

Acquire music rights from Sony to re-lyric and sing "Friends in Low Places" = \$100,000.

FLOOR STICKERS	\$ 148,000
CEILING DANGLERS	\$ 148,000
SHELF TALKERS	\$ 111,000
MUSIC RIGHTS (SONY)	\$ 100,000
37,000 END CAPS @ \$25 EACH	\$ 925,000

## Television Production

30 SECOND SUPER BOWL TV	\$ 500,000
FIVE 15 SECOND BOOKENDS	\$ 500,000

## Digital Production

GRAPHICS	\$ 10,000
PRE-ROLLS ( Pre-Rolls, 5-10 :15 videos)	\$ 100,000

## Applebee's Brand Extension

20,000 TABLE TENTS	\$ 40,000
8,000 TEE SHIRTS	\$ 48,000
2,000 NAPKINS X 2,000 STORES	\$ 80,000
SIX MONTHS SNAPPLE PRODUCT (25¢ X 2,000 STORES X 1,000 BOTTLES)	\$ 50,000

## Maker's Mark Brand Extension

2,000,000 BOTTLE NECK BOOKLETS @ .50 EA.	\$ 1,000,000
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## Non-Traditional College Game Day

COLLEGE GAME DAY LIMBO CONTEST	
ONE BRANDED VAN FOR TAILGATE AREAS	\$ 100,000
BRANDED LIMBO SUPPORTS FOR POLE	\$ 1,000
PRIZE MONEY 10 WINNERS X \$100 X 15 WEEKS	\$ 15,000
LOGO WEAR PRIZES (BOXER SHORTS)	\$ 1,500

## Miscellaneous

Keep America Beautiful funds, staff at grocery stores and College Game Day, printing, and a reserve fund for opportunities that may arise.

## Agency Fee (10%)

Creative concepts, graphic design, media recommendations and rationale, public relations & causes, account service @ 10% (not counting media commissions of \$4,132,723 to be earned by agency).

# TOTAL

27,551,490

10,000,000

1,000,000

495,000

1,432,000

1,000,000

110,000

218,000

1,000,000

117,500

1,000,000

5,000,000

## Total Budget Recap:

Television Media:	\$27,551,490
Digital Media:	\$10,000,000
Pandora\$ 1,000,000Transit (Out Of Home)	\$ 495,000
In Store Merchandising:	\$ 1,432,000
Television Production:	\$ 1,000,000
Digital Production:	\$ 110,000
Applebee's Brand Extension:	\$ 218,000
Maker's Mark Brand Extension:	\$ 1,000,000
Non Traditional College Game Day:	\$ 117,500
Miscellaneous:	\$ 1,000,000
Agency Fee @ 10%	\$ 5,000,000

Grand Total "Bottom's Up" Campaign 2017:

\$48,913,990



110 million Super Bowl viewers;  
662,000,000 targeted impressions  
on HGTV; billions of digital and social  
media impressions; 400,000 Applebee's  
patrons daily, thousands of new  
cocktails consumed with Snapple as  
primary mixer; 32 million shoppers  
daily exposed to Snapple's new  
"bottom's up" campaign; plus  
non-traditional and public relations  
geared to expand the brand via social  
causes and Millennial engagement.  
**The bottom line? A great investment!**

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