

# Oh Snap!

Snapple Research and Evaluation



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# Executive Summary

Snapple resides third in the top four competitors of the Ready-To-Drink tea market. Snapple is positioned as a quirky and fun all-natural tea and juice brand. Snapple originated in New York, which is known as its heartland. It is distributed nationwide, but lacks brand awareness, unlike its competitors. Snapple's goal is to increase overall brand awareness and distribution across the United States. Snapple wants to enhance its brand image and connect more profoundly with its consumers.

We conducted survey research and found that when consumers are purchasing an RTD tea the two factors that are considered most are flavor and convenience. This indicates that those who participated in our survey typically live fast paced and busy lives. Purchasing convenience is valued in order to quickly and efficiently purchase their beverage. Flavor is also an important factor because those who choose to purchase the product want to be able to enjoy the taste and variety of flavors. In fact, our survey also indicated that fruit-flavored and lemonade-mixes are two favorites amongst respondents. The participants in our survey are more prone to trying new flavors that make the drink taste unique compared to ordinary beverages.

Snapple should utilize various forms of social media platforms such as Instagram, Twitter, and Facebook. As well as, traditional media like television in order to reach its target audience in a more concentrated manor. Snapple has the opportunity to align itself with pop culture in order to enhance its brand persona. Snapple has over 50 flavors and should use this to its advantage by providing fun options for young consumers. This will encourage the younger millennials to get more involved with Snapple as a brand and ultimately make their drink of choice.







# Situation Analysis

## Introduction

Created in 1972, Snapple is now owned by Dr Pepper and has grown to be one of the top four market shareholders in the Ready-To-Drink (RTD) tea market. It holds 7.3 percent of the market (IBISWorld 2014). Originally sold door to door, Snapple is now distributed in grocery stores all over the country. Originating in the Northeast, Snapple faces challenges of reaching consumers across the country (Snapple 2015).

Snapple is known for producing non-traditional flavors with quirky names. Snapple also differentiates itself with a glass container that has an identifiable “pop” when the lid is twisted off. The lid contains a “Real Fact,” which adds to the brand’s quiriness (Snapple 2015).

Snapple’s current campaign is “Born in New York, Made for Everyone,” which has New Yorkers telling people why they love Snapple and why everyone else should too. This campaign is parallel with the brand’s personality of being wholesome, upbeat, original and witty. The current campaign will run through the third quarter of 2015 (Snapple 2015).

Generally, Snapple uses non-traditional media outlets and associates with pop culture and comedy based channels. Snapple wants to increase the buying rate of heavy users from nine times a year to ten times a year. Snapple is also looking to increase the buying rate of light users from once per year to three times a year (Snapple 2015).

# Current Market Situation

The Dr Pepper Snapple Group Inc. is a leading manufacturer and distributor of nonalcoholic beverages in North America. Snapple introduced new premium products in 2013 and 2014 and have boosted the company's industry-relevant performance in recent years (IBISWorld 2014). These products have improved distribution under the Snapple brand and have increased the company's industry-specific revenue at an average annual rate of 1.5 percent to \$385.8 million in the five years to 2014 (IBISWorld 2014). The product segmentation for the RTD industry includes organic tea, herbal tea, diet tea, all-natural tea, and fruit flavored tea. All natural tea leads the market with a 36.1 percent of revenues and is followed by diet teas with 25.8 percent (IBISWorld 2014). Because consumers are more health conscious now, RTD teas have an advantage over unhealthy drinks that are also sold packaged, like soda.

## Competitors

The major competitors in the RTD Tea Production are The Dr Pepper Snapple Group Inc., AriZona Beverage Company, Unilever, and Nestlé SA. The Dr Pepper Snapple Group Inc.'s current market share is 7.3 percent, the third largest of the four competitors. The largest competitor is AriZona Beverage Company with a 17.3 percent market share and is followed by Unilever with a 15.6 percent market share. Lipton and Brisk teas are owned by Unilever and have a partnership with PepsiCo (IBISWorld 2014). The smallest market share of the four competitors is Nestlé SA with a 6.7 percent market share (IBISWorld 2014). Snapple's indirect competitor is The Coca-Cola Company who holds a minor market share of 3.8 percent and participates in the RTD Tea Production industry with its Gold Peak, Fuze Tea and Honest Tea brands (IBISWorld 2014). All regular and diet RTD teas are in competition with Snapple, as most consumers have a preferred brand and drink of choice.

Snapple has an indirect competition with the carbonated beverage industry, water bottle industry, and juice drink industry. Consumers are becoming more health conscious when choosing beverages and therefore the water bottle industry has been increasing as the carbonated beverage industry has been decreasing. The juice drink industry is in steady competition with RTD teas as they both continue to grow and expand product lines. Snapple's growing low-calorie and diet flavored drinks offer an opportunity to reach a healthier consumer seeking RTD teas.

## Differentiation

Snapple is differentiated from its competitors because it brands itself as a quirky, fun company that is a premier provider of bottled RTD teas and juices. It differentiates itself by coming in a 16oz glass bottle with a premium price that offers over 50 flavors to its consumers. Snapple's qualities like the "pop" noise of the Snapple bottle being opened and the "Real Facts" inside every bottle cap make the beverage fun to drink and keep consumers entertained. It is positioned as a more luxurious and expensive tea compared to its competitors which take a more affordable and less premium approach.

## Distribution

Snapple's demand industries are grocery wholesaling, supermarkets or grocery stores, convenience stores and vending machine operators. Snapple's distribution in North America is parallel to its competitors, however it lacks extensive international distribution compared to its competitors. Snapple's partnership with Dr Pepper increased distribution in North America and raised brand awareness and recognition.

## Regulations

Companies in the RTD tea industry must comply with specified regulations, which guarantees ingredient safety and creates a standard for products made for human consumption. Federal and state oversight manages the manufacturing process, safety, labeling, recycling and advertising for the industry. All companies in the industry have to spend capital and effort to ensure its compliance to these standard (IBISWorld 2014).



# Target Market

## Dr Pepper Snapple Group Inc.

Although Dr Pepper Snapple Group Inc. is in Plano, Texas; Snapple's headquarters are in New York City. Snapple calls this the heartland because 50 percent of Snapple purchases are in New York. New York accounts for a large percent of heavy users, while the other 50 percent of the U.S. are considered light users (Snapple 2015). Snapple's target market includes people between the ages of 18-49 years old, who are positive and looking for a wholesome and simple, but quirky product. The target consumer is fun and healthy, but not an extreme health nut (Snapple 2015). Currently, Snapple's target audience is New York, but in hopes to reach the broader U.S., the campaign "Born in New York, Made for Everyone" was placed on NBC, a national television channel (Snapple 2015). A typical consumer may be a young, on-the-go type of person who stops at a vending machine for a quick drink and continue on his or her busy day. The target market's media usage is based on digitally savvy consumers who are on their mobile devices, checking social media and influencing followers. Snapple has also reached a unique target audience, the Hispanic community, by sponsoring the 15th annual Latin Grammy's in November of 2014.

## AriZona Beverage Company

AriZona Beverage Company has an international market. It markets its products to the U.S., Canada, Columbia, Mexico, France, Russia and Taiwan (IBISWorld 2014). Originated out Brooklyn, the company currently strives to reach a wider target audience within the U.S. AriZona Beverage Company's website aims to grab attention from "hip" and spirited youth. Its target market includes high school or college-educated white, male and female (AriZona Beverage USA 2015). AriZona Beverage Company does little advertising, but its website has links to different social media including Twitter, Facebook, Tumblr, Pinterest, YouTube and an email newsletter subscription. It's vibrant website ([drinkarizona.com](http://drinkarizona.com)) also includes blogs about fitness and health, celebrities, art and music. Therefore, its audience seems to attract a young crowd with digital media dependence.



## Unilever's Lipton

Unilever's Lipton is publicly traded in the Netherlands, U.S. and England. Although the typical Lipton users are busy 18 to 49-year-olds who value health, Lipton's joint venture with PepsiCo opens up a new target audience (IBISWorld 2014). Soda drinkers who are now looking for a healthy substitute are exposed to Lipton. Lipton's website has a colorful, but basic layout that is user-friendly, but not as youthful. On its website, it offers links to its Facebook, Twitter, Pinterest and Instagram. Lipton's audience includes young adults and baby boomers who ecofriendly and enjoy a healthy lifestyle. These consumers may often check social media to post pictures of activities, "pin" recipes or share information with friends on Facebook.

## Nestlé SA's Nestea

Nestlé SA is Switzerland based and has a market reach in Europe, Americas, Oceania and Africa (IBISWorld 2014). Nestlé SA's Nestea benefits from a target market of young adults who prepare food at home for their families and are less likely to dine-out. Its RTD bottles attract consumers who are active, sporty and on-the-go. Nestea's audience appears to be older due to its minimal social media presence. Nestea's website is still colorful and warm, but has less social outlets than do its competitors. Due to Nestea's smaller market share, its full advertising budget is allocated to print. Print aims to reach its target audience of adults who are less digitally enthused.

## Collective Target Market

Snapple, as well as its competitors, have some similarities in its target markets. The key demographic for RTD beverages is 18 to 49-year-olds who live a healthy, but busy lifestyle. Millennials are more accepting of nontraditional flavors, whereas baby boomers and older millennials like traditional green and black tea (Mintel 2015). The target market for Snapple is the broader U.S. and the target market for the other companies are less geographically definitive, due to their international presence. The biggest psychographic difference is the contrast between the younger generations' digital media dependence and the baby boomers' less savvy or "hip" digital mentality. Nestea's demographic, in terms of age, differ from the other three companies, both in target market and target audience. Smaller brands, like Nestea, reach its audience through print media. In contrast, companies who have larger stake in the RTD industry, like Snapple, Arizona and Lipton, advertise to younger target markets and audiences through television and the social media listed on its user-friendly and energetic websites.



# Advertising, Public Relations & Promotion

## AriZona Beverage Company

AriZona Beverage Company is an American producer of a variety of high quality RTD teas (AriZona, 2015). These premium-brewed teas line the shelves in bold, uniquely designed packaging. The goal of AriZona Beverage Company is to promote AriZona in a way that highlights the tasty, refreshing and healthy qualities of its natural brews (AriZona, 2015). Their slogan “Refreshingly healthy. Naturally tasty. Drink up.,” emphasizes their core features, while creating a clear call to action to their consumers. The campaign strives to position AriZona in a way that allows it to stand out among competitors (AriZona, 2015). AriZona wants their consumers to see that its iced teas provide everything they are looking for in a beverage and still able to maintain a healthy and balanced lifestyle. Their target market consists of 18 to 34-year-olds who are on-the-go, health conscious and active in their own self-fulfilling ways (AriZona, 2015). AriZona Beverage Company strives to establish strong relationships with their clients, collaborating with them to produce innovative ideas; ideas that serve as the foundation for success (AriZona, 2015).

## Unilever

Unilever is a company that has devoted themselves to responsible marketing and advertising. As a leading global consumer goods company, Unilever promotes the benefits of their products using many different channels of brand communication (Unilever, 2015). In 2003, Unilever was one of the first companies to apply their own principles to the marketing and advertising of all our food and beverage products. These global Food and Beverage Marketing Principles were instilled through their Marketing Lawyers Network- their global network of marketing legal experts, in collaboration with their marketing teams, in order to fully commit to the health and well being of their consumers. The Principles have been reviewed regularly since 2003 and updates published, the latest being in 2014 (Unilever, 2015). An example of one of their principles is to ensure that marketing messages and their executions are appropriate in the light of the obesity issue that has plagued a lot of the younger population. A way they are able to implement this principle is avoiding the deception of over-sized portions and excluding any materials that undermine the ideology and promotion of a healthy, balanced and active lifestyle.



## Nestlé SA

Nestlé's goal is to enhance people's lives through various platforms, but primarily focusing on wellness, health and nutrition. Nestlé offers 'healthier and tastier' food and beverage choices at all stages of life and at all times of the day (Nestlé, 2015). Based primarily on Research and Development, along with science, Nestlé has been able to innovate its food and beverage portfolio. Nestlé has extended the boundaries of nutrition, health and wellness with Nestlé Health Science, enabling the company to lead the development of nutritional therapies that transform the way people; patients and healthcare professionals manage health (Nestlé, 2015). Through the creation of Nestlé Skin Health, the website offers scientifically proven products and solutions for people's skin health needs for their consumers. Nestlé has expanded their marketing communications through schools, by strengthening their health and wellness programs. Specifically, positively impacting children's' development and support governments' goals to increase physical activity, such as the Nestlé Milo sports development programs (Nestlé, 2015).

## Dr Pepper Snapple

Dr Pepper Snapple Group, Inc. is the leading producer of flavored beverages in North America and the Caribbean. Their success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. They have 6 of the top 10 non-cola soft drinks, and 9 of our 12 "power brands" are No. 1 in their respective categories (Welcome, 2015). The company's most recent campaign kicked off with 30-second and 15-second television commercials airing now on network and cable television stations nationwide. In addition to television, consumers can visit the "weExist" social network, which lives on DrPepper.com (Welcome, 2015). Along with television spots, they included several other traditional advertising elements including radio, out-of-home, promotional activities and retail point-of-sale.

Throughout the years, Dr Pepper Snapple's advertising campaigns have instilled the idea that it's a unique product in the soft drink market. For instance, the company's 2012 "Always One of a Kind" campaign, inspired by the popular 1970s "I'm a Pepper" commercials, conveyed the point that the consumer drinking Dr Pepper stands out in a crowd (Welcome, 2015). In 2011, the company launched Dr Pepper TEN, a lower-calorie product with the same flavor as Dr Pepper. The company targeted young men as the consumers for this product and brought out a bold campaign with "It's Not for Women" tagline. The company's idea behind this campaign was that young men, like young women, would be able to enjoy and appreciate a low-calorie drink option. The campaign faced a lot of criticism from female consumers.

Dr Pepper Snapple Group Inc. is continually strengthening its position as a major beverage company by acquiring regional bottling companies and distribution rights. This will reduce the company's reliance on third-party distributors such as The Coca-Cola Company and PepsiCo Inc. to a certain extent (Welcome, 2015). In 2010, the company signed a 20-year distribution deal individually with Coca-Cola and PepsiCo, for which it received one-time payments totaling \$1.6 billion. These deals have automatic 20-year renewal periods and require Coca-Cola and PepsiCo to meet certain performance conditions (Welcome, 2015).

Difficult business conditions have forced Dr Pepper Snapple to reduce its planned 2014 advertising spending to around 7.5 percent of sales, compared to 8.1 percent in 2013. The company is focusing its advertising campaigns on the Hispanic community, who are major consumers of carbonated soft drinks (Welcome, 2015). The company's water brand Penafiel witnessed a 23 percent rise in sales volumes in the first nine months of fiscal year 2014. Dr Pepper Snapple Group Inc. has managed to stay strong in a challenging market marked by declining soda volumes and heightened competition in the non-carbonated space (Welcome, 2015).





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## Advertising Budget

The Snapple budget for the full calendar year of 2017 is \$50 million. In comparison to their competitors, where AriZona Beverage Company has a budget of \$10.1 million. Unilever, has an annual media budget of more than \$5 billion, most of which is handled by WPP Group's Mindshare, Interpublic Group's Initiative and Omnicom Group's PHD (AdWeek, 2015). In addition, Nestle has an allocated budget of around \$30.6 million. And lastly, Dr Pepper Snapple has trimmed down their previous years advertising budget by \$30 million, leaving them with an annual advertising budget of \$456 million.

As one can see, Snapple does not have the smallest budget out of its competitors, but it also doesn't have the largest either. They are right in the middle- what seems to be a trend for the company.



## Strengths

Snapple has a strong brand name because it's owned by its reputable parent company, Dr Pepper. Its brand portfolio is strengthened because of its widely recognized ownership, making it a popular amongst teas. The company has developed long-standing relationships with its customers, which has helped create high brand awareness. In fact Dr Pepper, it is the leading manufacturer and distributor of nonalcoholic beverages in North America. Snapple's quirky personality, especially its use of "Real Facts," surpasses its competitors in positive brand perception. In addition, Snapple's expanding distribution in grocery stores has helped drive sales for the brand (IBISWorld 2014).

## Opportunities

Dr Pepper Snapple Group Inc. has a great personality attached to its brand allowing it stand out amongst its competitors. If Snapple continues to emphasize their quirky and exciting brand voice, it could increase its brand awareness. There is also a lot of opportunity to increase and improve distribution of the product. Snapple can take advantage of the market and expanded shelf distribution in areas the competitors haven't reached. Snapple has the chance to reach the younger market by improving and increasing its social media presence. The rising health craze presents opportunity for Snapple to promote its healthier drinks and lifestyle choices through its media and other promotional activities.



## Weaknesses

Although the company is owned by a larger parent company, Snapple itself is still smaller than its competitors. With its headquarters originally in New York, Snapple's distribution and awareness in the northeast is strong, but it lacks in awareness in other parts of the country. This also means that the company's share is divided which makes it more difficult for Dr Pepper to help make decisions. Although Dr Pepper Snapple Group Inc. is in the market's top four shareholders; it falls at number three up against its competitors. Another disadvantage is that the products have yet to reach other countries outside of the United States, Mexico, Canada and the Caribbean. Another threat is the health benefits widely promoted by other RTD brands. Snapple also lacks a strong social media presence.

## Threats

Unfortunately, the RTD Tea industry is an extremely competitive market because other large companies, like Coca-Cola and PepsiCo, manufacture the same products. There is also an issue with the rising health conscious society. Competing brands have a large social media presence, which is utilized to promote healthy lifestyles and a variety of products or events. The recession has also made it difficult for people without disposable income to spend money on small products at high prices.



# Research Method

## Research Question

*Based on region and age, how does a consumer choose their RTD tea?*

## Quantitative Data

We conducted a quantitative research by creating a survey. Our research question was 'Based on region, how does a consumer choose their RTD tea?' We used a Qualtrics survey to better assess a consumer's influences and behaviors. We asked questions about demographics, media consumption, and tea preferences and purchases. Prior to sending the survey out through mass media, we assessed the value of our questions through an acid test. Our feedback included changing a few grammar errors, inconsistent formatting and overall cohesive structure. Our sample consisted mostly of college students that we have reached through social media or email. We selected these college students because we were aware of the geographically diverse community in the area. We needed 75 to 100 respondents to reach a point of saturation. We were able to collect 91 respondents after sending our survey to 250 people. This yields a response rate of 36 percent. Our survey questions can be found in Appendix A.

## Qualitative Data

We reached out to 5 people who agreed to let us interview with them. We conducted five in-depth interviews with a variety of subjects to further explore our research question. We used convenience sampling in order to collect insightful information from our interview participants. We interviewed two males, one 18-year-old and one 25-year-old. We met with two women in their early 20s and we spoke to one other woman who was 32-years-old. We collected responses from both men and women in order to get a broad perspective of the millennial population's purchasing habits with Snapple. Our participants were geographically diverse which would benefit our research. Millennials are frequently trying new products and we thought these interview participants would give us good insight on purchasing behaviors from different regions. We asked questions similar to our survey questions (see Appendix B), such as their media preferences, tea preferences and spending habits. We asked them in depth questions about their purchasing behaviors by asking them how, why and when they choose to drink tea.

# Data, Information & Insights

The following presents data charts followed by the key findings. Through this survey, we selected questions that would pursue insightful information.

		Where are you from?						Total
		Northeast	Midwest	Northwest	West	South	Southwest	
What is your medium preference?	TV	2 50.00%	4 40.00%	0 0.00%	5 19.23%	8 27.59%	5 35.71%	24 27.91%
	Social Media	0 0.00%	6 60.00%	3 100.00%	16 61.54%	17 58.62%	6 42.86%	48 55.81%
	Digital	1 25.00%	0 0.00%	0 0.00%	5 19.23%	2 6.90%	1 7.14%	9 10.47%
	Print	1 25.00%	0 0.00%	0 0.00%	0 0.00%	2 6.90%	2 14.29%	5 5.81%
	Radio	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	Total	4 100.00%	10 100.00%	3 100.00%	26 100.00%	29 100.00%	14 100.00%	86 100.00%

**1.** Regardless of region, nearly 56 percent of participants consume their media through social. In the non-heartland region, the social media dominates, followed by television. This leads us to believe the best platform to reach our target audience on is in these two forms of media.

		Where are you from?						Total
		Northeast	Midwest	Northwest	West	South	Southwest	
How often do you drink bottled teas?	I don't drink bottled tea.	1	5	1	7	12	7	33
	Less than Once a Month	1	1	2	10	9	5	28
	Once a Month	0	0	0	4	3	0	7
	2-3 Times a Month	1	4	0	4	3	1	13
	Once a Week	0	0	0	1	2	1	4
	2-3 Times a Week	0	0	0	0	0	0	0
	Daily	1	0	0	0	0	0	1
Total	4	10	3	26	29	14	86	

**2.** As one can see in the graph above, the large majority of respondents did not drink bottled tea. More specifically, 38 percent of consumers claim that they do not drink bottled tea. Because we are trying to increase purchase frequency, reaching the people who drink less than once a month should be our main focus.

		Where are you from?						Total
		Northeast	Midwest	Northwest	West	South	Southwest	
Why do you buy bottled teas?	Price	0	1	1	3	1	0	6
	Flavor	2	4	1	7	8	3	25
	Convenience	0	0	0	4	7	4	15
	Caffeine	0	0	0	2	1	0	3
	Dietary	0	0	0	2	0	0	2
	Other	1	0	0	1	0	0	2
	Total	3	5	2	19	17	7	53

3. The main two reasons for bottle tea purchases are because of its flavor and convenience. This puts Snapple in a great position because it's two of its strengths. This also shows us that these are the two areas that we need to continue to capitalize on against our main competitors.

		Where are you from?						Total
		Northeast	Midwest	Northwest	West	South	Southwest	
What is your favorite flavor?	Half tea/Half lemonade	0 0.00%	1 20.00%	1 50.00%	12 63.16%	5 29.41%	2 28.57%	21 39.62%
	Black tea	1 33.33%	1 20.00%	0 0.00%	1 5.26%	0 0.00%	0 0.00%	3 5.66%
	Lemon tea	0 0.00%	0 0.00%	0 0.00%	1 5.26%	3 17.65%	1 14.29%	5 9.43%
	Green tea	0 0.00%	2 40.00%	0 0.00%	3 15.79%	3 17.65%	1 14.29%	9 16.98%
	Sweet tea	2 66.67%	1 20.00%	0 0.00%	2 10.53%	2 11.76%	1 14.29%	8 15.09%
	Fruit flavored tea	0 0.00%	0 0.00%	1 50.00%	0 0.00%	4 23.53%	2 28.57%	7 13.21%
	Other	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	Total	3 100.00%	5 100.00%	2 100.00%	19 100.00%	17 100.00%	7 100.00%	53 100.00%

4. If we were to specifically target a certain region, this graph would allow us to concentrate our ad based on flavor per region. The majority of participants prefer half-tea, half-lemonade, green tea, then sweet tea, followed by fruit flavored tea. Specifically, people in the west enjoy half tea, half lemonade. This gives us the ability to strategically place each specific advertisement directed at a designated region. For example, we can market half tea, half lemonade in the west. This also shows that people in the south enjoy sweeter flavors (half tea, half lemonade and fruit-flavored teas). So another example would be to market sweet flavors in the south.



# Creative Brief

After extended research, we were able to gain insightful information that led to the following ideas. These ideas were derived from careful evaluation of our gathered data.

**Why are we advertising at all?** We are advertising to increase purchase frequency from one to three times in the non-heartland area and to increase overall brand awareness. Snapple is recognized for its lively personality, but it lacks brand awareness in regions outside of the North East. Our goal is to put Snapple on the same level as its competitors in the eyes of its consumers by enhancing the brand personality through advertising in areas we have not yet reached.

**What is the advertising trying to achieve?** Consumers in the vast majority of the United States are unfamiliar with Snapple, or only know the beverage by name and not by its taste. Consumers are more familiar with the offerings from Snapple's main competitors rather than Snapple itself. We are trying to achieve overall brand awareness by the end of this campaign and increase market sales by one to three times in the non-heartland area. Snapple also aims to achieve a quirky and fun brand image through the eyes of the consumer.

**Who are we talking to?** We are talking to our target market, ages 18-34, who are interested in alternatives to carbonated beverages. The target audience includes people interested in the convenient yet unique taste of Snapple, which has several product lines and distinct flavors. The target audience is high energy and optimistic making them more interested in a unique brands that stand out from the ordinary.

**What do we know about them?** The ideal Snapple consumer is a young adult, engaged with trends, willing to try new products and residing in the United States. They like nontraditional flavors and are looking for RTD products because they are always on the go. Also, we know where they consume their media which is where we will be focusing the majority of our advertising campaign. Through media, millennials look to influencers in the community to encourage them to try new products.

**What's the main idea we need to communicate?** The main idea that we need to communicate is that Snapple 'promises a big bite from its bottle.' Meaning, that Snapple offers a wide variety of drinks and wants to put the Snap back in Snapple. We also want to convey that Snapple is the popular millennial drink, and that everyone should be drinking it. The idea is to continue reaching our loyal consumer base, while also reaching a new target market nationwide.

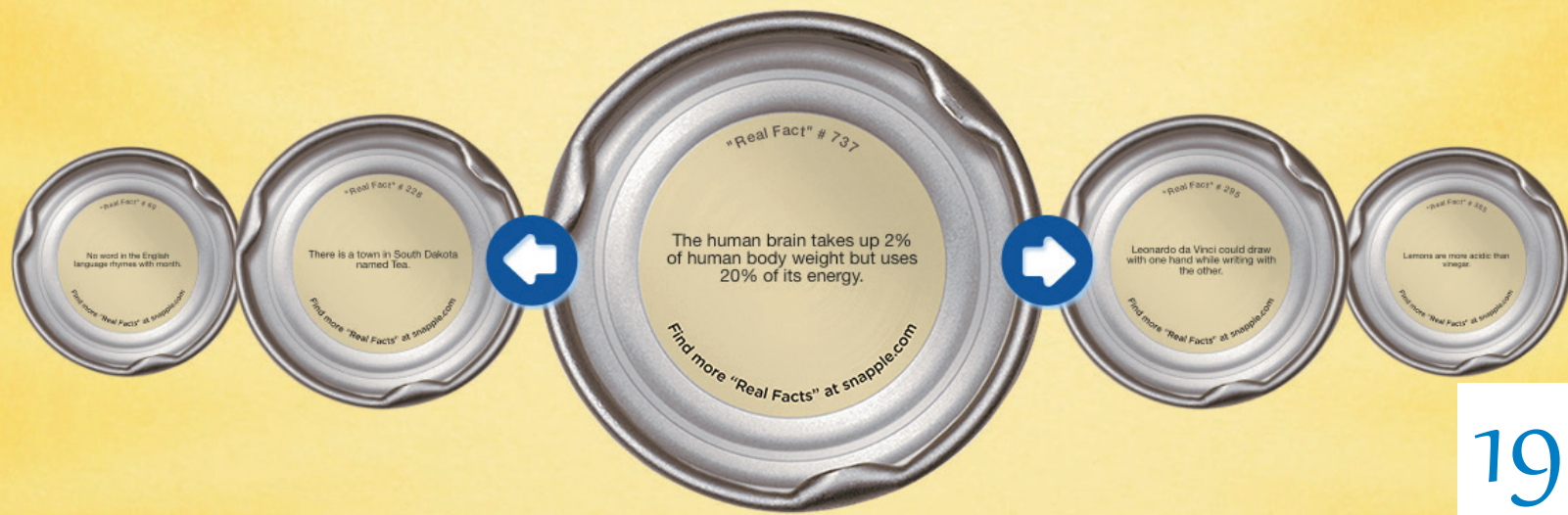
**What's the best way of planting that idea?** The best way of planting this idea to our target audience is by placing advertisements on various forms of social media and traditional media such as television. One social media campaign could be led by a celebrity, such as Katy Perry, who would post tweets or photos on Instagram that promotes Snapple. This strategy would exemplify the 'quirkiness' that Snapple prides itself on. Snapple could create a short commercial to air on one of the four big TV networks, like ABC, as well as post the commercial on its YouTube account. The supporting media could assist the commercial to go viral.

**How do we know we're right?** We know that we are right because to reach our target market, we need to meet the media preference of our target audience. Per our research, we have found that the best way to reach them is through social media and television platforms.

# Conclusion

Snapple has a strong and recognizable, quirky and fun brand personality. Its product packaging includes "Real Facts" and a variety of flavors. However, Snapple struggles with lack of brand preference and regional distribution compared to its competitors. Other RTD brands emphasize the importance of healthy living and the risks of obesity. Snapple would benefit if it focused on health benefits in its advertising and promotional efforts. To increase health awareness, Snapple could use promotional activities within schools, while simultaneously appealing to a younger population. This activity could work to Snapple's advantage because younger millennials are more prone to trying new flavors (Mintel 2015). Snapple is known for having a variety of unique flavors. In efforts to gain attention from a younger generation, Snapple needs to increase and improve its presence on social media. Snapple's heaviest users are in the northeast, where its headquarters are located. Its latest campaign, "Born in New York, Made for Everyone," doesn't seem to impress the rest of the nation. In order to gain awareness and brand preference from other regions, Snapple must appeal to them in different methods. For example, southern states are known for their liking of sweet tea, which aligns with Snapple's ability to advertise nontraditional and sweeter flavors in the south.

## Sip On Some Knowledge. These Are The Real Facts.



# Appendices

## Appendix A: Snapple Survey Questions

Q. I appreciate your help to learn more about this topic. This research is for a TCU class. Clicking on the following the link indicates your consent to participate in this research. Your answers will be confidential and data presented only in aggregate. Thank you for your time!

Q1 What is your medium preference?

- m TV (1)
- m Social Media (2)
- m Digital (3)
- m Print (4)
- m Radio (5)

Q2 What is your social media preference? Click all that apply.

- q Facebook (1)
- q Instagram (2)
- q Twitter (3)
- q Snapchat (4)
- q Other (5) \_\_\_\_\_

Q3 Rank order of tea preference. (1 being your favorite and 4 your least)

- \_\_\_\_\_ Snapple (1)
- \_\_\_\_\_ Arizona (2)
- \_\_\_\_\_ Lipton Brisk (3)
- \_\_\_\_\_ Nestea (4)
- \_\_\_\_\_ Other (5)

Q4 How much are you willing to spend on bottled teas?

- m Under \$1 (1)
- m \$1 (2)
- m \$2 (3)
- m \$3 (4)
- m More than \$3 (5)

Q5 How often do you drink bottled teas?

- m I don't drink bottled tea. (1)
- m Less than Once a Month (2)
- m Once a Month (3)
- m 2-3 Times a Month (4)
- m Once a Week (5)
- m 2-3 Times a Week (6)
- m Daily (7)

If I don't drink bottled tea. Is Selected, Then Skip To What gender do associate yourself with?

Q6 When are you more likely to drink bottled teas?

- m With a meal (1)
- m On the go (2)
- m As a snack (3)
- m Other (4) \_\_\_\_\_

Q7 Why do you buy bottled teas?

- m Price (1)
- m Flavor (2)
- m Convenience (3)
- m Caffeine (4)
- m Dietary (5)
- m Other (6) \_\_\_\_\_

Q8 What is your favorite flavor?

- m Half tea/Half lemonade (1)
- m Black tea (2)
- m Lemon tea (3)
- m Green tea (4)
- m Sweet tea (5)
- m Fruit flavored tea (6)
- m Other (7) \_\_\_\_\_



Q9 What gender do you identify with?

m Male (1)

m Female (2)

m Third gender (3)

Q10 How old are you?

m Under 18 (1)

m 19-24 (2)

m 25-30 (3)

m 31 and up (4)

Q11 Where are you from?

m Northeast (1)

m Midwest (2)

m Northwest (3)

m West (4)

m South (5)

m Southwest (6)

## Appendix B: Snapple Interview Questions

1. Do you drink bottles tea? If so, how often?
2. On what occasions do you choose to drink tea?
3. Why do you choose to drink it?
4. Do you prefer a specific flavor of tea? If so, what kind?
5. What brands are you familiar with?
6. Which do you prefer and why?
7. How much are you willing to spend on bottled tea?
8. Where do you live currently?
9. Where are you from?
10. Have you heard of Snapple?
11. When did you first hear about Snapple?
12. What do you currently think of the brand?
13. Have you seen Snapple advertisements in the past?

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