



ACTIVATE DRINKS

Marketing Plan



Group 4:

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Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



SITUATION ANALYSIS

Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



Situation Analysis

Strengths

- Diverse product offering
- Provides a variety of performance and recovery enhancing nourishment such as vitamins and electrolytes
- Innovative cap design
- Distinctive packaging



Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



Situation Analysis

Weaknesses

- Taste
- Price point
- Packaging malfunction
- Eco-friendliness



Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



Situation Analysis

Opportunities

- Growing market
- Increasing number of health conscious consumers
- National Beverage Association's "Clear on Calorie" initiative
- Looming government policy changes



Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



Situation Analysis

Threats

- Stiff competition from other companies
- Copycats
- Alternatives
- Rising packaging costs



Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – Budget Breakout



CAMPAIGN OBJECTIVES

Situation Analysis – **Campaign Objectives** – Strategy – Media Plan/Creative – Budget Breakout



Campaign Objectives

- Create a brand culture to develop lifelong customers
- Maintain current competitive positioning
- Launch in Washington and New York
- Establish target demographic (M/F 18-35)
- Harness traditional push strategies through radio advertising and digital marketing
- Execute WOM and grassroots advertising tactics
- Facilitate health-related event sponsorship
- Develop brand ambassador program





STRATEGY

Situation Analysis – Campaign Objectives – **Strategy** – Media Plan/Creative – Budget Breakout



Strategy

Primary Research – Online Survey

- 80 participants
- 65% purchase sports/healthy living drinks
- Mostly use them for random cravings or workouts
- Prefer Vitamin Water and Propel
- Purchase them at supermarkets and convenience stores
- Care most about taste and nutritional benefit
- 76% unaware about vitamin potency loss
- 89% had not heard of ACTIVATE



Situation Analysis – Campaign Objectives – **Strategy** – Media Plan/Creative – Budget Breakout



Strategy

Primary Research – Spontaneous Interviews

- None were familiar with ACTIVATE or were aware about vitamin potency loss
- Most prefer plain water for workouts, but enjoy Vitamin Water, Propel, and Gatorade for casual drinking
- Think ACTIVATE has more nutritional value than competitors
- Do not particularly enjoy ACTIVATE's taste
- Would be willing to pay the actual cost of ACTIVATE
- Found ACTIVATE more valuable after learning about vitamin potency loss





Strategy

Target Market

- Men and women ages 18-35
- Active and health-conscious
- Forward-thinking and trendy
- Brand conscious
- Balancing a healthy lifestyle with a busy, successful schedule
- Looking for products that are a cut above the rest





- **Name:** Cecile Vagaras
- **Age:** 27
- **Occupation:** Architect
- **Favorite Brands:** Apple, Audi, Banana Republic
- **Hobby:** Bikrum yoga
- **Important Fact:** Non-coffee drinker



- **Name:** Jon Harris
- **Age:** 19
- **Occupation:** College student majoring in Biotechnology and Spanish
- **Favorite Brands:** New Balance, Trek Bicycles, Clif Bar
- **Hobby:** Strength training
- **Important Fact:** Online subscriber to multiple fitness magazines



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Strategy

Tactics

- Market ACTIVATE as a healthy living drink rather than a heavy workout drink
- Market the Core and Workout lines as one
- Inform consumers of vitamin potency loss and ACTIVATE's solution so as to increase brand value
- Focus on ACTIVATE's other nutritional benefits as well (low calories, zero sugar, high vitamin content)
- Utilize intriguing and provocative advertisements to capture the attention of the target market
- Bring ACTIVATE to Seattle and New York City since a high concentration of our target market resides in these cities and because of their reputation as innovative hubs of industry.



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MEDIA PLAN/ CREATIVE

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Media Plan/Creative

Campaign Overview



- Radio Advertisements
- Outdoor Advertisements
- Digital Advertising
- Event Sponsorships
- Brand Ambassador Program

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Media Plan – Radio

- **Flighting:** beginning of calendar year and early summer months
- 8 weeks per year, 75 spots per week
- 2 radio ads – 1 for beginning of year, 1 for summer
- Stations like KIIS FM (LA), Z100 (NY), and KUBE-FM (Seattle)

Flowchart																																																									
Month	January					February				March				April				May				June				July				August				September				October				November				December											
Week #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52					
Radio																																																									
Los Angeles																																																									
Orange County																																																									
San Diego																																																									
San Francisco																																																									
Tucson																																																									
Phoenix																																																									
Buffalo																																																									
New York City																																																									
Syracuse																																																									
Burlington																																																									
Denver																																																									
Boulder																																																									
Las Vegas																																																									
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Boston																																																									
Seattle																																																									
Olympia																																																									
Spokane																																																									
Tacoma																																																									
Honolulu																																																									



Media Plan



Outdoor: Bus Sides, Bus Shelters, Billboards

- Flight early winter and summer months
- 20 cities
- 20 bus sides per metro city
- 10 bus sides per smaller city
- 100 bus shelters per metro city
- 20 billboards per metro city
- 10 billboards per smaller city

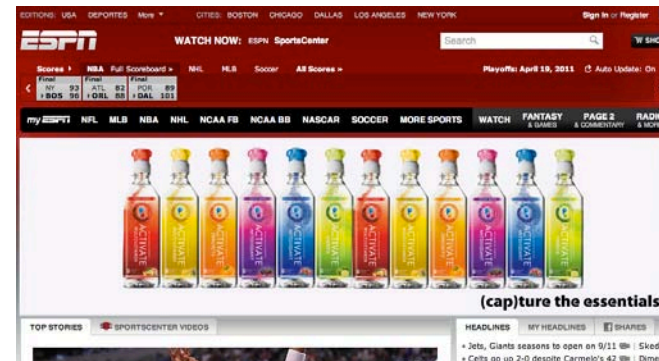


Media Plan/Creative



Digital: Site Takeovers and Banners

- 14 site takeovers
 - Hulu, Amazon, LA Times
- Length varies based on popularity of site
- Pulsing at varying points throughout the year; seasonality
- Banner ads on 25 sites
 - Rate My Professors, Shape, Runner's World
- 16 weeks of banner ads yearly per website

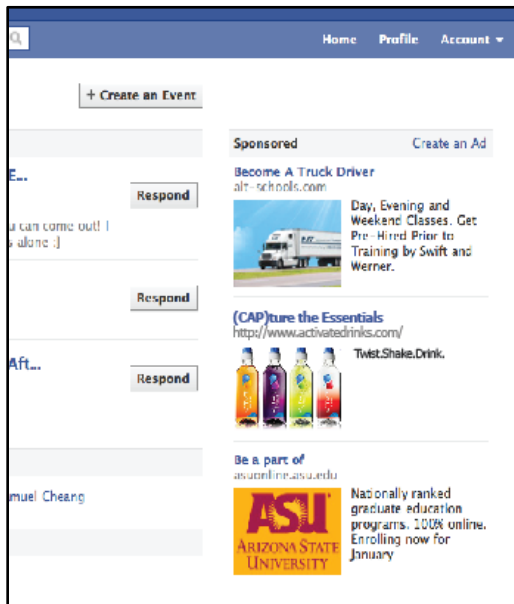


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Media Plan/Creative

Digital: Social Media



- Yearlong Facebook and Twitter advertisements
- Sponsored Tweets
- Pre-selected demographic for Facebook advertisements
- Foster intimate relationship
- Spread ACTIVATE conversation

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Creative



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Creative



Situation Analysis – Campaign Objectives – Strategy – **Media Plan/Creative** – Budget Breakout



Creative

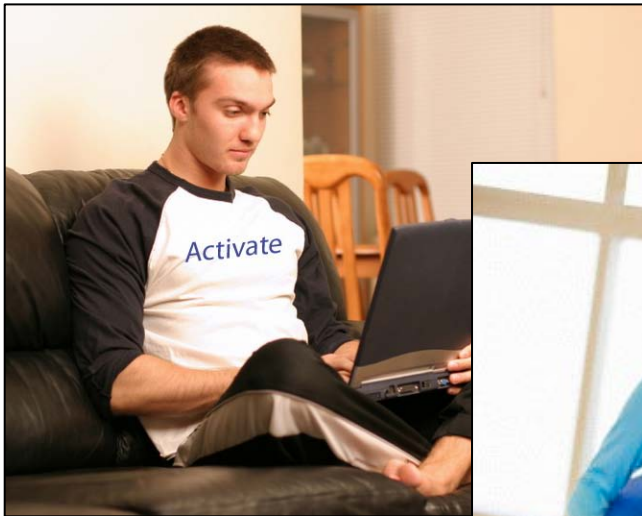


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Media Plan/Creative

Brand Ambassadors



- 20 universities
- 100 professionals
 - Yoga instructors, trainers, etc.
- ACTIVATE-sponsored campus events and workouts
- Distribute ACTIVATE product
- Build ACTIVATE culture

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Media Plan/Creative

Event Sponsorship



- 18 events at varying points throughout the year
 - Marathons, Idea World Conference, Concerts, etc.
- ACTIVATE name on event ads
- ACTIVATE street teamers distributing product to attendees
- Build brand awareness and culture

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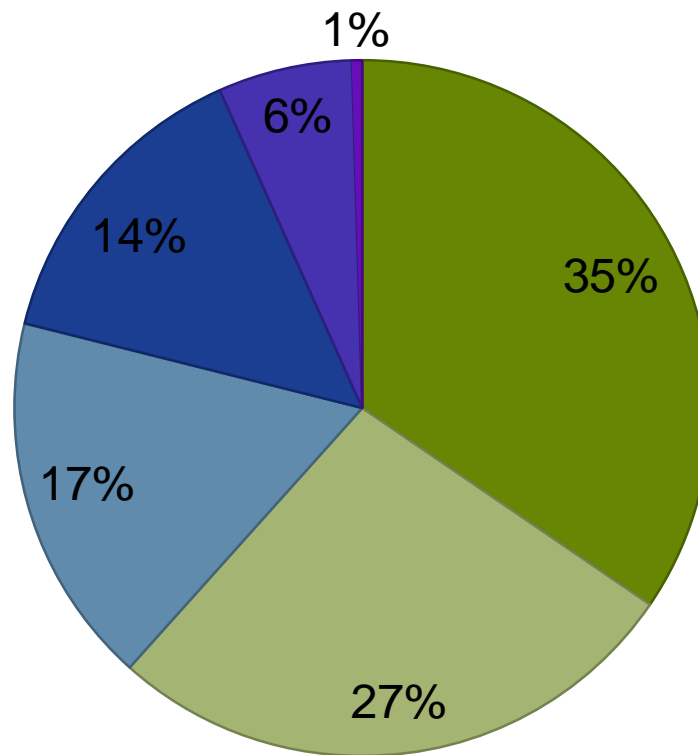


BUDGET BREAKOUT

Situation Analysis – Campaign Objectives – Strategy – Media Plan/Creative – **Budget Breakout**



Budget Breakout



- Digital
- Outdoor
- Radio
- Event Sponsorship
- Brand Ambassador
- Production

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ACTIVATE
(cap)ture the essentials

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