

ACCOUNT PLANNING SCHOOL OF THE WEB



THE SITUATION



Since its entrance into the UK market, SoBe V-Water's sales have been primarily due to its distribution in major supermarkets and service stations. However, the brand cannot survive on distribution alone and selling only 2 million units a year puts SoBe at risk to be pulled from supermarket shelves and ultimately the UK market all together.



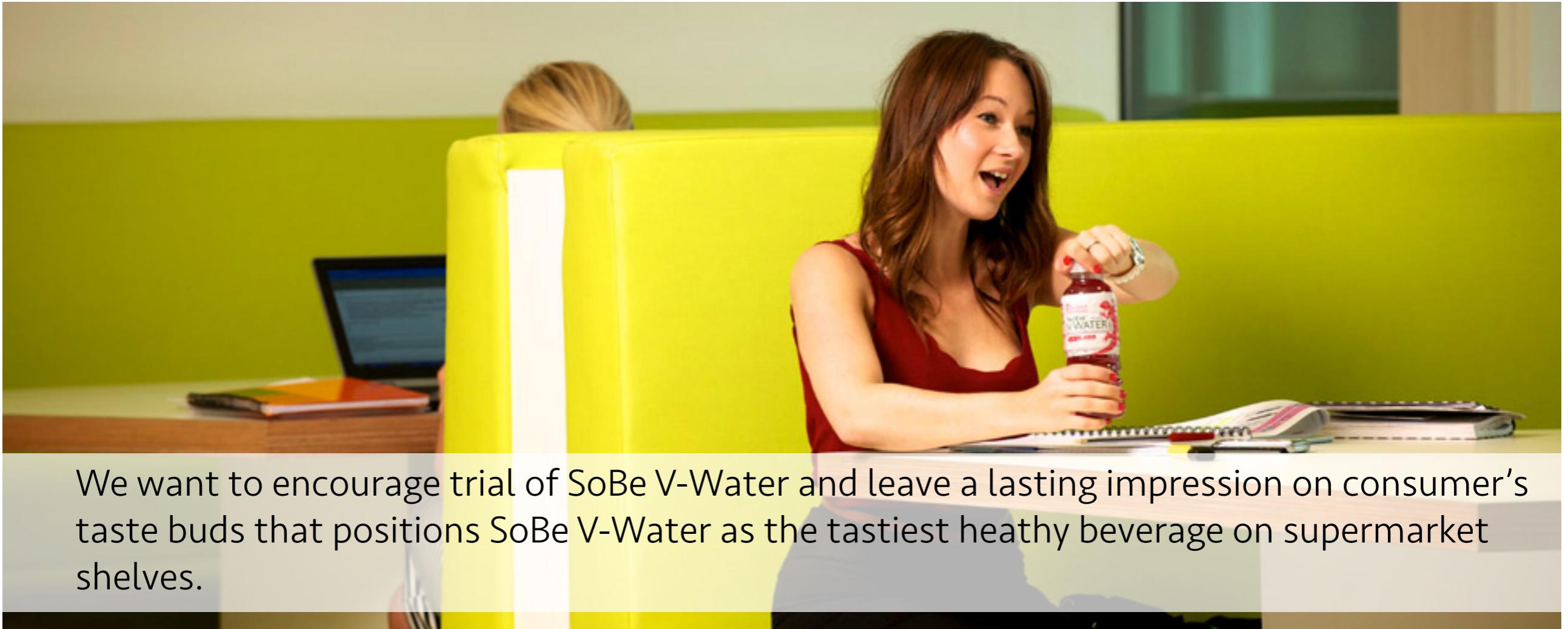
THE PROBLEM IS..



Despite the fact that Vitamin Water is the current market leader in the healthy flavored water space, SoBe always knocks them out of the ring in taste tests. People that try us, love us. But without actually tasting the drink, people don't have any reason to try it.



THE OBJECTIVE



We want to encourage trial of SoBe V-Water and leave a lasting impression on consumer's taste buds that positions SoBe V-Water as the tastiest healthy beverage on supermarket shelves.



CURRENT RELATIONSHIP TO US

They might have seen us on the shelf at their local store, but don't have any reason to consider putting a six-pack of SoBe in their grocery cart



MEET OLIVIA

- PRIMARY AUDIENCE -



Healthy As A Lifestyle

Living a healthy lifestyle is a top priority for Olivia. On Saturday mornings, she takes a weekly yoga class with her friends and on weeknights she tries to run around her neighborhood a couple times a week. However, she realistically isn't quite as active as she ideally would like to be due to her busy schedule. In order to keep herself looking her best, she chooses to eat clean and fresh foods whenever possible and she tries to choose healthier options of her favorite treats - fruit instead of gummies, nuts instead of chips, and flavored water instead of soda. She's certainly not willing to go to the extremes to keep her physique in check, but the kind of fuel she's filling her body up with is always top of mind.



MEET ANNA

- SECONDARY AUDIENCE -



Health-Conscious Mom

Anna is the mother of 2 very active youngsters, her son plays football and her daughter plays netball. As a responsible mother of two, she keeps a healthy mindset when stocking her pantry. She understands that for her kids, eating healthy is not really a priority and their taste buds almost always lead them to the deliciousness of sweets and soda. So in order to keep her kids properly nourished, but at the same time happy and satisfied, she seeks out healthier options of their favorites whenever possible.



THE PROPOSITION

Before The Campaign

ANNA & OLIVIA THINK..

“What is SoBe V-Water?”



“I already have my go-to healthy drink of choice. Why would I consider switching brands?”



After The Campaign

ANNA & OLIVIA THINK..

“SoBe V-Water is the best tasting flavored water I’ve ever had!”

“I love that SoBe V-Water is nutritious and actually good for me.”



INSIGHT



The human brain processes taste in two steps. A primitive center of the brain is the first checkpoint where raw, unfiltered, emotional thought is processed. This is followed by conscious, rational thought in a higher center of the brain. Together these two checkpoints dictate the verdict on taste.

*"Bleh, this juice cleanse tastes terrible. It's a C- at best.
But I know it's really good for me to detox my system.
Final verdict: It's not so bad, really. I'd give it a B+"*

INSIGHT



Punishing your taste buds isn't a requirement for making healthy choices



THE BIG IDEA



Living Better Never Tasted So Good



OLIVIA & ANNA'S MEDIA USAGE

Healthy As A Lifestyle



Health-Conscious Mom



52% of Facebook users are female

44% of those women are between the ages of 25-44

67% of UK moms follow brands on social media for vouchers and discounts

43% of UK moms follow brands on social media to find out about new products

COMMS STRATEGY

COMMS BARRIER

What is SoBe V-Water?

COMMS TASK 1

Create awareness and generate buzz around product

TACTIC

SoBe Fueling Station
(a traveling tasting depot)

PR

COMMS BARRIER

How do we get people to engage with us?

COMMS TASK 2

Get people to taste SoBe V-Water

TACTIC

Product Sampling at SoBe Fueling Station

COMMS BARRIER

What is SoBe's significance to me?

COMMS TASK 3

Educate target about SoBe's added value of nutritional benefits

TACTIC

Interactive educational game at Fueling Stations

COMMS BARRIER

How do we reach people who aren't able to physically visit a SoBe Fueling Station?

COMMS TASK 4

Encourage Fueling Station visitors to share with their networks

TACTIC

Wifi-connected photo booth (links to social media)

SoBe Social Media

