IZZE Media Plan

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Executive Summary

Background

IZZE Sparkling Juice was founded in 2002 with the goal of creating European-style fruit speciality sodas for the American market. Their products are all natural and refreshing, but have struggled to push beyond 12% awareness and retail penetration. IZZE wants to use this year to increase awareness and encourage fans to share IZZE with their friends.

Target

The IZZE customer is a working woman between 18-34 years old making $50,000-$74,999 a year, who focuses on her health and the health of her family, and loves to share new brands with her friends. She's adventurous, ambitious, and wants a fun soda alternative that fits into her busy lifestyle.

Media Mix

The campaign will use a mix of traditional (women's magazines, primetime cable TV) and non-traditional (digital display, digital radio, and social media) to reach IZZE's target where they are. Increased media buys in key spot markets will push awareness in areas primed for increased sales.

Reach/Frequency

Reach and frequency start high to lay the foundation for strong summer sales, with an 80/4.5 goal respectively. Media spend will dip at the end of summer to avoid wear out, with a reach and frequency goal of 70/3.0 respectively, then ramp back up to increase awareness and trial for holiday entertaining.

Budget

A $21.5 million media budget has been split among 5 major media types, with women's magazines and spot cable TV comprising 67% of the plan. An additional $1.5 million will be used for promotional activities. The plan uses a 79/21 split for national and spot media, respectively.

Geography

To best achieve our ultimate goals, we based our geographical focus on a cross analysis of Category Development Indexes and Weighted Estimated Value Percentages of cities and their Carbonated Juice Drinker populations. The plan includes both a national and heavy spot market buy for IZZE. The Top 3 market focus includes some of the largest populated U.S. cities of New York, Los Angeles, and Chicago. The top 10 spot markets we use account for 22.7% of the total U.S. population.

Scheduling & Timing

IZZE's April launch will kick off a strong summer campaign, which peaks in June. Fall months will focus more on social media and promotions than traditional media buys. This will cap with a Top Chef promotion in November, when media coverage will climb pack to peak levels to take advantage of holiday entertaining. A flighted January and February will still be supported through social media efforts, and media spend with be re-introducd in March and will tease the beginning of a year 2 campaign.

Sales Promotions

IZZE will be a presenting sponsor during an episode of Bravo's Emmy Award winning *Top Chef*, with the product featured prominently within a challenge and furnishing a cash prize. IZZE will also be a premiere sponsor at the Austin City Limits Music Festival, with two sampling locations inside the festival, a hospitality tent near the Main Stage, and a featured location at the "Feast Under the Stars" culinary experience held between the two festival weekends. This gives the brand excellent exposure to target customers who may not have had the chance to try and love IZZE yet.

Situational Analysis

Company Profile

The IZZE (pronounced iz-ee) Beverage Company was founded in 2002 in Boulder, Colorado by Todd Woloson and Greg Stroh with the goal of creating a product for the United States market that replicated the success of European fruit sodas. Their beverage lines feature no added sugar, no preservatives, and with many products including organic ingredients. IZZE is made with real fruit juice, using only fruit sugars to sweeten them, and pure sparkling water. The drinks come in three iterations: the original IZZE Sparkling Juice which contains 70% juice; IZZE Fortified, with vitamins C and B; and IZZE Esque, a low-calorie version that contains 25% juice. IZZE offers more than half dozen fizzy fruit flavors across their product lines. Products are available in the US, Canada, the Caribbean, and the South Pacific, both online and in about 12% of grocery stores. IZZE products contain between 85-130 calories depending on the size and flavor, which is lower or comparable to most other juices, sodas, flavored sparkling drinks, and sweetened teas.

Figure 1: IZZE Product Types, Features, and Flavors

Product Type	Product Features	Flavors
IZZE Sparkling Juice 12oz glass bottle/8.4oz can 120-140 cals./87-107 cals. 25-30g sugar / 18-21g sugar	70% Juice, 30% Sparkling Water No added sugar, no high-fructose corn syrup, no preservatives, no caffeine	Grapefruit, Clementine, Raspberry Mint, Citrus Ginger, Blueberry, Cherry Lime, Pomegranate, Peach, Blackberry, Apple
IZZE Organic Sparkling Water 12oz glass bottle 10 calories, 2g sugar	Carbonated water with a sweetened with organic sugar cane and a hint of natural flavor	Mandarin Lime, Blackberry Pear, Raspberry Watermelon
IZZE Esque 12oz glass bottle 50 calories, 14g sugar	25% juice, 75% sparkling water No additional sweeteners, lower calorie, same great taste	Mandarin, Black Raspberry, Limon (lemon and lime), Watermelon
IZZE Fortified 8.4oz can 90 calories, 20g sugar	70% juice, 30% sparkling water 30% USRDA vitamin C, 10% USRDA vitamin B6 and Niacin	Apple, Blackberry, Clementine, Grapefruit, Pomegranate

Figure 2: IZZE Pricing (Vary Regionally, most common non-sale prices)

Product	Price
IZZE 24-Can Pack, 8.4oz each	$19.99
IZZE 4-Can Pack, 8.4oz each	$3.49
IZZE 12-Bottle Pack, 12oz each	$34.99
IZZE 4-Bottle Pack, 12oz each	$4.99
IZZE Single Bottle (Chipotle)	$2.60
IZZE Single Bottle (Retail)	$1.59
IZZE Single Can (Retail)	$1.39

Figure 3: IZZE Retail Availability

Retail Type	Locations
Brick-and-Mortar Retail Outlets	Target, Wegman's, Randalls, Kroger, Whole Foods, Stop & Shop, Top's, Vons, Ralphs, Costco, BJ's, Sam's Club, Walgreens
Fast Casual Dining	Chipotle, Starbucks (regionally)
Online	Amazon.com, Jet.com, Walmart.com, Costco.com

Current Positioning

IZZE is a sophisticated and unique beverage that offers refreshing fruity flavor with the added burst from the fizzy carbonated bubbles. This beverage is unlike any other carbonated soft drink on the market since it combines the drinkability and mouth feel of soda, with the nutrition and health benefits of fruit juices. We plan to position it as a healthy alternative to sodas that are full or added or artificial sweeteners, as well as a lower calorie alternative to 100% juices with the addition of calorie-free sparkling water.

Industry Profile

According to Euromonitor International (2016), "juice and juice drinks are not faring well in the US, experiencing off-trade volume declines of 4% and 1%, respectively in 2015." The primary reason for the decline is consumers' increased concern and aversion to beverages with high sugar content and contain artificial ingredients. More and more consumers are becoming more health conscious about the ingredients in their food and are therefore steering away from beverages containing high fructose corn syrup and other types of sugars. This is especially true for juice cocktails and concentrates that contain added sugar, a factor that consumers are starting to notice and compare to carbonated drinks, especially sodas.

The Coca Cola Company is the largest juice brand with $2.9 billion in sales and 18% value share in 2015, including their Minute Maid and Simply Brands. The leading individual brand is Tropicana's eponymous brand, edging out Minute Maid slightly with a 7% value share.

Fortunately for IZZE the "premiumization" of the juice industry is projected to continue either in the form of exotic or not from concentrate products. Euromonitor International (2016) sees "continued concerns surrounding unnecessary and unhealthy added sugar...impact[ing] juice drinks the most, but even the high naturally occurring sugar content in juice is expected to negatively impact volume sales in the category."

The U.S. carbonated soft drinks market grew by 0.1% in 2014 to reach a value of $59.1 billion (Figure 4a). In 2019, the United States carbonated soft drinks market is forecast to have a value of $56.8 billion, a decrease of 3.8% since 2014. The United States carbonated soft drinks market shrank by 1.3% in 2014 to reach a volume of 53,452.6 million liters. The United States bottled water market (Figure 4b), grew by 6% in 2014 to reach a value of $22,987.9 million. In 2019, the United States bottled water market is forecast to have a value of $28,513.6 million, an increase of 24% since 2014. The United States bottled water market grew by 6% in 2014 to reach a volume of 41,039.1 million liters.

Figure 4a: U.S. Carbonated Drinks Market Value

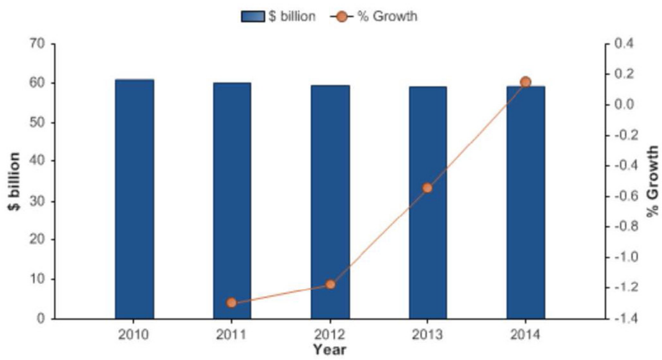
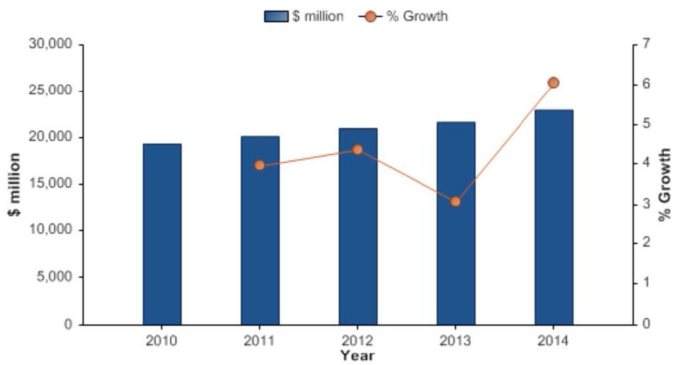


Figure 4b: U.S. Bottled Water Market Value



Charts: Marketline Advantage

Figure 5: U.S. Bottled Water Market Category Segmentation, $ million, 2014.

Category	2014 Rev ($ Mil)	% Share
Still unflavored	$ 18,462.8	80.3
Sparkling flavored	$ 2,018.8	8.8
Sparkling unflavored	$ 1,558.8	6.8
Still flavored	$ 947.9	4.1
Total	**$ 22,988.3**	**100**

Data: Marketline Advantage

Marketing Analysis

4C Analysis

Consumer Wants: Customers are looking for an alternative to sugary sodas; a drink that not only taste good, but is good for the world; an American version of European all-natural sodas.	***Cost:*** Consumers must be willing to pay a premium for a natural, healthier, alternative to sugary sodas. This is a luxury product that comes with a premium cost, but people will be willing to spend it in order to avoid soda.
Convenience: IZZE is currently sold online and in stores. Amazon.com and Jet.com are the two largest online retailers. It can also be found in supermarkets, convenience stores and some quick serve restaurants like Chipotle. All product is distributed from one location in California. National brand awareness is currently 12%.	***Communication:*** IZZE has burgeoning presence on social media as well some TV product placement on Grey's Anatomy. They are particularly strong on social (Instagram and Pinterest) owning the hashtag #friendsday, which celebrates get-togethers among millennials. They launched an online and promotion in 2009 with Vermillion called "You'll love what's inside." Print ads appeared in InStyle, GQ, Entertainment Weekly, Details, and People.

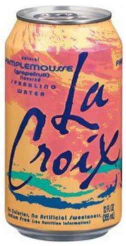
SWOT Analysis

Strengths: • Variety of flavors • Owned by PepsiCo, powerful marketing infrastructure • Visually appealing, colorful packaging, distinct logo • Tasty, made with real fruit, • Community/charity focused • Strong social media presence	***Weaknesses:*** • Customers struggle to differentiate IZZE from other brands in the category • Expensive: costs more than traditional carbonated beverages • Distribution: all bottles are shipped from Monrovia, CA increasing nation-wide costs • Owned by PepsiCo, along with hundreds of other brands that it's difficult to be a priority • Lack of consumer awareness
Opportunities: • Close ties to the nonprofit sector • Market growth - audiences are looking for healthier soda substitutes • Strong owned media resources • Appeals to consumers with dietary restrictions (vegan, gluten free)	***Threats:*** • Competitive market • Crowded category • Competition has significantly larger marketing budget • Product is a luxury item, consumers may find ways to spend discretionary income elsewhere

Competitive Analysis

Sparkling Ice was created in the Pacific Northwest in the early 1990's. It is owned by its parent company, Talking Rain, a privately held beverage company that manufactures and distributes enhanced and sparkling waters. Currently, it is recognized as one of the fastest-growing non-alcoholic beverage brands in the country. Sparkling Ice is caffeine free, gluten free, kosher and uses the sweetener Sucralose. As of now they feature 12 unique flavors, including but not limited to: Black Raspberry, Kiwi Strawberry and Coconut Pineapple.

Sparkling Ice is always concocting new flavors, as well as modifying their packaging. Recently, the brand created a limited-edition bottle to showcase its new partnership with brand ambassador, Kevin Durant of the Oklahoma City Thunder. The limited-edition bottle redesign is also part of Sparkling Ice's "Bold Taste. Bold Moves." Campaign. The brand utilizes multiple mediums including television and outdoor advertising, along with its affiliations with entertainment and celebrities to promote their ever-growing array of beverages.



LaCroix is a sparkling beverage distributed by the Sundance Beverage Company, part of National Beverage Corp., based in Fort Lauderdale, Florida. As a domestic brand, LaCroix has a lower carbon footprint than imported sparkling counterparts, asking why import your water? Their 20 different flavors are derived from the natural essence oils extracted from the named fruit, including peach-pear, apricot, passion fruit, grapefruit, and more. They contain no sugars or artificial ingredients and all flavors of LaCroix are gluten-free, vegan and Kosher.

Originally marketed by G. Heileman Brewing Company in La Crosse, Wisconsin, the product experienced a sharp increase in sales after a nationwide recall of Perrier brand carbonated water in the United States in the early 1990's. Because LaCroix specializes in flavored beverages, and not fine sparkling mineral water, it is rivaled by Crystal Light, as well as Perrier, store brand sparkling waters, and high end independent brands.

LaCroix doesn't spend big on TV spots or advertising campaigns. Instead, the brand has put themselves exactly where their target audience is, social media. The brand is extremely active across social platforms currently boasting 53,000 followers on Instagram. They have built a sense of community among their followers and encourage the use of hashtags such as #LaCroixlove and #LiveLaCroix to continue growing their fanbase.

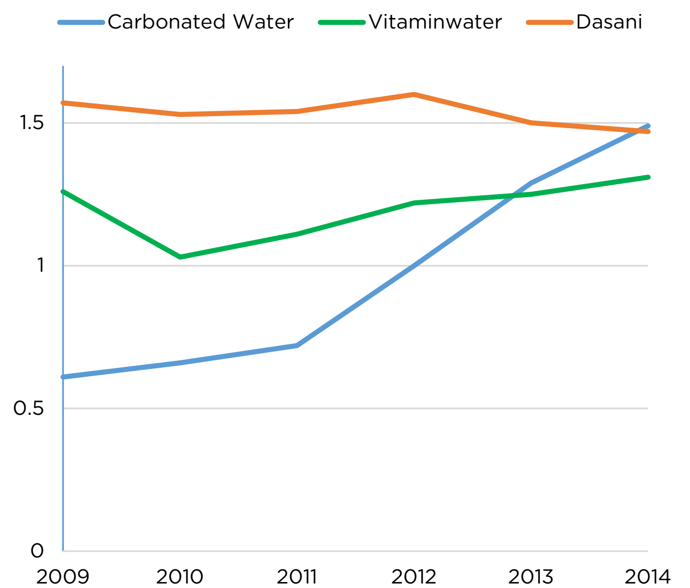
The San Pellegrino Company was founded as a public company in Italy in 1899. However, in shortly less than a decade, the mineral water's distribution network stretched well beyond Europe. San Pellegrino launched its first fruit-based carbonated beverage in 1932 and now offers a wide range of citrus-based beverages. It is in 1976 that San Pellegrino introduced the drink in the all-aluminum can version as we know it today.

Now owned by the Swiss multinational company Nestle, the brand still maintains its timeless elegance as a high-end carbonated beverage. The Italian drink is available in 9 different varieties including but not limited to: Aranciata Rossa (blood orange), Limonata (lemonade), and Pompelmo (grapefruit). San Pellegrino's brand communication and key to their most recent international campaign revolves around their core concept, "Live in Italian." The brand uses its heritage to distinguish itself from its competitors, highlighting the Italian lifestyle that is so keen on the art dining and togetherness.

Ad spend by brands in the category is increasing along with dramatic increases in sales of craft/organic soft drinks. According a recent report published by BeverageWorld, "The organic beverage market totaled $4.8 billion in 2015, up 11% from the previous year. Organic soft drinks also saw increased growth in 2015, jumping by 18.9% to reach $158 million in sales. Consumers are looking for soft drinks with less sugar, and "organic" carries the halo of being the "healthier for you" option." Elisabeth Sisel, Beverage Analyst at Mintel, says, "craft and natural sodas also provide new flavor experiences, including blends of fruits, spices and herbs, while hitting naturally sweetened and premium ingredient trends. However, the segments are still too small to generate a huge impact on category sales, although interest in natural/naturally sweetened and craft options is promising. Positive health perceptions are on the side of craft and natural soda, but manufacturers need to justify high prices and build awareness to grow sales."

The category itself is growing rapidly and competitors are battling to grab market share (Figure 6) by developing creative marketing strategies. San Pellegrino "slim[med] down its cans to boost the brand, all while investing as much as $200 million and building seven new U.S. production lines this year (Washington Post, 2015)." The Washington Post also reports, "Sparkling Ice...has invested heavily in advertising, signing basketball star Kevin Durant as a spokesman last year. Brands, such as LaCroix, have also benefited from a level of indie credibility that has long eluded bigger cola companies. In a *New York Times Magazine* "letter of recommendation" in March, writer Mary H. K. Choi copped to being a 'LaCroix-head,' celebrating its simplicity, nutrition and subtle flavor, even as she laughed over its fashion sense."

Figure 6: U.S. Sales in billions of dollars



Data Source: Washington Post/Euromonitor

It is critical that IZZE differentiate itself from the competition not only by product, but in ad spending and approach. It is critical to act quickly as more and more brands, with powerful backing, are joining the category.

Competitor Market Share

Figure 7: Bottled Sparkling Water segment, % share by volume. Data not available for IZZE.

Data: Marketline Advantage

Figure 8: Carbonated Soft Drinks segment. % Share By Volume and Revenue ($M).

Data: Marketline Advantage

Figure 9: Competitive Creative

Creative History

"You'll Love What's Inside" Campaign

In 2009 IZZE launched the "You'll Love What's Inside" advertising campaign, which featured both traditional print and online advertisements. The goal of this national campaign was to celebrate the simplicity, sophistication and pureness that makes IZZE so unique. The theme of this campaign was to highlight the idea that what's inside your drink matters just like what's inside of you matters.

The print portion of this campaign ran across the October issues of various popular magazines including InStyle, GQ, People and Entertainment Weekly. The digital component of this campaign and from November to December and was centered on the IZZE "Sparkle Generator" which allowed consumers to engage with the messaging and campaign by sending their friends and family "Sparkle Messages". These were personalized messages highlighting "what's on the inside" on their friend continuing the theme of the overall campaign. The messages that were generated were meant to embody the core values of the IZZE's brand by being uplifting, inspiring and lighthearted. The brand also leveraged Facebook by allowing consumers to send the Sparkles to their Facebook friends, which is a great way to tap into the purple cows amongst their consumers and gain earned media through word of mouth and social sharing.

Figure 10: "You'll Love What's Inside" Campaign website and creative

Friendsday Night Campaign

To reach millennial hipsters and create a social buzz around the IZZE brand and products, the company created a social initiative and national campaign positioned as "Friendsday Night". The idea behind this social campaign was to celebrate the idea of "get-togethers" amongst their millennial consumers where they discussed events, foods and drinks. #Friendsdaynight spilled into a holiday themed campaign "Friendsgiving" which capitalized on the success and insights of Friendsday and utilized major in the social space including Instagram, Amazon, Pinterest and IZZE's own website to grab the attention of their millennial consumers and get them to engage with the brand through their social sharing. Friendsgiving employed a digital scavenger hunt by engaging consumers through various questions on Instagram that eventually landed them on themed recipes, sponsored playlist on Spotify and opportunities to purchase IZZE though a Like2Buy button. As a result the campaign secured 4 million social media impressions, over 51 thousand visitors on Spotify, 97 thousand competition entries and 17% sales growth year over year with a 45% uptick on Amazon.

Figure 11: Friendsday Night Campaign website, social, and creative

Target Audience

Figure 12: Proposed IZZE Target Audience

Demographic	Target Audience
Gender	Women
Age	18-34
Race	All
1st HH Makeup	Single, No Children
2nd HH Makeup	Married, 2-4 Children
Education	Some College or College Graduate
Employment	Employed - Office / Professional / Service
HH Income	$50,000 - $74,999
Key Lifestyle	• Health and wellness is important to them, but they focus more on ingredients than counting every calorie. • Very social; considered/consider themselves trendsetters, influential to their friends, share their favorite brands and products • Adventurous, travel regularly, curious, willing to take risks, tech savvy.

The current and target core consumers of IZZE (Figure 12) are women between 18-34 years old, either single or married with several children, which both tend towards a high interest in health and wellness. They consider themselves (and are considered by their friends) to be trendy, but not so much so that they focus on a single area - they may be influential in areas like health, fitness, cooking, entertainment, music, celebrities, and fashion. They like trying new things, learning about other cultures, and using their mobile device to do much of it, but they are also very loyal to the brands and people that they make connections with.

Potential Target Analysis

Data from Simmons OneView (Figure 13a) and MRI (Figure 13b) surveys were analyzed to look at potential target audiences (see Appendix A for more detail). Women were shown to be much more likely than men to drink sparkling drinks similar to IZZE, including a major competitor San Pellegrino. The highest index potential was in younger women, in the 18-24 and 25-34 demographics, and those with specific family makeups: either single with no children, or married parents (Figure 13a). Women in both of these groups put an emphasis on health in their lifestyles and diets; single women want to make sure the food and drinks they are consuming can help them maintain a busy schedule, while mothers want to keep up with their children, and provide their kids with a healthy alternative to sodas (Mintel, 2016). Further analysis showed that households with more children were already the heaviest consumers of carbonated juice drinks as were households with mid-to-high incomes (Figure 13b). This makes sense, because while IZZE is not the most expensive drink in the category, it is more expensive than most other carbonated drinks.

Figure 13a: Demographic Analysis, Simmons

	Female	Male	Female 18-34	Female Single	Female Married	Female Parent	Female Employed
Sparkling Water	118	81	109	128	113	114	127
Sparkling Flavored	127	71	128	174	109	127	131
San Pellegrino	113	86*	129*	165*	123	111	145

Data: Simmons OneView. See Appendix A for more detail.

** indicates sample size may be too small to be significant.*

Figure 13b: Demographic Analysis, MRI

Segment	Index	Segment	Index	Segment	Index
Female	111	Working Women	125	Single	125
Male	89	HHI $50k-74,999	106	Married	94
A 18-24	134	HHI $75k-99,999	101	Parent	119
A 25-34	127			2+ Children	120

Data: Simmons OneView. See Appendix A for more detail.

To ensure that the determined demographic target market matched current consumers, and to better understand the target, we looked at a variety of lifestyle and psychographic statements across the target market and consumers in several categories related to IZZE (Figure 14). We found consumers in each of these segments to have similar viewpoints and self-concepts, which strengthens our target market selection. They are health conscious in all aspects of their lives including their diet, environment, exercise, and activity. These women are aware of what's in the food and beverage they consume, and make sure that everything they eat and do is part of a balanced life. They are also concerned about social and environmental issues, and want the brands they associate with to be involved as well. They are also social people, consider themselves influential in their friends' product and activity decisions. This confidence also lends to them being risk-taking and adventurous, both in their daily lives and by traveling regularly. They like to try new things and keep up with trends, so that they can tell others about them.

Figure 14: Psychographic Analysis

Statement	Target	Spark. Water	Flavored Spark.	Carb. Juices
I always check ingredients\nutrition content on food products before buying	91	131	127	112
I regularly eat organic foods	130	141	119	114
I try to buy natural foods and avoid artificial ingredients	100	120	113	113
I expect the brands I buy to support social causes/charity	104	118	119	109
I try to eat healthy/pay attention to my diet	96	113	106	113
I do some sport/exercise at least once a week	108	1110	114	104
Others ask my advice on food and nutrition	127	148	128	106
I consider myself to be sociable	105	105	108	104
I consider myself to be adventurous	104	115	116	110

I like to try new things no one else has	128	120	117	105
I tend to make impulse purchases	122	103	110	110
I've traveled domestically in the last year	105	104	104	111
I've traveled internationally in the last 3 years	103	127	122	117

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Geography

Figure 15: Proposed Geographic Spot Markets

Region	Carb. Juice Users	Raw EV%	CDI
El Paso el al, TX-MN	35,857	1.2 %	114
Fresno-Visalia, CA	66,999	2.2 %	113
Houston, TX	232,650	7.9 %	109
Miami-Ft. Lauderdale, FL	190,926	6.0 %	119
Los Angeles, CA	711,225	22.2 %	121
Las Vegas, NV	83,362	2.7 %	114
New York, NY	867,416	28.9 %	112
San Diego, CA	120,420	4.1%	109
Philadelphia, PA	309,648	11.2 %	102
Chicago, IL	392,322	13.4 %	109

IZZE Sparkling Juices are distributed both regionally and nationally across the United States, at various national and regional retailers such as Whole Foods Markets, Target, Price Chopper, BJ's Wholesales, Tops, and Ralph's. There are several markets in which the Carbonated Juice Drinks category (under which IZZE falls) are predominantly sold at an above average level. Compared to many of the below average performing markets provided by the case study, the above listed cities do quite well in the Carbonated Juice Drink category. Of important mention from the above listed are: Los Angeles, CA; Miami-Ft. Lauderdale, FL; Las Vegas, NV; and El Paso, TX.

A further analysis of the above markets reveals that New York, Los Angeles, and Chicago have a high estimated value percentage. This EV% shows the proportion of carbonated beverage drinkers per market compared to the total population of all markets. Not a lot of data was available regarding the IZZE brand sales needed to calculate the BDI for the above markets; however, the EV% and CDI of these spots are of great consideration for future planning.

Additionally, Ad Spender suggests that IZZE has spent advertising dollars on Internet Display in both Miami and Los Angeles (Figure 16). Better yet, Ad Spender shows IZZE's parent company Pepsico as having spent a greater number of ad dollars on 'various beverages' under which IZZE would fall. Pepsico spent dollars in spot radio and outdoor in the various markets which carbonated juice beverages are consumed (Figure 17).

Figure 16: IZZE Ad Spend, 2015

Izze	Total (000)	Internet (000)
Total US Spend	0.0	0.0
Miami	0.1	0.1
Los Angeles	0.0	0.0
GRAND TOTAL	**0.1**	**0.1**

Data Source: Ad Spender

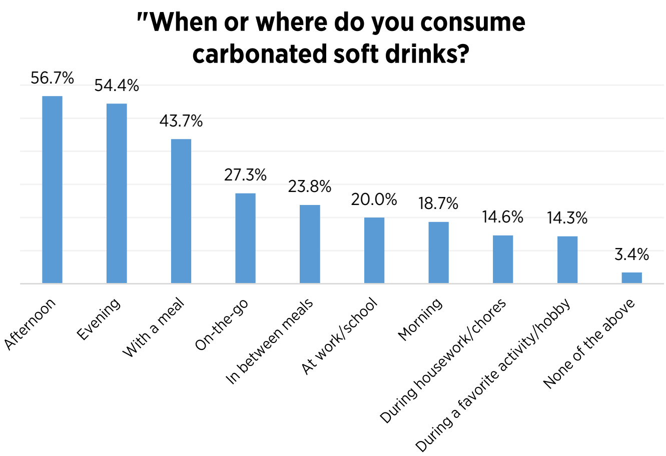
Figure 17: Pepsico, Inc. Ad Spend, 2015

Pepsico: Various Beverages	Total (000)	Spot Rad (000)	Outdoor (000)
Houston	63.7		63.7
Miami	248.8		248.8
Los Angeles	216.6		216.6
New York	19.6	19.6	
San Diego	54.5		54.5
Chicago	141.2	14.6	126.6
GRAND TOTAL	**744.5**	**34.1**	**710.3**

Data Source: Ad Spender

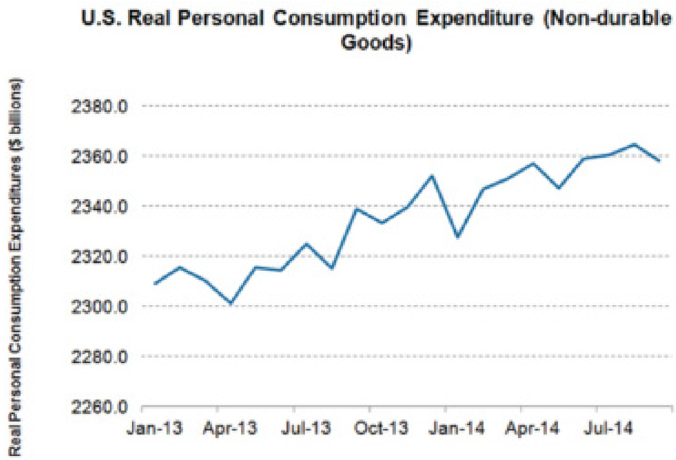
Timing and Scheduling

Figure 18



Data: Mintel U.S. Carbonated Soft Drinks June 2016 Report

Figure 19



Data: Market Realist/Bureau of Economic Analysis

According to a Lightspeed GMI/Mintel survey of 1,784 Internet users aged 18+ who drink CSDs and/or sparkling beverages, most of the respondents reported that they consume these products in the afternoon and evening, which will directly inform our creative and deployment strategies. However, according to Sharon Bailey at the Market Realist, "the non-alcoholic beverage industry falls under the consumer staples category, which is non-cyclical in nature compared to the consumer discretionary sector... A favorable trend in consumer spending on non-durable goods is a positive indicator for the non-alcoholic beverage industry." We see in the chart below that personal expenditure begins a steady rise beginning in April and then dips in January. IZZE has enough variety that it is considered a year round product, nationally, and therefore we do not consider it a seasonal product specifically. However, we believe that our audience will consume higher volumes of the beverages during predominantly warmer weather, so we plan on scheduling our campaign on an April to April basis to maximize exposure during the summer season and align with the trends in personal consumption expenditure. We think that we can exploit warmer weather to encourage and enhance consumer usage for creative uses of the drinks (for picnics, holiday punches, and parties).

Media Mix

Target Media Usage

Figure 20a: Target Media Quintiles

	Carb. Juice Users			Target Users		
Quintile	**1**	**II**	**I + II**	**I**	**II**	**I + II**
Radio	107	110	217	90	102	192
Internet	103	106	209	161	105	266
Outdoor	109	103	212	93	103	196
TV (Total)	91	99	190	69	87	156
TV (Prime)	96	98	194	74	97	171
Newspapers	100	107	207			Index: 69
Magazines	115	107	222			Index: 111

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Figure 20b: Target Media Usage Statements

Statement	Target Users
I get more and more of my news from the Internet	133
I do not mind watching video content on portable devices with a smaller screen	162
Used Tablet or Smartphone App: Shopping (last 30 days)	204
Used Tablet or Smartphone App: Health & Fitness (last 30 days)	254
Used Tablet or Smartphone App: Food/Cooking/Recipes (last 30 days)	216

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Current category users, and especially the target user base, are young and tech savvy, so they are using less and less traditional media. An analysis of media usage quintiles (Figure 20a) shows that the majority of heavy media consumption is through the Internet - 97.7% of the target audience is online regularly (Simmons). Internet devices, including computers and smartphones, are taking on the role that TV, newspapers, and other traditional media sources once held for entertainment and information on the topics that interest them most (Figure 20b). But radio (including Internet radio) and magazines (including digital issues) are holding strong with these audiences.

IZZE & Competitor Media Mix and Share of Voice

Another key aspect of determining IZZE's media mix is seeing where they and their competition

Figure 21: IZZE Ad Spend, 2014

Izze	Total (000)	Internet (000)
Total US Spend	57.7	57.7
Miami	0.0	0.0
Los Angeles	0.0	0.0
GRAND TOTAL	**57.7**	**57.7**

Data Source: Ad Spender

Figure 22: IZZE Ad Spend, 2015

Izze	Total (000)	Internet (000)
Total US Spend	0.0	0.0
Miami	0.1	0.1
Los Angeles	0.0	0.0
GRAND TOTAL	**0.1**	**0.1**

Data Source: Ad Spender

are currently advertising. The last few years show a down spend trend in the ad dollars for IZZE. According to AdSpender, in 2014 IZZE spent their total advertising dollars on Internet Display (Figure 21). Furthermore, 2014 saw this media mix primarily fall outside of the 10 markets with above average usage for their category. Two of the markets with the highest ranking, Los Angeles and Miami, show up as an irrelevant blip on AdSpender's radar. In 2015, IZZE seems to have focused their ad spend on the dominant markets, but drastically reduced spend as a whole. As a subsidiary of Pepsico, IZZE ad dollars would potentially also fall under the category of Pepsico Various Beverages. Within this consideration, the markets expand to several of the other dominant markets which include New York, Chicago, Houston, and San Diego (See Figure 15, Geography). In these markets, heavy focus was placed on spot radio and outdoor advertising. Sparkling Ice, LaCroix, and San Pellegrino similarly focused on Internet Display ad spend in the key markets identified earlier. Nationally, competitors continued to spend Internet heavy while also spreading their media mix into heavy magazine, outdoor and cable TV dollars (Figure 24).

Figure 23: Media Mix by Brand, in %, 2015

Brand	Total	Cable	Magazine	Int Display	Outdoor
IZZE	100	0	0	100	0
San Pellegrino	100	2	79	19	0
Sparkling Ice	100	6	0	83	11
LaCroix	100	0	0	100	0

Figure 24: Share of Voice by Brand, in %, 2015

Brand	Total	Cable	Magazine	Int Display	Outdoor
IZZE	.001	0	0	.005	0
San Pellegrino	89	72.1	100	64.43	0
Sparkling Ice	11	27.9	0	35.54	100
LaCroix	.005	0	0	.02	0

Data: AdSpender

Primary Research

Initial Consumer Survey

A survey was conducted among 110 self-selected individuals interested in carbonated drinks. The resulting respondents were 80 females and 30 males, with 84 (76%) in our target age group of 18-34. They were asked about their familiarity with beverage segments and products, what influences their purchase knowledge and decisions when it comes to beverages, and information about their media habits. The survey brand set used was San Pellegrino, Perrier, IZZE, LaCroix, Sparkling Ice, Ocean Spray Sparkling, Polar, and Welch's Sparkling, in order to look at their familiarity with IZZE, our identified competitive brand set, and the wider carbonated beverage segment. The full survey questionnaire is available in Appendix B.

Analysis of the survey results found that over all the survey brand set, women were more likely to be familiar with and consume sparkling flavored beverages. 60.3% of women 18-34 consume at least one brand in the competitive set at least occasionally, while only 28.6% of males do (Figure 25). While this disparity is still for IZZE, use is much lower across all genders - 18.8% of all women and 6.7% of all men. This reflects their current small awareness and market share. IZZE also had among the lowest awareness/usage with an average of 2.19. For all brands, awareness/usage peaked with 25-34 year olds, with the second highest awareness for most brands among 18-24 year olds (Figure 26). Awareness is also strongest for women among all brands in our competitive set. This strengthens our target selection of 18-34 year old women.

Figure 25

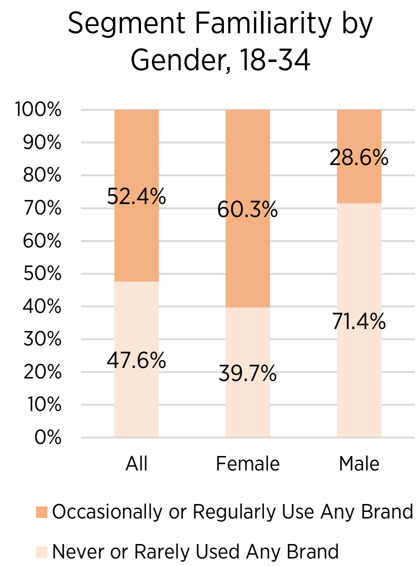


Figure 26: Band Use/Awareness across Gender and Age

Brand Use (Occasionally or Regularly) by Gender - Count, %, Mean												
	Izze			**Sparkling Ice**			**LaCroix**			**San Pelligrino**		
Female (80)	15	18.8%	2.25	6	7.5%	1.92	22	27.5%	2.46	24	30.0%	2.78
Male (30)	2	6.7%	2.07	0	0.0%	1.29	1	3.3%	1.50	7	23.3%	2.54
Overall (110)	17	15.5%	2.19	6	5.5%	1.75	23	20.9%	2.20	31	28.2%	2.71

Method: COUNTIFS(Gender, Awareness of 4 or 5); Count/Demo Count; AVERAGEIF(Gender, Awareness)

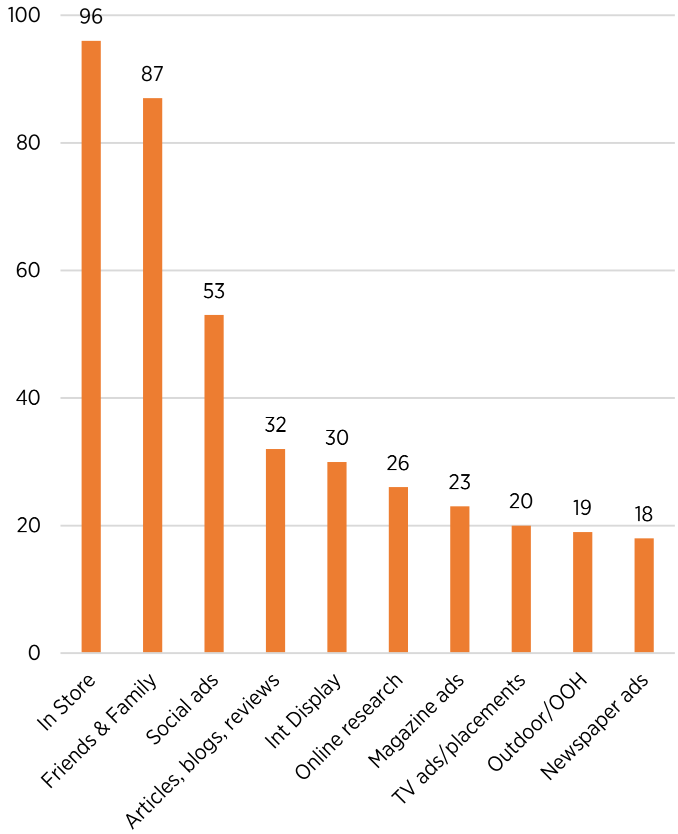
Brand Use (Occasionally or Regularly) by Age - Count, %, Mean												
	Izze			**Sparkling Ice**			**LaCroix**			**San Pelligrino**		
18-24 (12)	1	8.3%	2.18	0	0.0%	1.55	1	8.3%	1.55	2	16.7%	2.36
25-34 (72)	14	19.4%	2.38	5	6.9%	1.89	21	29.2%	2.53	24	33.3%	2.87
35-44 (11)	1	9.1%	1.91	0	0.0%	1.36	0	0.0%	1.45	4	36.4%	2.55
45+ (15)	1	6.7%	1.53	1	6.7%	1.53	1	6.7%	1.67	1	6.7%	2.33
Overall (110)	17	15.5%	2.19	6	5.5%	1.75	23	20.9%	2.20	31	28.2%	2.71

Method: COUNTIFS(Age, Awareness of 4 or 5); Count/Demo Count; AVERAGEIF(Age, Awareness)

Awareness/Usage Scale:
1 = Have never heard of 2 = Heard of, but never used 3 = Used Rarely 4 = Used Occasionally 5 = Used Regularly

Questions about media usage and product awareness were also asked. Most of the respondents find out about new food and beverage products through means besides traditional advertising - seeing the product in a store, word-of-mouth through fiends and family, online research, and editorial and blog content (Figure 27). However, there is also support to advertising on social media, Internet display, and magazines from this data. This support carries over to the specific respondents that were women 18-34, especially those who seem themselves as influential and trendy, and tell people about the things they try (Appendix B).

Figure 27:" Where do you usually find out about new food and beverage products?" (All respondents, out of 110)



Based on media usage responses, respondents were put into Quintiles that match those used by MRI (see Appendix B for definitions). No respondents in the target audience were in Quintile I or II for TV viewing. However, 42.9% of target respondents were in Quintile I or II for Internet usage, including 41.2% of women. Online, including social, editorial, and display, paid, owned, and earned, is a strong media for this target audience.

Respondents also indicated how influential a variety of factors were to their beverage purchase decisions (Figure 28). Interestingly, influence levels for all factors were lower for men than women, possibly showing more discerning and selectiveness in women's purchasing decisions. Target aged respondents all saw overall product quality is the most important factor. However, women see nutritional content much more important than men did. While price is important to everyone, women don't put as much emphasis on sale pricing, indicating they would rather purchase a product they like, than be swayed to a new product because of a sale. This indicates that coupons would not be effective for this target. All target respondents found little importance in having seen advertising for a product. They want to know it is a quality item, with the characteristics they are interested in, but don't need to have gotten that information from traditional advertising. A successful plan for IZZE will combine traditional reinforcement/reminder advertising with non-traditional awareness and opportunities for word-of-mouth.

Figure 28

Purchase Influencers for 18-34 by Gender, Mean and Rank

	Female		Male		All	
Perceived Quality	3.20	1	3.05	1	3.16	1
Price	2.90	3	2.70	2	2.86	2
Calories/Nutrition	2.92	2	1.80	6	2.63	3
Single Bottle	2.57	4	2.10	4	2.46	4
Word of Mouth	2.51	5	2.25	3	2.44	5
All Natural/Organic	2.46	6	1.80	6	2.31	6
Multipack	2.33	8	1.90	5	2.23	7
On Sale/Coupon	2.37	7	1.50	10	2.17	8
Vitamins/Minerals	2.32	9	1.55	8	2.12	9
Package Design	2.19	10	1.55	8	2.04	10
See Advertising	1.98	11	1.50	10	1.87	11

Influence Scale:

1 - No Influence 2 = A little 3 = Somewhat 4 = Make or Break Decision

PMN Grids

PMN media usage grids were collected from 15 women in the target audience, ranging from age 19 to 33 in a variety of professional and creative roles, both single and with families. These grids were compiled into a single heat map PMN grid in Appendix C.

These grids show high media usage among internet browsing and internet radio, throughout the day. These are done mostly for entertainment, and often include activities like reading blogs and social content, shopping and looking at products, and general browsing for interesting things. Especially on the weekends, but also during weekdays, people may be in a mindset that is open to new products, experiences, and advertising because they are already searching the internet for interesting, useful, and entertaining content. Internet radio specifically is used almost purely for entertainment, and can put people in the mood for parties and other activities where IZZE could be useful.

Digital Video (part of the internet media segment) and Television also do well. While digital video is watched throughout the day, TV viewership is concentrated between early and late evening, mostly including prime time cable television. Aligning with our other target research, women in this segment budget their entertainment time wisely, but do spend some of it watching “appointment” reality and competition shows on cable networks in primetime. During this timeframe they are actively relaxing, often focusing fully on the show they are watching to give themselves a respite after a long day. This makes them ideal targets for television advertising, especially a refreshing and bold product that can work well at future watch parties for these same shows.

As found in our other research, magazines (both print and digital publications) still hold a special place in the lives of our PMN target respondents. On the weekends they are read in long stretches, full issues at a time, but during the week they are flipped through periodically during the day and evening. Magazine consumption is sometimes paired with internet radio, and less so television, but respondents mark those media types as the background media, with the magazines taking the forefront.

Usage of these media types all align with target consumers being in a relaxed mindset, looking to be entertained or learn something fun. This is a good place for IZZE to activate reminder or awareness advertising, when consumers are open to new content in general, but also may be thinking about what can make their time even more relaxing and refreshing.

Store Checks

To better understand IZZE's current situation, we visited several stores to see if they carried IZZE, and if so where it was positioned. The low retail penetration was evident in visiting stores with several options of fruit carbonates and sparkling waters that did not carry IZZE. However, it was present in many average and high end stores, in urban and suburban areas, and those that carried a wider variety of specialty products. Placement was often in the sale aisle as other carbonated drinks, either with specialty sodas or peripheral to flavored sparkling waters. Shelf placement was inconsistent, but may indicate local demand more than store positioning.

Figure 29: Single IZZE bottle location, refrigerated case and multipack aisle location, specialty sodas Whole Foods Market, Los Angeles CA

Figure 30: Sparkling Water and Juice Section (No IZZE present) Top's Friendly Markets, Syracuse NY

Figure 31: IZZE case location (bottom shelf), specialty sodas Wegman's Food Markets, DeWitt NY

Creative Brief: "Getting IZZE With It"

Advertising Objective – What is the goal of this advertising campaign?

- Increase awareness for IZZE sparkling juice products by creating a community of loyal consumers who view IZZE as their number one choice for sparkling juice beverages and are willing to tell their friends and family about the product.

Desired Audience – Who are we trying to reach?

- IZZE is targeting consumers who are looking for a healthy, tasty alternative to soda juice that they can drink themselves and share with their family.

Current Beliefs – What does the audience believe about our product?

- Our target believes that sparkling juices are a more natural and healthier option to their traditional soda/juice counterparts because they feature simple ingredients.

The IZZE Effect – What we want the consumer to feel?

- After seeing an IZZE advertisements and drinking the carbonated beverage, we want the target consumer to feel refreshed and relieved because they have made a better choice to satisfy their thirst by drinking IZZE. With 70% pure fruit juice and fizzy bubbles from the 30% sparkling water, IZZE will transform the consumer to their happy place with a refreshing burst of fruity flavor and none of the guilt that comes from drinking soda and fruit juice filled with artificial flavors and preservatives.

Our Message – What is the most important message we will convey to the consumers?

- IZZE is healthy, tasty sparkling juice that is delivered through its sophisticated appearance and simple, pure ingredients.

The IZZE Proof – Why consumers should buy into our messaging?

- IZZE contains 70% pure fruit juice, 30% sparkling water and is created from wholesome sources of sugar and carbohydrates
- IZZE delivers a burst of fruit flavor with only 130 calories per 12 oz.
- IZZE offers more than half dozen fizzy fruit flavors, including apple, blackberry, pear, and pomegranate
- Product lineup is available in the US, Canada, the Caribbean, and the South Pacific

Media Vehicles – What media will be utilized?

- National & Spot Digital (w/ paid and promotion)
- National & Spot Digital Radio
- National Magazines
- National Primetime Cable (w/ promotion)
- Spot Cable
- Promotion Events

Media Objectives, Strategies, & Rationales

The Challenge

IZZE faces two distinct challenges. The first is they are still seen as a very new product in a crowded marketplace. There is a lot of competition in the carbonated soft drink category with a stiff struggle for market share and consumer dollars including such brands as San Pellegrino, Sparkling Ice and most recently LaCroix. The second challenge that IZZE faces is that the product doesn't quite fit into the category its' competing for. IZZE is a combination of a fruit juice and sparkling water that delivers a very unique beverage alternative compared to the other products it is paired against.

Positioning

Through our media mix and use of unique, standout event activation and program integrations we will position IZZE to be top of mind for our target consumers. IZZE is a one of a kind fizzy fruit drink that satisfies consumers looking for great flavor, simple ingredients and a sophisticated beverage that pairs well with a casual lunch or a gathering for friends.

Messaging

IZZE is more than just another carbonated fruit juice. It's happiness in bottle that will keep you satisfied and help you feel guilt free with its' simple ingredients and fizzy burst of fresh fruit flavor.

Objectives

- Increase brand awareness of IZZE products from 12% to 22% over the year long campaign
- Generate buzz, conversation and create a community of engaged consumers who will share their passion for IZZE products
- Grab consumer's attention to the line of IZZE carbonated soft drinks through vehicles that align with the current media consumption habits

Target Audience

Objective

Introduce IZZE to women between 18-34 who appreciate the health value of this soda alternative, and will actively work to increase trial and awareness among their friends.

Figure 32: Proposed IZZE Target Audience

Demographic	Target Audience
Gender	Women
Age	18-34
Race	All
1st HH Makeup	Single, No Children
2nd HH Makeup	Married, 2-4 Children
Education	Some College or College Graduate
Employment	Employed - Office / Professional / Service
HH Income	$50,000 - $74,999
Key Lifestyle	• Health and wellness is important to them, but they focus more on ingredients than counting every calorie. • Very social; considered trendsetters, influential to their friends. • Adventurous, travel regularly, willing to take risks, tech savvy.

Rationale

Our analysis of the target audience looked at current consumers of IZZE and related beverages through MRI, Simmons, Mintel, and other data (Figure 33). The IZZE woman looks for balance in all parts of her life - she works hard, puts a lot of time and energy into her hobbies and interests, cares for her relationships and families, but also makes sure to take care of herself. She likes IZZE because it's more fun than drinking juice, healthier than drinking soda, and tastier than drinking water. She's not too worried about the exact calories she takes in every day, and more on eating whole and natural foods and avoiding over-processing and artificial ingredients. The 18-34 demographic fits this well. While women over 35 look to low fat food alternatives and diet sodas to keep their calories low, younger women are willing to take in more calories if it means avoiding artificial sweeteners and hydrogenated oils. They balance this out with their active lifestyles. For young mothers, this extends to her kids as well. She wants to be able satisfy their picky tastes and sweet tooth without giving them soda. She has a large group of friends and loves to entertain at home, or go out with others. When she finds a product she likes, she loves telling people about it and sharing it with her friends, especially if she thinks it will benefit their lives. Whether or not they are a parent, they work outside of the home, but balance that with taking care of their families or just themselves.

Figure 33: Psychographic and Lifestyle Statements for Target and Related Audiences

Statement	Target	Spark. Water	Flavored Spark.	Carb. Juices
I try to buy natural foods and avoid artificial ingredients	100	120	113	113
I try to eat healthy/pay attention to my diet	96	113	106	113
I do some sport/exercise at least once a week	108	1110	114	104
Others ask my advice on food and nutrition	127	148	128	106
I consider myself to be sociable	105	105	108	104
I consider myself to be adventurous	104	115	116	110
I like to try new things no one else has	128	120	117	105
Psychographic Scale: Work Centered (Far Above Average)	119	188	109	--
Psychographic Scale: Family Centered (Far Above Average, Married Target Only)	134	103	109	--
Psychographic Scale: Active Health Management (Far Above Average)	101	141	129	--
Psychographic Scale: Health and Image Leader (Above Average)	116	115	119	--

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail and scale definitions.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Target Personas

Janae: The Savvy Progressive Urbanite
Janae was born and raised in Los Angeles, CA. She is currently a full time law student and works part time as a divorce mediator, making about $75,000 a year. She has been dating her boyfriend who owns his own business for about 5 years and they were recently engaged. When Janae has free time from her busy school and work schedule she enjoys traveling to New York and New Orleans to visit friends and family, and frequents various fitness classes including kickboxing and cycling. She loves to communicate with friends on social media including Snapchat and Instagram, where she captures her travel adventures, foodie fun, and concerts and events she attends. She is an avid reader and spends hours online researching recipes and healthy tips for natural skin care and homeopathic treatments. Janae is well educated and well versed in all things healthy and natural when it comes to the things she puts in her body and values a good quality product that is chic, trendy, sophisticated, has great flavor and fulfills her need to preserve her health driven lifestyle. While counting calories isn't her number one priority she appreciates having a beverage that is free of artificial sweeteners and satisfies her thirst for a bubbly drink but doesn't carry the guilt she feels when she consumes a soda or juice. She is considered to be the "go to" for advice about food, fitness and lifestyle amongst her friends and colleagues because they trust that she will point them in the right direction for both indulgence and balance.

Meredith: The Modern Health Conscious Mom

Meredith lives in Chicago and is a married 33-year-old mother of 2 energetic boys who are 14 months old and 6. She works full time as a 3rd grade teacher at a charter school in the city and makes $56,000 a year. She is completely devoted to her students and her families but when she has spare time she enjoys baking and throwing intimate dinner parties for her closest friends. She spends a lot of time searching the Internet for fun DIY projects that keep her students interested and loves scrolling through pages and pages of Pinterest to find new recipes for her family and decorating tips for her parties. She values quality in the food she feeds her family and strives to encourage a healthy lifestyle choices for everyone around her by being the first in her community to try new products that are tasty and include organic, non-GMO ingredients and are not filled with artificial flavors and sweeteners. She is constantly thinking “family first” and have her young students’ and her own children’s health top of mind, and while she loves spoiling them with yummy treats she doesn’t want to poison their bodies with traditional carbonated soft drinks or fruit juice that is filled with tons of sugar.

Target Media Mix

Objective

Mix traditional advertising and digital media to reach our target where they are, using women’s magazines, select cable television (both nationally and in 10 spot markets), digital display and radio, and social media. “Getting IZZE With It” and #IZZEventions social media campaigns will be consistent messaging across all owned, earned, and paid social media platforms.

Figure 34: Proposed Media Types with Quintiles

	Carb. Juice Users			Target Users		
Quintile	**1**	**II**	**I + II**	**I**	**II**	**I + II**
Radio	107	110	217	90	102	192
Internet	103	106	209	161	105	266
TV (Prime)	96	98	194	74	97	171
Magazines	115	107	222			Index: 111

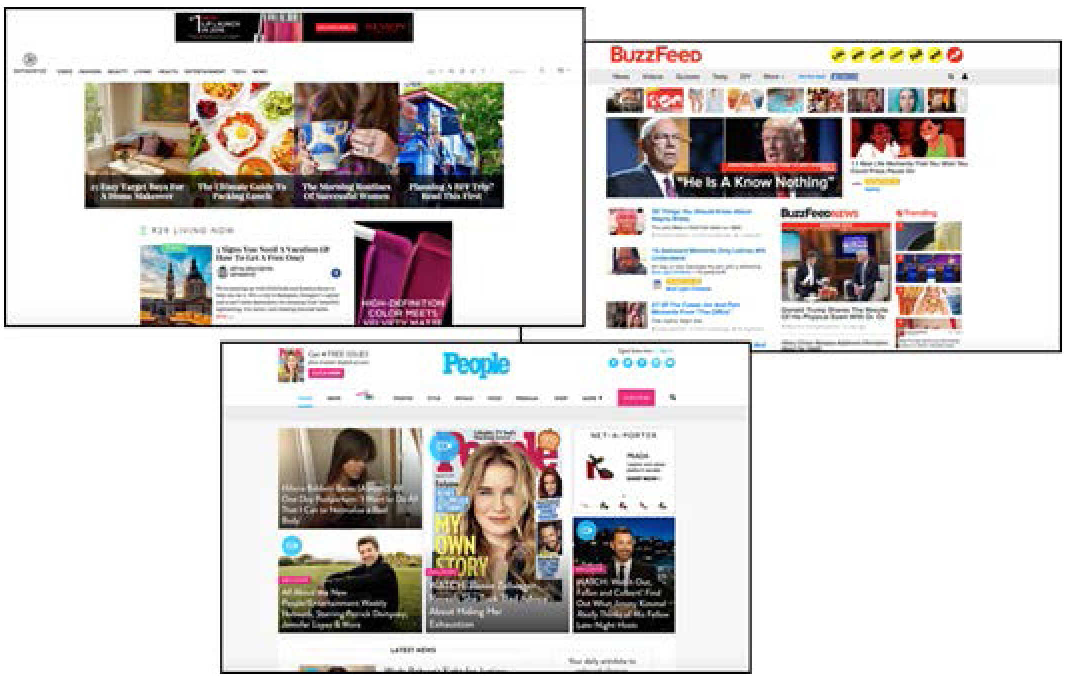
Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail. To maintain sample size, target market excludes income and education.

The IZZE target consumer spends more and more time online, but still enjoys a few types of traditional media. Our goal with this media plan is to meet them where they are, with the content they want to see, with an added focus on key spot markets across the country. Many of our media buys, both spot and national, tie into sales promotions and sponsorships described later in this plan.

Digital Strategy & Rationale

In order to effectively reach our target audience of women 18-34, we will employ a digital strategy that utilizes standard media including banners and video pre-roll; high impact custom placements; leverage our partners social channels; and create custom native content that will assist in reintroducing the IZZE brand to the audiences of the websites we are advertising on. Our goal is to capture the attention and dollars of the social, savvy and health conscious consumer and in order to do that we will position ourselves as a key stakeholder on top tier digital publications that serve the needs of the women we are looking to reach. The sites will include fashion, beauty & lifestyle websites as well as digital publications devoted to family, food and entertainment.

To expand our digital presence and help bring awareness to the brand we will also partner with



Spotify and Pinterest to encourage engagement through user generated content surrounding IZZE products. Our research shows that our target considers themselves to be trendsetters and have the ability to influence their friends and families purchases, so we will utilize the inherent content creating and sharing aspects of Spotify and Pinterest to generate buzz around the brand (Figure 35).

On Spotify, IZZE will sponsor a curated station that will be available during our heavy up months in summer, encouraging consumers to share the playlist with friends via various social channels including Facebook and Twitter from their Spotify account. In an effort to amplify our digital media mix and reach those purple cow consumers who will assist in spreading the word about IZZE and have influence over their peers, we will leverage the DIY aspect of Pinterest with a IZZE "Brighten Up Your Life"

Page. This brand sponsored page will be composed of everything IZZE and summer, with ideas about decorating for sunset BBQs, creating custom cocktails that feature the IZZE, and summer snacks that pair well with your favorite IZZE flavor.

Figure 35: Target Statements and Metrics about Digital Content & Radio Use

Statement	Target Users	Sparkling Water	Flavored Sparkling
My computer is a primary source of fun and entertainment	131	108	116
I get more and more of my news from the Internet	133	112	120
Nowadays I access the Internet more through my mobile device than a computer	176	116	118
Music is an important part of my life	117	113	113
I spend less time listening to non-Internet radio because of the Internet (including because of Internet radio)	153	120	129
I mostly stream or download my entertainment rather than buying a CD or DVD	166	118	124
Spend 20+ hours online (last 7 days)	115	110	112
Banner Ads Lead to Purchase (Often or Very Often)	252	174	152*
Floating Ads Lead to Purchase (Often or Very Often)	310*	200	212*
Pop-up/Under Ads Lead to Purchase (Often or Very Often)	352*	187	165*
Listened to Internet Radio (last 7 days)	188	117	132
Listened to Internet Radio on a mobile device (last 7 days)	214	110	115
Used Tablet or Smartphone App: Music/Radio (last 30 days)	187	115	122
Visited Pinterest.com (last 7 days)	276	118	155
Visited Pinterest.com 16+ times (last 30 days)	339	109	173

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Magazine Strategy & Rationale

For our target audience, magazines are still a huge part of their lives and a main way that they receive news, entertainment, and advertising (Figure 36). They appreciate well done magazine ads and will consider purchasing based on them. Our media strategy involves a wide range of female-centered magazines that cover fashion, style, health, celebrity, entertainment, career, fitness, and more things the IZZE woman is concerned with. Marie Claire is an ideal magazine for this consumer, as it covers health and food, fashion and home style, celebrity and entertainment news, issues for women in the workplace, politics and social issues, travel, and much more. Other key women's vehicles Cosmopolitan, Elle, Vogue, Shape, Women's Health, and Glamour will be used (Figure 36/37).

The value of magazines lies not only in direct advertising to subscribers and purchasers, but also shareability. Magazines are often shared between friends, and the specific vehicles we chose have a high readers-per-copy rate (Figure 37). Pages, sections, and ads can be torn out, or whole issues can be shared. Digital magazines are also a growing segment, and one that our target has already invested in. Digital issues give up opportunity for enhanced creative, like animation, recipes, nutrition, or shopping directly in the ad. These vehicles also have robust online properties, including websites, apps, and social channels, where print advertising can be adapted for a digital-only environment. The specific vehicles, formats, and creative will be rotated month-to-month to avoid ad wear-out.

Figure 36: Target Statements and Usage of Magazines

Statement	Target Users	Sparkling Water	Flavored Sparkling	Carb. Juice
Magazines are my main source of entertainment	128	119	113	--
I rely on magazines to keep me informed	106	129	140	--
I often read ads in magazines just out of curiosity	113	123	126	--
I enjoy reading ads in magazines	102	132	142	--
Used on Tablet last 30 days: Magazine App	135	180	198	--
I love to keep up with celebrity news and gossip	179	122	125	--
I cannot resist buying magazines	137	131	141	--
Magazine (last 6 months): Cosmopolitan	316	137	164	106
Magazine (last 6 months): Elle	310	159	179	134
Magazine (last 6 months): Marie Claire	269	170	192	141
Magazine (last 6 months): Glamour	276	155	186	125
Magazines (last 6 months): Vogue	247	187	178	124
Magazines (last 6 months: Shape	216	170	192	116
Magazines (last 6 months): Women's Health	202	170	201	128

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Figure 37: Magazine Audience Details

Magazine	Readers per Copy	Average HHI	Rate Base (millions)
Cosmopolitan	5.44	$63,678	3.0
Elle	5.22	$71,224	1.1
Marie Claire	3.27	$69,510	1
Glamour	4.3	$65,310	2.25
Vogue	10.06	$69,455	1.2
Shape	--	--	2.5

Data: SRDS/Kantar Media

Cable TV Strategy & Rationale

Targeted cable TV advertising will be used, both nationally and in spot markets, during pulsed months before key sales seasons. While TV does not rank at the top of the IZZE consumer's media consumption, they still have a few "appointment shows," mostly cable reality, DIY, and competition shows (Figure 38/39). These are not only watched live on a traditional cable network (as opposed to a streaming service) but a large portion of the audience tunes in every week, boosting frequency for these viewers. We plan on using specific networks and shows that index well, provide high ratings within our demo, and tie into our sales promotions. The target audience and current category users are interested in food, home, and entertainment, so channels like Bravo, Food Network, HGTV, and E! Will reach them with little waste; what waste there is may still be interested in the product, as they most likely match the lifestyle characteristics we are targeting even if their demographics vary slightly: men the same age, or slightly younger or older women (Figure 39).

As mentioned later in our plan, our sales promotions will include a tie-ins with Top Chef (Bravo). These will be supported by ad spots on these programs, as well as related programs on those and the other networks mentioned. Similar to our magazine rationale, these shows and channels have robust digital assets on websites and social media channels, that can supplement the on-air advertising.

Figure 38: Target Statements and Viewership of Select Proposed Cable TV vehicles

Statement	Target Users	Sparkling Water	Flavored Sparkling	Carb. Juice
I like television commercials that make me laugh	101	108	114	--
I find TV advertising interesting and quite often it gives me something to talk about	106	113	115	--
I am a TV addict	118	107	121	--
TV Network (last 7 days): Bravo	160	138	159	119
--TV Show (last 7 days): Top Chef	121	118	125	--
--TV Show (last 7 days): Real Housewives of Beverly Hills	215	144	168	--
TV Network (last 7 days): Food Network	130	112	121	111
--TV Show (last 7 days): Chopped	144	116	117	--
TV Network (last 7 days): HGTV	100	117	125	107
--TV Show (last 7 days): House Hunters	107	122	134	--
--TV Show (last 7 days): Love it Or List It	109	119	123	--
TV Network (last 7 days): E!	195	146	177	118
--TV Show (last 7 days): Keeping up with the Kardashians	280	155	179	--
TV Network (last 7 days): TLC	159	116	138	105
--TV Show (last 7 days): Say Yes to the Dress	227	143	175	--

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.

To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Figure 39: Select Proposed Cable TV Vehicle Ratings

Show	Network	Overnight Viewers (000)	Net. Avg Viewers, '15 (mil)	Net. Avg. A18-49 Viewers, '15 (000)	L+7 Viewers (000)	Overnight Rating A18-49	L+7 Rating A18-49
Below Deck	Bravo	1370	0.86	478	--	--	0.05
Real Housewives of OC	Bravo	1818	0.86	478	3173	0.7	1.4
Real Housewives of NYC	Bravo	1962	0.86	478	3130	0.7	1.3
Real Housewives of NJ	Bravo	1352	0.86	478	2330	0.5	1
Vanderpump Rules	Bravo	1183	0.86	478	1950	0.5	--
Top Chef	Bravo	1169	0.86	478	2196	--	0.9
Chopped	Food	1007	1.11	468	--	--	0.3
Kardashians	E!	866	--	315	1599	--	0.8
Ron & Chyna	E!	2042	--	315	--	1.1	--
House Hunters	HGTV	1418	1.48	459	--	0.3	--
Love it or List It	HGTV	1078	1.48	459	--	0.3	--
Say Yes to the Dress	TLC	1207	0.93	367	--	0.3	--
90 Day Fiancé	TLC	1107	0.93	367	--	0.4	--

Data: Zap2It, Vanity Fair, Deadline

Spot Rationale

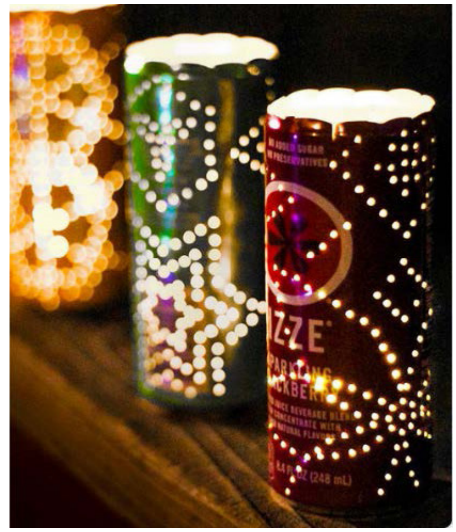
Our plan utilizes spot TV during seasonal peaks, in the lead up to the summer and winter holidays. The goal here is to run in more shows per network, per week. This will be combined with increases in national spend in magazines, digital, and internet radio to increase reminder advertising before peak entertaining seasons and keep IZZE at the top of people's mind as they prepare to Memorial Day, 4th of July, Thanksgiving, Christmas, or just a gathering of friends.

Social Media Strategy

Social media presence is a critical path to reaching our target audience. While the Simmons index for Internet usage is 112 (only moderately significant) it does account for 97.7% of the target population (Simmons). When we look at the amount of time our target audience spends online, the Simmons indices become more meaningful, 145 for 15-20 hours spent online last week and 155 for 20+ hours spent online last week (Figure 40). A robust, trifold social media strategy will be a key element in increasing brand awareness for the "Getting IZZE With It" campaign. As such we will own the #IZZEventions hashtag across all platforms.

Owned Social Media

The first tier of our social media strategy begins at home. It is critical for IZZE to have a strong brand identity on all of the major social media platforms: Twitter, Facebook, Instagram, and Pinterest. IZZE's current social media standing is moderate at best (Instagram, 5,647 followers; Twitter, 19.1k followers; Facebook 246,265 likes; Pinterest, 1.4k followers). By developing a deliberate, consistent,



and engaging online personality, IZZE can reach out in a meaningful way to its audience without incurring significant ad costs. The #IZZEventions campaign is based around creative and unusual uses for IZZE. These idea can be developed in-house and shared first and foremost to the immediate network of followers. Our target market has an established and engaged presence on social media so we can meet them where they already are, with content that interests them in a meaningful way, with at little cost. Our audience over indexes dramatically in social media usage. It is also the medium by which they are most likely to share information about a brand that they love.

Earned Social Media

This is the avenue by which our audience will spread the gospel of our brand. It is the most efficient and valuable extension of owned social media content. This is also the place where our target audience will learn about IZZE and be convinced to try it and fall in love with it. By increasing IZZE's original content, IZZE has the ability to expand brand awareness and clout without any additional spending. The #IZZEventions materials are designed to be shared across networks and ideal to be picked up across established shared content sites such as Mashable, BuzzFeed, and Tasty. This will spread awareness of the creative nature of the brand as well as appealing to the audience as a product that's more than just a beverage - it's a lifestyle. The target audience is much more likely to click on a link or items posted in someone's social network (197, Figure 40). They are present and active social media, so we can reach them where they already live and build upon the "Friendsday Night" campaign foundation.

Paid Social Media

Our research shows that our target audience considers themselves trendsetters are more likely than average to be influenced by social media influencers. Our target audience has an index of 192 for agreeing with the statement "I like to buy products that celebrities use" (Figure 40). By spreading #IZZEventions via influencers with a vast, active and well developed social networks brand awareness and affinity. The brand has utilized personalities with extensive social media presence before, and #IZZEventions is a great opportunity to establish a new relationship like that. Haylie Duff, at-home chef and host of the The Cooking Channel's "The Real Girl's Kitchen" has an incredible social media presence and is a perfect surrogate for our target audience. She has 490K Twitter followers on her personal Twitter account and an additional 19k followers on her TV show. She has 827k followers on Instagram and has The Cooking Channel and The Food Network platforms' support and infrastructure. Haylie Duff appeals to young women, with a meaningful interest in distinctive food and beverage combinations with a whimsical approach. Their voice and taste in ingredients and techniques have a natural symmetry with IZZE. She also has a specific aesthetic that would appeal to many of the same followers that investigate new food and beverage products. Her endorsement of the #IZZEventions ideas will give them dynamic exposure and wide audience engagement. Paid social media is a key element to our digital campaign and the continuity of the "Getting IZZE With It" and #IZZEventions will only magnify the memorability and resonance of our brand with our target audience.

Figure 40: Statements and Usage for Social Media

Statement	Target Users	Sparkling Water	Flavored Sparkling
Social networking websites are a way for me to tell people about companies and products that I like	200	116	130
I trust product information that I get from social networking websites more than other sources	191	119	155
I talk about things I see on social networking sites in face-to-face conversations	193	114	128
I often click on links or items posted by other people on social networking sites	197	113	134
I like to buy the same products that celebrities use	192	120	95
I am more likely to purchase products that I see used or recommended by friends on social networking websites	121	117	129
I am more likely to purchase products that I see advertised on a social networking site	226	125	145
Used on Tablet or Smartphone App: Social Networking (last 30 days)	209	177	131
Visited Twitter.com last 7 days	238	129	121
Visited Twitter.com 16+ time last 30 days	175	103	125
Visited Facebook.com last 7 days	153	109	123
Visited Facebook.com 16+ time last 30 days	218	121	172

Data: Simmons OneView and MRI MFP Study. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Reach & Frequency

Objective

Reach goals will vary between 70 and 80, with higher reach in our peak summer and winter holiday months. Frequency will start at 3.0, and maximize at 3.6 nationally and 4.5 in spot markets during heavy months.

Reach & Frequency

Our media plan centers around a base reach of 70, with an increase to 80.0 for heavy up-months in our identified spot markets. We used an Ostrow model to determine an effective frequency for IZZE, considering the types of messages and media we plan to use for IZZE. This will determine our frequency for heavier months, while we'll use a standard average frequency (3.0) for our regular months and a raised frequency (4.5) in our spot markets to allow for additional media buys.

Figure 41: Effective Frequency Ostrow Model

			Marketing Factors		
Established Brands	-.2	-.1	+.1	+.2	New Brands
High Market Share	-.2	-.1	+.1	+.2	Low Market Share
Dominant Brand in Market	-.2	-.1	+.1	+.2	Smaller, Less Known Brand
High Brand Loyalty	-.2	-.1	+.1	+.2	Low Brand Loyalty
Long Purchase Cycle	-.2	-.1	+.1	+.2	Short Purchase Cycle
Product Used Occasionally	-.2	-.1	+.1	+.2	Product Use Daily
			+.1	+.2	Need to Beat Competition
			Copy Factors		
Simple Copy	-.2	-.1	+.1	+.2	Complex Copy
More Unique Than Comp.	-.2	-.1	+.1	+.2	Less Unique Than Comp.
Continuing Old Campaign	-.2	-.1	+.1	+.2	New Copy Campaign
Product Sell Copy	-.2	-.1	+.1	+.2	Image Type Copy
Single Kind of Message	-.2	-.1	+.1	+.2	Difficult Kinds of Messages
New Messages	-.2	-.1	+.1	+.2	Older Messages
Larger Ad Units	-.2	-.1	+.1	+.2	Small Ad Units
			Media Factors		
Lower Ad Clutter	-.2	-.1	+.1	+.2	High Ad Clutter
Compatible Editorial	-.2	-.1	+.1	+.2	Non-Compatible Environment
Attentiveness High	-.2	-.1	+.1	+.2	Attentiveness Low
Continuous Schedule	-.2	-.1	+.1	+.2	Pulsed or Flighted
Few Media Used	-.2	-.1	+.1	+.2	Many Media Used
Opportunities for Repetition	-.2	-.1	+.1	+.2	Fewer Opportunities

Effective Frequency: 3.0 + .5 - .3 + .5 = 3.6

Media Budget & Spot Allocation

Objective

A $21.5 million budget has been shared among 5 major media types, allocating a majority of the plan to Women's Magazines. Spot marketing will target our demographic in key cities across the US, including but not limited to Chicago, New York and Houston with 21% of our budget.

Strategy

The largest portion of the budget, Women's Magazines (49.6%), will be employed in our launch month of April and continue throughout the year to maintain our reach and stay at the top of our demographic's mind. Another 30% will be distributed across key US cities through National and Spot TV shows and networks. Among them are some of our demographic's favorite programs, including a sales promotion tie-in with Top Chef. The strategy will lighten up in the fall months as the $1.5 million spared spend gets utilized in our exciting outdoor promotions with Austin City Limits. January and February will be used as "off months" to maximize spending in the summer months.

Rationale

IZZE has been battling against large, well-established competitors within the carbonated beverage category and has failed to steal significant audience share since its inception in 2002. The remedy? Go to where the IZZE consumer already is. The selected media types of our plan target the consumer where they frequent the most, obtaining our most valuable eyes and ears.

With 50% of the budget going to ads in Women's Magazines, IZZE will reach the heart of their demographic. The brand will appear consistently throughout the year both on the shelf and to subscribers of top publications among the demographic, such as Elle and Vogue. IZZE advertisements will accompany some of television's most popular shows, while asserting its relevance with pop culture and cooking programs alike. Paired with these powerful mediums are Digital ads spread across both Social Media and Digital Radio. In today's world of digital obsession, it will be hard to escape IZZE between spots on Spotify and placements on Facebook.

The intensity of this mix in our summer launch months followed up by consistent messaging in the lighter months will ensure maximum awareness of IZZE, increasing its current 12% to 22% over the course of the year. A partnership with the popular Austin City Limits Festival will again keep IZZE top of mind, relevant and will encourage IZZE loyalists and newcomers alike to share their experiences and passion for the product with their friends and family.

Additional Media Flight Plan Materials (Market List, Year at a Glance, Media Mix, Goal Sheet, Flow Chart, Monthly Detail) can be found in Appendix D.

Figure 43a: Budget Allocation

National Media	$ Amount	National %	Cumulative %
Magazines-Women's	$10,445,220	57.56%	45.45%
Net Cable-Prime	$2,588,880	14.27%	11.26%
Digital National	$3,282,560	18.09%	14.28%
Digital Radio	$1,053,396	5.80%	4.58%
National Promotion	$378,000	2.08%	1.64%
National Contingency	$400,000	2.20%	1.74%
National Total	**$18,148,056**	**100.00%**	**78.96%**
Spot Media	**$ Amount**	**Spot %**	**Cumulative %**
Spot TV-Prime	$3,686,148	76.22%	16.04%
Spot Promotion	$750,000	15.51%	3.26%
Spot Contingency	$400,000	8.27%	1.74%
Spot Total	**$4,836,148**	**100.00%**	**21.04%**
TOTAL	**$22,984,204**		

Figure 43b: Spot Allocation by Market

Rank	Spot Market	HHs	% of Total Spot HHs	% Allocated
1	New York, NY	7,554,817	28.9%	$1,065,989.24
2	Los Angeles, CA	5,759,523	22.0%	$812,672.17
3	Chicago, IL	3,515,299	13.5%	$496,010.81
4	Philadelphia, PA	2,967,638	11.4%	$418,735.51
10	Houston, TX	2,078,638	8.0%	$293,297.08
16	Miami-Ft. Lauderdale, FL	1,570,334	6.0%	$221,575.07
27	San Diego, CA	1,074,776	4.1%	$151,651.54
43	Las Vegas, NV	715,284	2.7%	$100,927.00
55	Fresno-Visalia, CA	580,872	2.2%	$81,961.39
98	El Paso el at, TX-NM	307,073	1.2%	$43,328.19
	TOTAL	**26,124,254**	**100%**	**$3,686,148.00**

Geography

Objective

IZZE will focus on a dual national and heavy spot market campaign based on High CDI and EV% of our target users.

Strategy & Rationale

While the Pacific Region as a whole has a 38% above average index for Carbonated Juice Drinks, there are several factors to consider. An in-depth cross analysis of the CDI indexes/EV% of the Carbonated Juice Drink Geographical Market along with the Ad Spend data of IZZE and the direct competition suggest a reliable market focus. The highest ranking cities in the category for the estimated value percentage fall in the following order: New York, Los Angeles, Chicago, Philadelphia, Houston, Miami, San Diego, Las Vegas, Fresno, El Paso. This ranking is based on weighted factoring of the cities amongst themselves, and also as a factor of the total available market.

Figure 43: Raw Geographic Data

City	HHs	Est. User	Total Across	EV % of 10 Markets	EV % of Total Markets	Rank
El Paso, TX	307,073	35,857	342,930	1.2	0.23	10
Fresno, CA	580,872	66,999	647,871	2.2	0.44	9
Houston, TX	2,078,638	232,650	2,311,288	7.9	1.6	5
Miami, FL	1,570,334	190,926	1,761,260	6.0	1.2	6
Los Angeles, CA	5,759,523	711,225	6,470,748	22.2	4.4	2
Las Vegas, NV	715,284	83,362	798,646	2.7	0.54	8
New York, NY	7,554,817	867,416	842,223	28.9	5.7	1
San Diego, CA	1,074,776	120,420	1,195,196	4.1	0.8	7
Philadelphia, PA	2,967,638	309,648	3,277,286	11.2	2.2	4
Chicago, IL	3,515,299	392,322	3,907,321	13.4	2.7	3

Data: MFP Supplied Population Data

IZZE's direct competition followed similar suit in the heavy up markets in which they spent the most ad dollars. According to AdSpender, the cities of New York, Los Angeles, and Chicago all received the highest heavy up ad spend from the competition.

Figure 44: Weighted Numbers Based on Top Markets

City	HHs	Est. User	Total Across	EV % of 10 Mrkts	Rank
El Paso, TX	1.2	1.2	2.4	1.2	10
Fresno, CA	2.2	2.2	4.4	2.2	9
Houston, TX	8.0	7.7	15.7	7.9	5
Miami, FL	6.0	6.3	12.3	6.2	6

Los Angeles, CA	22	23.6	45.6	22.8	2
Las Vegas, NV	2.7	2.8	5.5	2.8	8
New York, NY	28.9	28.8	57.7	28.9	1
San Diego, CA	4.1	4.0	8.1	4.1	7
Philadelphia, PA	11.4	10.3	21.7	10.9	4
Chicago, IL	13.5	13.0	26.5	13.3	3

Data: MFP Supplied Population Data

A comparison of these factors outlines possible markets to inject more advertising funds. Being that IZZE currently has an inequitable share of voice, slightly heavier spending in markets where the direct competition isn't spending as much, but where there is still an above average CDI is plausible.

Figure 45: Weighted Numbers Based on Total (210) Markets

City	HHs	Est. User	Total Across	EV % of Total	Rank
El Paso, TX	0.28	0.11	0.39	.2	10
Fresno, CA	0.51	0.21	0.72	0.4	8 (t)
Houston, TX	1.8	0.71	2.51	1.3	5
Miami, FL	1.4	0.57	1.97	1.0	6
Los Angeles, CA	5.0	2.2	7.2	3.6	2
Las Vegas, NV	0.62	0.26	0.88	0.4	8 (t)
New York, NY	6.6	2.6	9.2	4.6	1
San Diego, CA	0.94	0.37	1.31	0.7	7
Philadelphia, PA	2.6	0.95	3.55	1.8	4
Chicago, IL	3.1	1.2	4.3	2.2	3

Data: MFP Supplied Population Data

Scheduling & Timing

Objective

Highest reach and frequency levels will occur during the spring as customers get ready for summer holidays. Limited media purchase during mid-summer ramp up to heavy buys in the fall as customers make IZZE part of their holiday season, leading to months off at the beginning of the year.

Strategy & Rationale

Our analysis of the carbonated fruit flavored beverage category has shown that beverage consumption and competitor ad spending increases in the summer months. Therefore, we are launching our "Getting IZZE with It" campaign in April. IZZE will position ourselves well in the spring/summer issues of women's magazines like Marie Claire, Glamour, Elle and Cosmopolitan, when editorial content is turning to summer fashion and activities.

April is our official launch month and we will establish our most consistent ad presence in women's magazines, and we will add Mobile ads, Spotify, Primetime Cable, and additional spot cable in our 10 identified markets (Figures 41-43). These ten markets each serve a different purpose. We need to position IZZE in major markets like Miami, LA, New York City and Chicago because the competition has a presence there. Due to budget limitations we can't saturate those markets the way the competitors have, but by strategically positioning IZZE there during the key months of our campaign, we can raise awareness of the product and the brand. For the moderate-sized and smaller markets we think our impact can be more noticeable while we maintain our budget goals. Starting in April we will also add digital aspects to the campaign during our launch month. Our digital presence will be on paid social media (see Social Media Strategy, Target Media Mix Section) and on mobile. The target audience is most active on these digital platforms, in particular during the warm weather months when entertainment and travel are top of mind. Our plan will continue in these mediums and in these markets through May and June to continue to drive interest for warm weather, Memorial Day and July 4th parties.

In July and August we will step back from our three months of coordinated multiple medium approach. IZZE needs to ensure that they balance the need of increased awareness with the risk of over-exposure. Our budget constraints do not allow us to be in as many places as we'd like, but we anticipate that we'll be able to ride the wave of momentum we've created in the previous three months. We will continue our presence in magazines so that IZZE does not disappear entirely and we will also focus on our owned and earned social media that can help maintain our top of mind presence among our target audience.

In September we are going to start ramping up our campaign again in preparation for the holiday season. While our magazine ads continue, we would increase our social media presence. IZZE matches well with social media influencers, such as Haylie Duff the host of "The Real Girl's Kitchen". She has an incredibly strong social media following that correlates well to our target audience. (See Social Media Strategy, Target Media Mix) In September we will also capitalize on our sponsorship of the Austin City Limits music and food festival. There will be lots of earned social media that will naturally extend from that event. (See sales promotions section).

In October we will capitalize on the positive publicity, owned and earned social media following the Austin City Limits Food and Music festival. In order to emphasize our presence with our audience in relation to how they experience music, we will also activate ads on Spotify. Our research shows that our audience is more likely than average to attend music festivals as well as discover new music on Spotify. We believe by combining these mediums during this time of year, we will generate the most brand awareness and affinity.

In November, we will repeat our heavy, multi-channel campaign activation using Primetime Cable, Spot Cable ads in our top ten markets, social, mobile and digital radio, and magazines. Our intention is to re-energize our target audience's interest in the brand, even though summer is over. Our creative goal with this portion of the "Getting IZZE With It" campaign is to show how IZZE can and should be an integral part of our target audience's holiday plans. Also, IZZE has already committed to being a presenting sponsor for the Chipotle Cultivate festival which is in Miami in November. Being that this is one of our key spot markets, we plan on capitalizing on additional publicity and earned social media that will be generated throughout the festival. Finally, our partnership with Top Chef will activate in November as the 14th season comes towards its close (for more details, see Sales Promotions section below). IZZE's presence in not only primetime cable ads but as a partner with a popular show, this momentum will carry us to the end of the year where we will continue our magazine presence through December.

In the winter doldrums of January and February, we will not have any purchased advertising presence, but we will continue to develop our owned social media so that IZZE still has some presence in our target's life. By this point, we expect our "Getting IZZE With It" campaign will have garnered traction on social media that we can continue to capitalize on. In March, we will begin to ramp up for the second year of our campaign with national print ads in women's and general interest magazines. By increasing our presence in March we can tease year 2 of the campaign and become a more top-of-mind product as our target audience gets geared up for the summer season again.

AUSTIN CITY LIMITS

Sales Promotions

Objective

Sales promotions, including sponsorship and sampling at Austin City Limits will be a key media driver in September and October. Product placement on Bravo's "Top Chef" will position IZZE prominently during December as a fixture of the target's holiday plans

Top Chef

One of our sales promotions will be to sponsor a Quickfire challenge on Season 14 of Top Chef currently filming in Charleston, SC. Our target audience are avid Bravo Network viewers (See Figure 38, Target Media Mix) and food programming is certainly an interest for our tech-savvy trendsetters.

A Quickfire Challenge is normally the first chef task in each episode and is often sponsored by a product. Top Chef has a tradition of featuring the sponsor company as part of the challenge. In this case, contestants would be required to create a cocktail featuring IZZE to accompany their meal. IZZE will furnish the product for the challenge as well as supply the financial prize to the winner of the challenge. This promotion would have dual impact: raising brand awareness and affinity with our core demographic as well as inspiring customers to engage with the brand in creative ways. Finally, it is also a reinforce our social media campaign of #IZZEventions and capitalize on the second screen/social media impact of an acclaimed Bravo program. According to an article in Entertainment Weekly, "Bravo has been named the 'highest-rated network for product placement effectiveness in broadcast,' according to Nielsen IAG... 'Bravo consistently delivers the most affluent, educated, and engaged audience in all of cable entertainment – which results in product placements resonating with fans and directly boosting viewer perceptions of the integrated brands,' the network said in a press release." Industry expert, Mike Wong, agrees that position the brand and specific products on a network like Bravo and in a show like Top Chef is an efficient way to spend our promotional dollars.

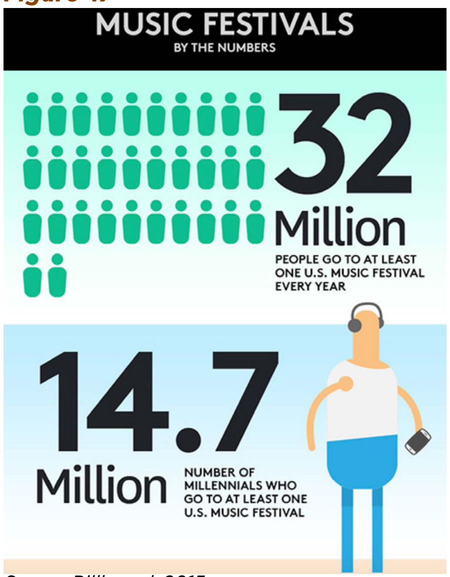
Figure 46: Target Statements on Product Tie-in and Promotions

Statement	Target Users	Sparkling Water	Flavored Sparkling
When I'm in a store or online and see a brand name product I recognize from a TV show, I'm more likely to buy it than its competitor	123	118	112
When I see a character on TV using a brand name product I've never tried before, I am likely to try it	135	128	130
After I watch my favorite TV show, I can remember the brand name products the characters were using during the show	13	120	127

Data: Simmons OneView. See Appendix A for more detail.
To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Austin City Limits

Figure 47



Source:Billboard, 2015

The Austin City Limits Music Festival: Austin, TX is known for its food scene. For the past 15 years Austin City Limits has established itself as one of the largest and most influential art, music, and cultural festivals in the country. Occurring over the course of two weekends (Sept. 30 - Oct. 2 and Oct. 7-9), the event has ballooned in the past few years. According to Austin Business Journal, the total attendance in 2014 was 450,000. "According to Nielsen's Audience Insights Report on Music Festivals, approximately 32 million people attend at least one music festival in the U.S. each year, and nearly half (46%) are aged 18-34, highlighting a huge opportunity for marketers to reach the coveted Millennial demographic. The festival audience is evenly split among men (49%) and women (51%), and festivals are more popular among Hispanics and African-Americans than they are with the general population... True to their digital nature, Millennial festival fans rely on tech and social sources to engage with music. They're almost twice as likely to use Facebook to access music than the U.S. average. Additionally, music festival fans are 98% more likely to discover new music on Spotify than the average consumer. And when they discover music on streaming services, they tend to purchase more digital music than the typical U.S. consumer."

In 2015 ACL festival organizers have added a new food and beverage component for the days between the concerts. Entitled Feast Under the Stars, "Thursday night before Weekend Two on the grounds of Austin City Limits Music Festival, we're rolling out the tabletops & linens for a one-of-a-kind dining experience that offers a locally sourced, 5-course meal — each prepared by six award winning chefs." IZZE's partnership with ACL would give them direct, immediate, and intentional interaction with

the prime demographic and allow guests to taste, and subsequently fall in love, with the product. The sponsorship would include, key positioning at the Feast Under the Stars, a hospitality tent near the Main Stage and two sampling locations. This opportunity is ideally timed directly prior to our increased spot marketing to garner increased exposure and interest in the product leading into the holiday season. This also associates the brand with a hip, trendy, stylish and forward thinking organization that directly appeals to our target audience. ACL is the perfect crossroads of food and beverage and music culture and IZZE would be able to shine in this arena as one of the few non-alcoholic beverage sponsors. Also, being that Austin is not one of our heavy-month spot markets, this is the ideal opportunity to spread brand awareness and impact in an untapped area. Our audience is deeply interested in food and music and by establishing a presence at this festival, we can be a part of their positive association.

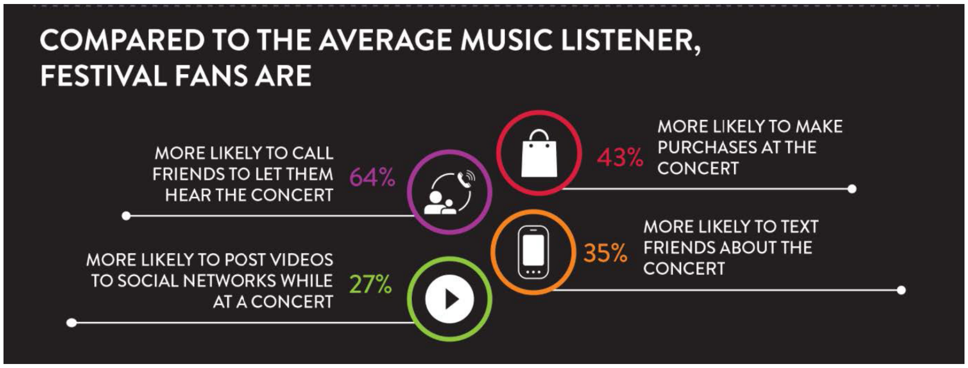


Figure 48

Source: Nielsen, 2016

Figure 49: Target Statements on Music and Music Festivals

Statement	**Target Users**	**Sparkling Water**	**Flavored Sparkling**
Music is an important part of my life	117	113	113
Attended a Concert/Music Festival (last 12 months)	127	128	133
Attended a Music Festival (last 12 months)	132	134	126

Data: Simmons OneView. See Appendix A for more detail.

To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

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Appendix A: Syndicated Research

Figure A-1: Demographic Research Data, Simmons OneView Spring 2014 NHCS Adult Study

	Female	Male	Female 18-34	Female Single	Female Married	Female Parent
HH Use Sparkling Water	118	81	109	128	113	114
HH Use Flavored Sparkling	127	71	128	174	109	127
HH Use San Pelligrino	113	86*	129*	165*	123	111
	Female Employed	**Female Employed 18-34**	**Female Single Parent**	**Female Single No Kids**	**Female Married Parent**	**Female Married No Kids**
HH Use Sparkling Water	127	97	119	125	111	117
HH Use Flavored Sparkling	131	109	142	148	119	91
HH Use San Pelligrino	145	137*	122*	101*	106	117*

** indicates sample size may be too small to be significant*

Figure A-2: Demographic Research Data, MRI MFP Study of Carbonated Juice Drink Users

Demographic	Carbonated Juice Drink Users	Demographic	Carbonated Juice Drink Users	Demographic	Carbonated Juice Drink Users
Men	89	Sales/Office Role	126	1 Child in HH	117
Women	111	Arts/Design/Media Role	141	2 Children in HH	116
Working Women	125	Healthcare Support Role	138	3 Children in HH	123
Some College	111	Administrative Role	127	4 Children in HH	174
College Grad Plus	96	HHI $50000-$74999	106	Children 2-5 Years	112
Age 18-24	134	HHI $75000-$99999	101	Children 6-11 Years	124
Age 25-34	127	HHI $100000+	105	Children 12-17 Years	128
Age 35-44	118	Single	125	Pacific Region	138
Age 45-54	97	Married	94	Middle Atlantic	102
Employed	111	Parents	119	New England	101
Professional Role	111	No Child in HH	86	County Size A	107

Figure A-3: Psychographic/Lifestyle Research Data, Simmons OneView Spring 2014 NHCS Adult Study

Statement	Target Audience	HH Uses Sparkling Water	HH Uses Flavored Sparkling Water
I consider my diet to be very healthy	89	121	103
I always think of the calories in what I eat	112	132	121
I am working at eating a well-balanced diet	100	117	115
I try to eat healthier foods these days	96	113	106
I like to know as much as possible about ingredients before I buy food products	91	131	127
I normally count the calories of the foods I eat	108	129	120
Nutritional value is the most important factor in what foods I eat	101	119	112
When shopping for food, I especially look for organic or natural foods	130	141	119
I prefer to eat foods without artificial additives	100	120	113
My friends' opinion of a store influences whether I shop there	123	107	103
My friends often ask my advice about health and nutrition	127	148	128
Usually I am quick to try a new nutritional product	111	127	129
I like to try new things no one else has	128	120	117
I go shopping frequently	151	123	127
I tend to buy things on the spur of the moment	122	103	110

I make sure I exercise regularly	111	123	116
I do some sport/exercise at least once a week	108	110	114
I enjoy spending time with my family	102	103	105
I enjoy entertaining people in my home	100	112	113
I love to keep up with celebrity news and gossip	179	122	125
I like to buy the same products that celebrities use	192	120	95
Domestic Travel - Last 12 Months (Yes)	105	104	104
Foreign Travel - Last 3 Years (Yes)	103	127	122
Self-concept: Amicable, amiable, affable, benevolent	100	118	123
Self-Concept: Brave, courageous, daring, adventuresome	99	105	103
Self-Concept: Creative, Inventive, Imaginative, Artistic	116	104	105
Self-Concept: Refined, gracious, sophisticated, dignified	107	112	103
Self-Concept: Intelligent, smart, bright, well-informed	106	107	112
Self-Concept: Funny, humorous, amusing, witty	97	104	107
Self-Concept: Sociable, Friendly, Cheerful, Likeable	105	105	108
I am adventurous	104	115	116
I consider myself to be a creative person	108	110	114
Psychographic Scale: Work Centered (Far Above Average)	119	118	109
Psychographic Scale: Work Centered (Average and Up)	111	107	103
Psychographic Scale: Family Centered (Far Above Average, Married Target Only)	134	101	93
Psychographic Scale: Health and Image Leader (Average and Up)	121	108	104
Psychographic Scale: Health and Image Leader (Above Average)	116	115	119
Psychographic Scale: Active Health Management (Average and Up)	121	108	104
Psychographic Scale: Active Health Management (Far Above Average)	101	141	129
Psychographic Scale: Informed Consumer (Far Above Average)	153	114	126
It is important to me that a company acts ethically	100	106	110
I make a conscious effort to recycle paper, glass, cans, and other items	92	111	108
I am more likely to buy products from companies that donate to charities	104	118	119
I am more likely to buy products from companies that sponsor sports	90	115	102
The Internet has changed the way I spend my free time	132	113	121
The Internet has changed the way I get information about products and services	117	108	114
Television is my main source of entertainment	88	95	102
Magazines are my main source of entertainment	128	119	113
Radio is my main source of entertainment	117	113	122
Music is an important part of my life	117	113	113
I cannot resist buying magazines	137	131	140
I rely on magazines to keep me informed	106	129	140
I often read ads in magazines just out or curiosity	113	123	126
I enjoy reading ads in magazines	102	132	142
I spend less time reading magazines in print because of the Internet	134	114	111
I am a TV addict	118	107	121
I do not mind watching TV, movies, or other video content on portable devices with smaller screens	162	119	127
I find TV advertising interesting and quite often it give me something to talk about	106	113	115
I like television commercials that make me laugh	101	108	114
After I watch my favorite TV show, I can remember the brand name products the characters were using during the show	113	120	127
When I see a character using a brand name product I've never tried before, I am likely to try it	135	128	130
When I'm in a store or online and I see a brand name product I recognize from a TV show, I'm more likely to buy it than its competitor	123	118	112

I get more and more of my news from the Internet	133	112	120
I mostly download/stream my entertainment rather than buying a CD or DVD	166	118	124
I spend less time listening to non-internet radio because of the Internet	153	120	129
My cell phone connects me to my social world	161	114	120
My computer is a primary source of fun and entertainment	131	108	116
Nowadays, I access the Internet more through my mobile/handheld device than a computer	176	116	118
Social sharing/networking websites are a way for me to tell people about companies and products that I like	200	116	130
I trust product information that I get from social sharing/networking websites more than other sources	191	119	155
I talk about the things I see on social sharing/networking websites in face-to-face conversations	193	114	128
I often click on links or items posted by other people on social sharing/networking websites	209	111	133
I am more likely to purchase products I see used or recommended by friends on social sharing/networking websites	212	117	139
I am more likely to purchase products I see advertised on a social sharing/networking website	226	125	145

** indicates sample size may be too small to be significant*

To maintain sample size, target market excludes income and education. Unless otherwise stated, indices indicate any agree (agree, somewhat, or strongly)

Figure A-4: Psychographic Scale Definitions, Simmons OneView Spring 2014 NHCS Adult Study

Scale Name	Scale Definition
Health and Image Leader	This factor represents the willingness to try any new health and nutrition products, actively be a health information source for others, willing to spend whatever it takes to look younger and try any diet.
Active Health Management	This factor represents taking an active role in one's health, including eating a well-balanced diet, exercising regularly, eating healthier foods and searching out information on food products.
Work Centered	This factor represents viewing money as the best measure of success, willingness to sacrifice time with family to get ahead, view self as workaholic and world view that people get what they deserve in life.
Family Centered	This factor represents preferring to spend a quiet evening at home than go out, time is more valuable than money, duty before enjoyment and spending time at home with family.
Informed Consumer	This factor represents being knowledgeable about products, including reading product labels and shopping to take advantage of bargains.

Figure A-5: Psychographic/Lifestyle Research Data, MRI MFP Study of Carbonated Juice Drink Users

Statement	Carbonated Juice Drink Users	Statement	Carbonated Juice Drink Users
I buy natural products because I am concerned about my family's health	113	I follow a regular exercise routine	104
I always check ingredients/nutrition content of food products before buying	112	I consider myself sophisticated	114
I regularly eat organic foods	114	I like to learn about foreign cultures	113
I rely on product labels to make food shopping decisions	106	I consider myself to be very sociable	104
I try to eat healthy and pay attention to my nutrition	113	I use social networking to show support for my favorite companies or brands (Very Important)	123
I often seek the advice of others before making a purchase	109	I carry my cellphone everywhere I go	102
Others ask my advice when it comes to food	106	The Internet is a great way to gather info on products/services	107
I expect the brands I buy to support social causes	109	The Internet allowed me to learn things I wouldn't otherwise	105

I tend to make impulse purchases	110	Foreign Travel, last 3 years (Yes)	117
I'm always one of the first to try new products or services	105	Domestic Travel, last 12 months (Yes)	111
I'm always looking for new ways to live a healthier life	111	Consider myself influential/expert: Magazines	169
Consider myself influential/expert: Healthy Lifestyle	140	Consider myself influential/expert: Internet	125
Consider myself influential/expert: Physical Fitness	134	Consider myself influential/expert: Music	120
Consider myself influential/expert: New Food Items	130	Consider myself influential/expert: Entertainment	145
Consider myself influential/expert: Soft Drinks	129	Consider myself influential/expert: Parenting	138

Unless otherwise stated, indices indicate agree completely.

Figure A-6: Quintile Media Usage Data, Simmons OneView Spring 2014 NHCS Adult Study & MRI MFP Study

Quintile/Usage	Target Audience	HH Uses Sparkling Water	HH Uses Flavored Sparkling Water	Carbonated Juice Drink Users
Radio All Day: Quintile I	90	111	125	107
Radio All Day: Quintile II	102	116	126	110
Radio All Day: Quintile III	112	101	109	99
Radio All Day: Quintile IV	98	89	81	94
Radio All Day: Quintile V	97	83	59	90
Attended Concert/Music Festival (last 12 months)	127	128	133	--
Attended Music Festival (last 12 months)	132	134	126	--
Listened to Internet Radio (last 7 days)	188	117	132	--
Listened to Internet Radio on Mobile Device (last 7 days)	214	110	115	--
TV All Day: Quintile I	69	85	91	91
TV All Day: Quintile II	87	110	128	99
TV All Day: Quintile III	91	100	101	105
TV All Day: Quintile IV	110	105	100	104
TV All Day: Quintile V	143	100	81	101
TV Prime Time: Quintile I	74	91	101	96
TV Prime Time: Quintile II	97	94	101	98
TV Prime Time: Quintile III	95	109	118	100
TV Prime Time: Quintile IV	107	114	100	107
TV Prime Time: Quintile V	127	92	80	98
Outdoor: Quintile I	93	101	106	109
Outdoor: Quintile II	103	103	100	103
Outdoor: Quintile III	84	103	109	95
Outdoor: Quintile IV	105	100	100	99
Outdoor: Quintile V	115	93	85	94
Read/Looked into any magazine, last 6 months	111	108	112	--
Magazines: Quintiles I	--	--	--	115
Magazines: Quintiles II	--	--	--	107
Magazines: Quintiles III	--	--	--	98
Magazines: Quintiles IV	--	--	--	93
Magazines: Quintiles V	--	--	--	87
Newspapers: Quintile I	--	--	--	100
Newspapers: Quintile II	--	--	--	107
Newspapers: Quintile III	--	--	--	99
Newspapers: Quintile IV	--	--	--	97
Newspapers: Quintile V	--	--	--	96
Read Any Daily Newspaper (Gross)	69	120	125	102

Read Any Sunday Newspaper (Gross)	79	123	122	101
Internet Home/Work: Quintile I	161	103	122	103
Internet Home/Work: Quintile II	105	108	119	106
Internet Home/Work: Quintile III	121	112	124	106
Internet Home/Work: Quintile IV	92	98	101	97
Internet Home/Work: Quintile V	103	98	88	87
Online/Use the Internet? (Yes)	112 (97.7%)	104	108	--
Spent 20+ hours online at home, last 7 days	155	110	112	--
Spent 15-20 hours online at home, last 7 days	145	99	129	--
Average Internet Hours/Week	--	--	--	13
Used Tablet or Smartphone App: Food/Cooking/Recipes (last 30 days)	216	133	140	--
Used Tablet or Smartphone App: Health & Fitness (last 30 days)	254	143	165	--
Used Tablet or Smartphone App: Magazines (last 30 days)	118	159	174	--
Used Tablet or Smartphone App: Movies (last 30 days)	183	137	135	--
Used Tablet or Smartphone App: Music/Radio (last 30 days)	187	115	122	--
Used Tablet or Smartphone App: News (last 30 days)	122	120	117	--
Used Tablet or Smartphone App: Shopping (last 30 days)	204	124	141	--
Used Tablet or Smartphone App: Social Networking (last 30 days)	209	117	131	--
Visited Twitter (last 7 days)	238	129	121	--
Visited Twitter 16+ times (last 30 days)	175	103	125	--
Visited Facebook (last 7 days)	153	109	123	--
Visited Facebook 16+ times (last 30 days)	218	121	172	--
Visited Pinterest (last 7 days)	276	118	155	--
Visited Pinterest 16+ times (last 30 days)	339	109	173	--
Banner Ads Lead to Purchase Often/Very Often	252	174	152*	--
Floating Ads Lead to Purchase Often/Very Often	310*	200	212*	--
Video Ads Lead to Purchase Often/Very Often	344	158	139*	--
Pop-up/Under Ads Lead to Purchase Often/Very Often	352*	187	165*	--
Website Links Lead to Purchase Often/Very Often	171	156	155	--

** indicates sample size may be too small to be significant*

Target, Sparkling Water, and Flavored Sparkling Water indices from Simmons source. Carbonated Juice indices from MRI source

To maintain sample size, target market excludes income and education.

Figure A-7: Media Vehicle Usage, Simmons OneView Spring 2014 NHCS Adult Study & MRI MFP Study

Vehicle/Type	Target Audience	HH Uses Sparkling Water	HH Uses Flavored Sparkling Water	Carbonated Juice Drink Users
Channel: Bravo (last 7 days)	160	138	159	119
Channel: Food Network (last 7 days)	130	112	121	111
Channel: HGTV (last 7 days)	100	117	125	107
Channel: Lifetime (last 7 days)	128	114	128	107
Channel: Nick at Nite (last 7 days)	209	166	141	106
Channel: Oxygen (last 7 days)	148	122	125	118
Channel: TBS (last 7 days)	140	109	131	103
Channel: TLC (last 7 days)	159	116	138	105
Channel: USA (last 7 days)	108	111	123	100
Channel: VH1 (last 7 days)	171	134	159	110
Channel: E! (last 7 days)	195	146	177	118
Channel: MTV (last 7 days)	246	122	128	107

Channel: BBC America (last 7 days)	79	144	129	117
Channel: Comedy Central (last 7 days)	139	122	146	117
TV Show: Bravo/Top Chef (last 7 days)	121	118	125	--
TV Show: Bravo/Millionaire Matchmaker (last 7 days)	170	164	231	--
TV Show: Bravo/Real Housewives of Atlanta (last 7 days)	189	123	149	--
TV Show: Bravo/Real Housewives of Beverly Hills (last 7 days)	215	144	168	--
TV Show: Bravo/Vanderpump Rules (last 7 days)	253	156	183	--
TV Show: HGTV/Love it or List It (last 7 days)	109	119	123	--
TV Show: HGTV/ House Hunters (last 7 days)	107	122	134	--
TV Show: E!/E! News (last 7 days)	192	144	152	--
TV Show: E!/ Keeping up with the Kardashians (last 7 days)	280	155	179	--
TV Show: E!/ The Soup (last 7 days)	160	160	182	--
TV Show: TLC/Cake Boss (last 7 days)	148	139	198	--
TV Show: TLC/Say Yes to the Dress (last 7 days)	227	143	175	--
Magazine: Cosmopolitan	316	137	164	106
Magazine: Glamour	276	155	186	125
Magazine: Redbook	78	154	187	122
Magazine: Vogue	247	187	178	124
Magazine: Elle	310	159	179	134
Magazine: Marie Claire	269	170	192	141
Magazine: Bon Appetit	79	181	147	122
Magazine: Food Network Magazine	141	134	162	116
Magazine: Women's Health	202	170	201	128
Magazine: Fitness	200	164	211	138
Magazine: Prevention	**	128	152	139
Magazine: Shape	216	170	192	116
Magazine: Self	173	169	189	131
Magazine: Harper's Bazaar	236	170	140	154
Magazine: O	85	157	164	125
Magazine: Real Simple	86	166	185	124

Target, Sparkling Water, and Flavored Sparkling Water indices from Simmons source. Carbonated Juice indices from MRI source
To maintain sample size, target market excludes income and education.

Appendix B: Primary Research Survey

Survey Questionnaire

Questionnaire and full choices as shown to respondents viewable at https://goo.gl/forms/SxPC0p9iN7Ce59V72

Demographic Questions

1. What is your age?
Under 18 18-24 25-34 35-44 45-54 55-64 65+

2. What is your gender?
Male Female Other

3. What state do you currently live in?
*List of U.S. States, Washington D.C., and "Outside of the United States"

4. Which best describes you marital status?
Married Never Married Divorced, Separated, or Widowed

5. What is your highest level of education?
Did not graduate HS High School Diploma Some College Bachelor's Degree or more

6. What is your household's annual income?
Under $10,000 $10,000-$19-999 $20,000-$29,999 $30,000-39,999
$40,000-$49,999 $50,000-$74,999 $75,000-$99,999 $100,000 or higher

7. If different from your household income, what is your individual annual income?
Under $10,000 $10,000-$19-999 $20,000-$29,999 $30,000-39,999
$40,000-$49,999 $50,000-$74,999 $75,000-$99,999 $100,000 or higher

Beverage Questions

8. Please indicate the last time you drank the following beverages

Category Options	***Time Options***
Bottled Water or Seltzer	In the last 7 days
Carbonated Soft Drinks - Regular	In the last 30 days
Carbonated Soft Drinks - Diet	In the last 6 months
Non-Carbonated Soft Drinks - Regular	In the last 12 months
Non-Carbonated Soft Drinks - Diet	Over 12 months ago
Tea (hot or iced)	Never
Fruit Juice or Fluit Flavored Drinks	
Vegetable Juice or Vegetable Flavored Drinks	
Milk (Cow, Soy, Almond, etc.)	
Sports Drinks	
Energy Drinks	

9. Please indicate your familiarity with the following brands of sparkling/carbonated drinks:

Brand Options	***Familiarity Options***
San Pelligrino	Have not heard of this brand
Perrier	Heard of this brand, but never used
IZZE	Buy/drink this brand rarely
LaCroix	Buy/drinks this brand occasionally
Sparkling Ice	Buy/drink this brand regularly
Ocean Spray Sparkling	
Polar	
Welch's Sparkling	

10. How much do the following things influence your beverage shopping choices?

Factors	***Influence Options***
Price	None
On Sale/Coupons	A little
Perceived Quality	Somewhat
Package Design	Make or Break my decision
All Natural/Organic	
Vitamins and Minerals	
Calories/Other Nutrition	
Have seen it advertised	
Others have told me about it	
Single cans/bottles available	
Multipacks available	

Media Questions

11. How much time do you spend watching TV in an average week?

None / Don't watch TV	7 hours or fewer	8 - 20 hours
21-30 hours	31-45 hours	46 hours or more

12. How much time do you spend watching online video/non-traditional TV in an average week?

None / Don't watch TV	7 hours or fewer (1 hour per day)	8 - 20 hours
21-30 hours	31-45 hours	46 hours or more

13. How much time do you spend online in an average week (excluding video from the previous question)?

None / Don't access the internet	1-2 hours	3-8 hours
9-20 hours	21-30 hours	31 hours or more

14. How often do you do the following activities online?

Activities		***Time Options***
Visit a social network		Never
Post content to a social network		Once a month or less
Use email		Once a week
Use a messaging service (IM/chat)		A few times a week
Read news/current event content		Every day
Read blogs/entertainment content		Multiple times a day
Play games online		
Research a topic		
Research a product	Make a purchase	
Listen to music	Watch video	

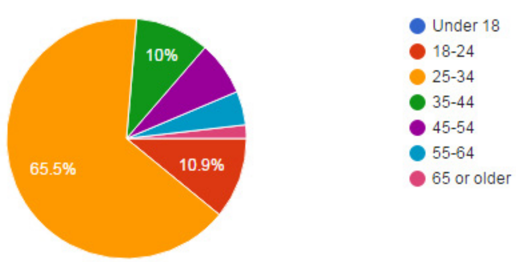
15. Where do you usually find out about new food and beverage products?

- Seeing the Product itself (store shelves or displays)
- Newspaper advertising or circulars (store ads or coupon inserts)
- Magazine advertising
- Billboard of other outdoor advertising
- Online display (“banner”) advertising
- Social media advertising
- Online articles, blogs, review sites, etc.
- From friends and family
- Online Research (“Googling” something)
- Other

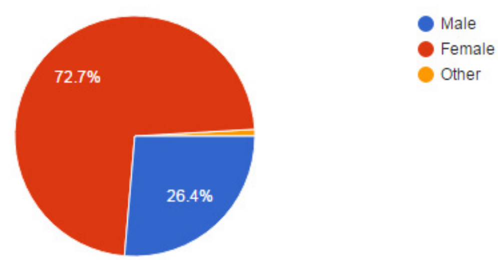
Survey Summary

Full spreadsheet of responses available to view at
https://docs.google.com/spreadsheets/d/1Ct5SmQy3Jtue1Tn8p9guK6dTPp2RasJ62Z-VAyyRkDE

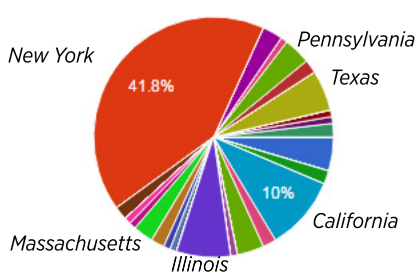
What is your age? (110 responses)



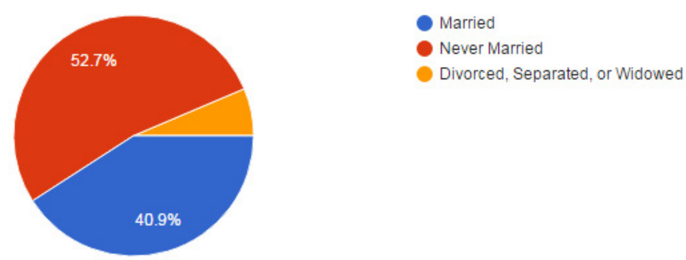
What is your gender? (110 responses)



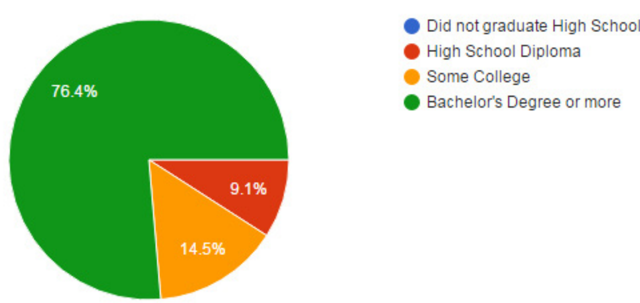
What state do you currently live in? (110 responses)



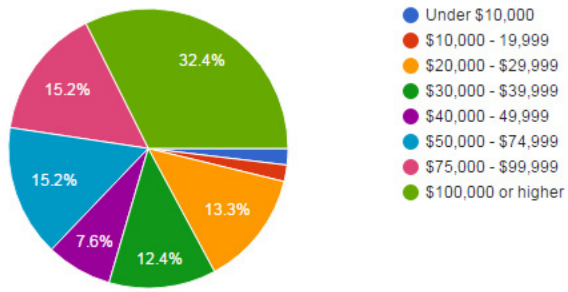
Which best describes your marital status? (110 responses)



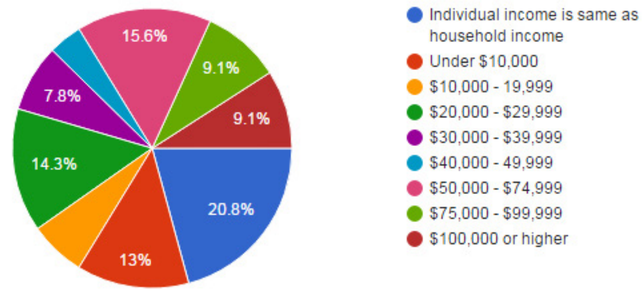
What is your highest level of education? (110 responses)



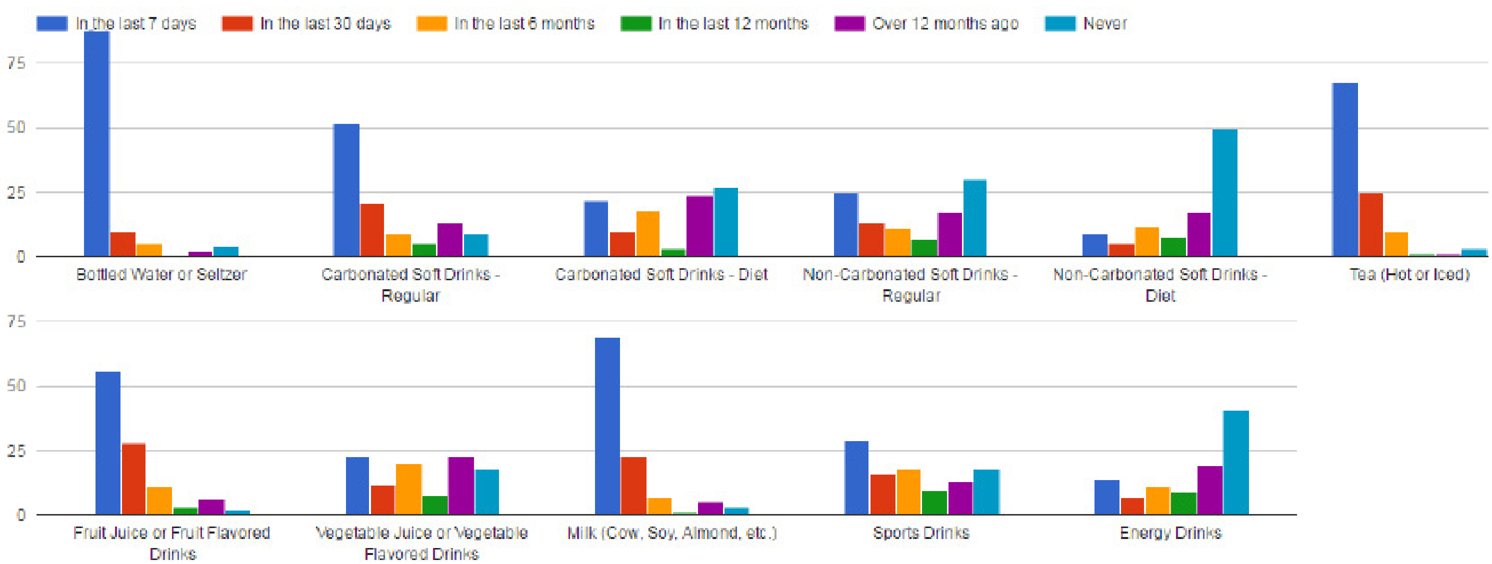
What is your household's annual income? (105 responses)



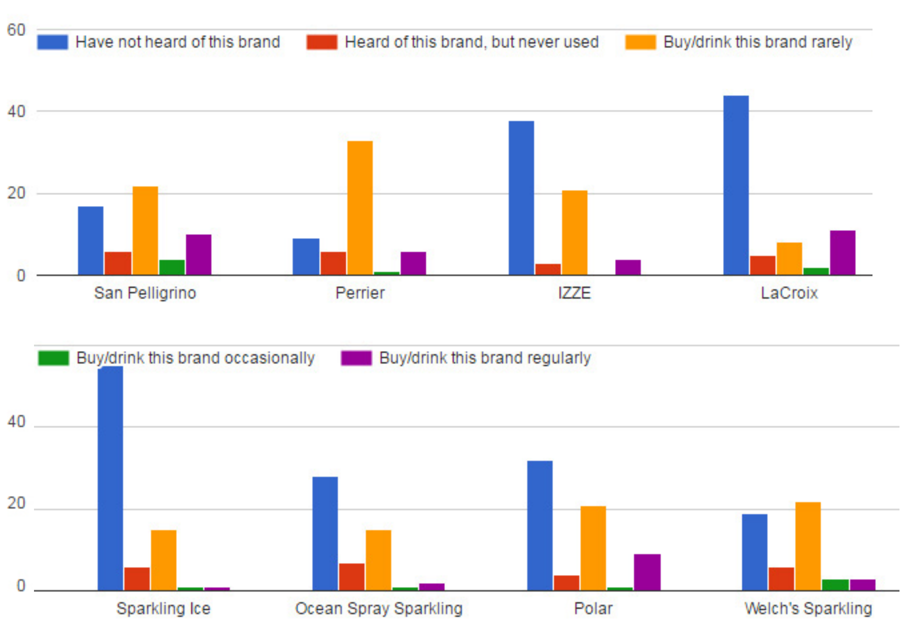
If different from your household income, what is your individual annual income?
(77 responses)



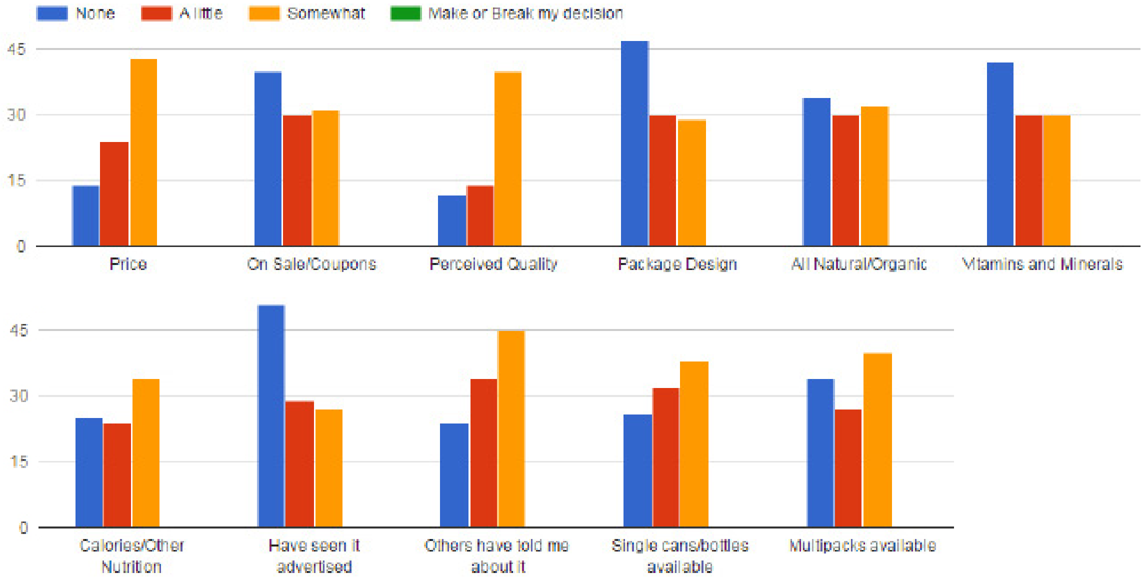
Please indicate the last time you drank the following beverages:



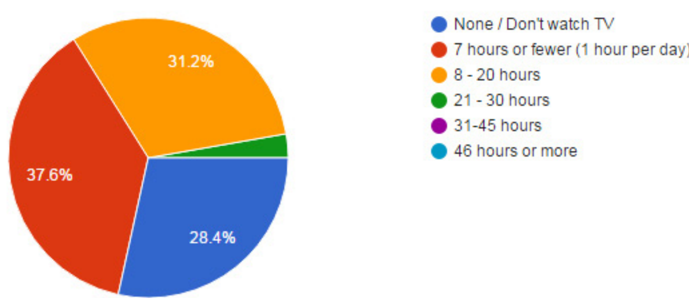
Please indicate your familiarity with the following brands of sparkling/carbonated drinks:



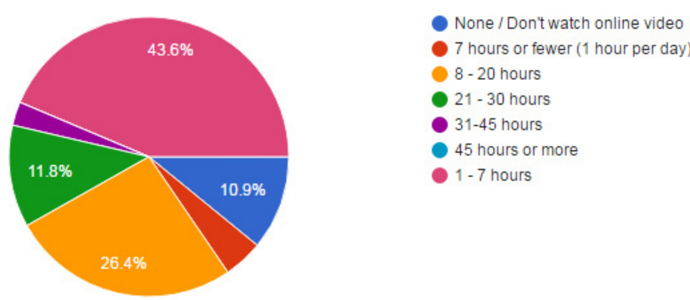
How much do the following things influence your beverage shopping choices?



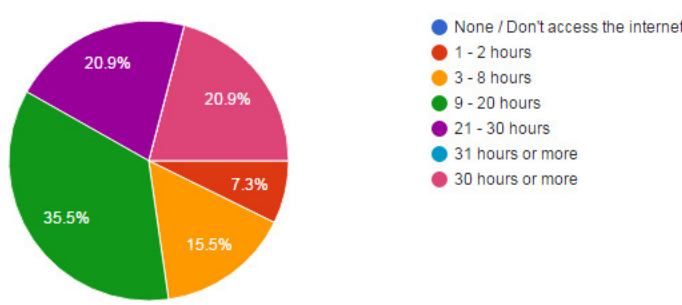
How much time to you spend watching TV in an average week? (109 responses)



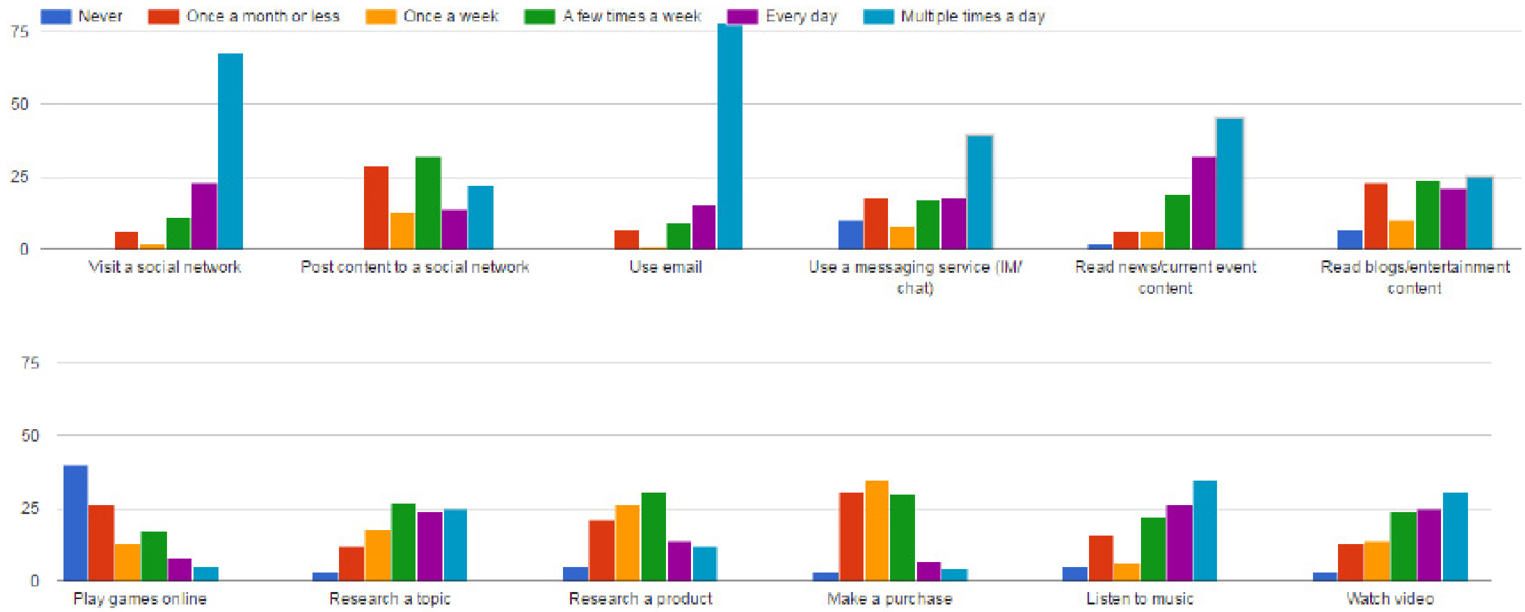
How much time to you spend watching online video/non-traditional TV in an average week?
(110 responses)



How much time do you spend online in an average week (excluding video from the previous question)?
(110 responses)

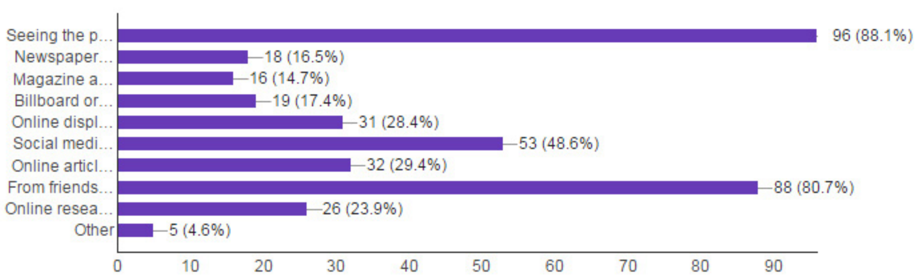


How often do you do the following activities online?



Where do you usually find out about new food and beverage products? (please choose all that apply)

(109 responses)



Appendix C: PMN Grid Totals/Summaries

WEEKDAY	Television				Digital Video				News			Magazine			Web			Web Radio			
	Any	Info	Ent	Bkg	Any	Info	Ent	Bkg	Any	Info	Ent	Any	Info	Ent	Any	Info	Ent	Any	Info	Ent	Bkg
Before Breakfast	4	4	0	2	8	0	6	0	4	4	0	7	3	7	12	10	11	12	0	8	9
During Breakfast	2	2	0	1	3	0	4	3	2	2	1	1	0	1	8	3	5	9	0	6	3
Mid/Late Morning	2	2	0	1	5	1	0	1	4	3	0	0	2	2	10	9	9	6	0	2	4
During Lunch	5	3	2	0	4	1	3	0	2	2	0	7	2	5	10	6	6	5	0	1	5
Early/Mid Afternoon	1	1	0	0	4	2	2	0	0	0	0	6	2	6	7	3	5	5	0	1	4
Before Dinner	2	0	2	0	5	2	3	0	0	0	0	6	4	6	4	2	4	3	2	2	0
During Dinner	5	3	4	1	0	0	0	0	4	4	0	8	3	5	2	0	2	4	0	0	4
Mid/Late Evening	9	2	7	0	6	3	4	0	2	2	0	6	0	6	8	3	7	3	0	0	3
In Bed/Just Before Sleep	5	2	2	1	7	2	5	0	0	0	0	0	0	0	9	2	7	2	0	0	2

WEEKEND	Television				Digital Video				News			Magazine			Web			Web Radio			
	Any	Info	Ent	Bkg	Any	Info	Ent	Bkg	Any	Info	Ent	Any	Info	Ent	Any	Info	Ent	Any	Info	Ent	Bkg
Before Breakfast	3	2	0	1	3	1	3	0	3	3	0	0	0	0	10	6	12	0	0	0	0
During Breakfast	2	2	0	0	5	2	4	0	3	3	0	7	3	4	8	5	6	6	0	4	3
Mid/Late Morning	0	0	0	0	2	1	1	0	0	0	0	5	3	5	10	4	10	6	1	4	3
During Lunch	3	2	0	1	0	0	0	0	2	2	0	7	2	7	8	2	7	1	0	0	1
Early/Mid Afternoon	6	4	2	0	2	1	1	0	1	0	1	5	1	4	4	0	4	2	0	1	1
Before Dinner	6	3	1	2	4	1	4	0	2	0	2	6	3	6	9	3	9	3	0	0	3
During Dinner	5	3	6	5	5	0	5	0	0	0	0	0	2	0	3	1	3	7	0	3	4
Mid/Late Evening	9	6	8	6	7	4	5	2	4	2	2	8	2	8	12	3	10	5	1	4	3
In Bed/Just Before Sleep	6	2	2	3	5	3	3	0	0	0	0	7	1	6	9	2	7	5	0	0	5

Appendix D: Media Flight Plan Materials

Figure D-1: Market List

Market Name	Rank	% U.S.
Chicago, IL	3	3.07
Philadelphia, PA	4	2.61
San Diego, CA	27	0.93
New York, NY	1	6.54
Las Vegas, NV	43	0.63
Los Angeles, CA	2	5.00
Miami-Ft. Lauderdale, FL	16	1.36
Houston, TX	10	1.82
Fresno-Visalia, CA	55	0.50
El Paso, TX	98	0.27

10 Markets chosen covering **22.73%** of Total Households

Figure D-2: Year at a Glance

	Reach		Avg Freq		GRPs			$(000)		
Month	**Goal**	**Est**	**Goal**	**Est**	**Goal**	**Est**	**Balance**	**Goal**	**Est**	**Balance**
April	80.0	81.1	4.5	4.6	360	370	-9	2809.3	2829.4	-20.1
May	80.0	81.1	4.5	4.6	360	370	-9	2809.3	2829.4	-20.1
June	80.0	81.1	4.5	4.6	360	370	-9	2809.3	2829.4	-20.1
July	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
August	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
September	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
October	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
November	80.0	81.1	4.5	4.6	360	370	-9	2809.3	2829.4	-20.1
December	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
January	0.0	0.0	0.0	0.0	0	0	0	0.0	0.0	0.0
February	0.0	0.0	0.0	0.0	0	0	0	0.0	0.0	0.0
March	70.0	73.2	3.0	2.9	210	210	1	1638.8	1680.8	-42.1
TOTAL					**2700**	**2744**	**-44**	**21070.0**	**21.069.8**	**0.2**

National Contingency $(000): **215**
Spot Contingency $(000): **215**

Figure D-6: Media Mix

Media Type	$$ Spent	% of Budget
Women's Magazines	10,445,220	49.6
Spot TV - Prime	3,686,148	17.5
Digital National	3,282,560	15.6
Net Cable - Prime	2,588,880	12.3
Digital Radio	1,053,396	5.0
TOTAL	**21,056,204**	**100**

Figure D-3: Goal Sheets

National Plan	Reach	Freq	GRPs	%Share	Est $(000)
April	70.0	3.6	252.0	8.9	1896.8
May	70.0	3.6	252.0	8.9	1896.8
June	70.0	3.6	252.0	8.9	1896.8
July	70.0	3.0	210.0	7.8	1638.8
August	70.0	3.0	210.0	7.8	1638.8
September	70.0	3.0	210.0	7.8	1638.8
October	70.0	3.0	210.0	7.8	1638.8
November	70.0	3.6	252.0	8.9	1896.8
December	70.0	3.0	210.0	7.8	1638.8
January	0.0	0.0	0.0	0.0	0.0
February	0.0	0.0	0.0	0.0	0.0
March	70.0	3.0	210.0	7.8	1638.8
National Media			2268.0	82.4	17420.0
National Contingency					400.0
TOTAL NATIONAL $$					**17820.0**
Spot Plan	**Reach**	**Freq**	**GRPs**	**%Share**	**Est $(000)**
April	80.0	4.5	360.0	4.4	912.5
May	80.0	4.5	360.0	4.4	912.5
June	80.0	4.5	360.0	4.4	912.5
July	0.0	0.0	0.0	0.0	0.0
August	0.0	0.0	0.0	0.0	0.0
September	0.0	0.0	0.0	0.0	0.0
October	0.0	0.0	0.0	0.0	0.0
November	80.0	4.5	360.0	4.4	912.5
December	0.0	0.0	0.0	0.0	0.0
January	0.0	0.0	0.0	0.0	0.0
February	0.0	0.0	0.0	0.0	0.0
March	0.0	0.0	0.0	0.0	0.0
Spot Media			1440.0	17.6	3650.0
Spot Contingency					400.0
TOTAL SPOT $$					**4050.0**
TOTAL MEDIA $$					**21870.0**

Figure D-4: Flow Chart

Medium	April	May	June	July	August	September
New Cable-Prime *Bravo, HGTV, E!, TLC* *Food Network* $(000)	**[30]** 647.2	**[30]** 647.2	**[30]** 647.2			
Net Radio-Daytime Spotify $(000)	**[54]** 217.9	**[54]** 217.9	**[54]** 217.9			
Magazines-Womens *Cosmopolitan* *Elle, Vogue* *Marie Claire* *Glamour, Shape* *Women's Health* $(000)	**[30]** 240.1	**[30]** 240.1	**[30]** 240.1	**[210]** 1680.8	**[210]** 1680.8	**[180]** 1440.7
Digital National *General Sites/Ad Nets.* *Targeted Sites/Ad Nets.* *Video Networks* *Publisher Video Sites* *Social, Mobile* $(000)	**[225]** 802.6	**[225]** 802.6	**[225]** 802.6			**[24]** 85.8
Spot TV-Prime $(000)	**[31]** 921.5	**[31]** 921.5	**[31]** 921.5			
National Only Area **GRPs** **$(000)** **Reach** **Avg. Freq.**	 338 1907.9 76.0 4.5	 338 1907.9 76.0 4.5	 338 1907.9 76.0 4.5	 209 1680.8 73.2 2.9	 209 1680.8 73.2 2.9	 214 1526.5 76.5 2.8
Spot Only Area **GRPs** **$(000)** **Reach** **Avg. Freq.**	 30 921.5 25.2 1.2	 30 921.5 25.2 1.2	 30 921.5 25.2 1.2			
Plan Total **GRPs** **$(000)** **Reach** **Avg. Freq.**	 369 2829.4 81.1 4.6	 369 2829.4 81.1 4.6	 369 2829.4 81.1 4.6	 209 1680.8 73.2 2.9	 209 1680.8 73.2 2.9	 214 1526.5 76.5 2.8
Promotion-Top Chef $(000)						
Promotion-Austin City Limits $(000)						 150
Promotion-Social Influencers $(000)	 4	 4	 4	 4	 4	 4
Contingency-National						
Contingency-Spot						
TOTAL COST						

Figure D-4: Flow Chart (continued)

October	November	December	January	February	March	Total Across
	[30] 647.2					GRPs: 120 COST: 2588.9
[54] 217.9	**[54]** 217.9					GRPs: 261 COST: 1053.4
[165] 1320.7	**[30]** 240.1	210 1680.8			**[210]** 1680.8	GRPs: 1,305 COST: 10445.2
	[225] 802.6					GRPs: 923 COST: 3296.2
	[31] 921.5					GRPs: 124 COST: 2686.1
209 1502.3 73.8 2.8	338 1907.9 76.0 4.5	209 1680.8 73.2 2.9			209 1680.8 73.2 2.9	GRPs: 2,619 COST: 17,383.7
	30 921.5 25.2 1.2					GRPs: 123 COST: 3686.1
209 1680.8 73.2 2.9	369 2829.4 81.1 4.6	209 1680.8 73.2 2.9			209 1680.8 73.2 2.9	GRPs: 2,743 COST: 21,069.8
	330					COST: 330
600						COST: 750
4	4	4	4	4	4	COST: 48
						COST: 400
						COST: 400
						TOTAL COST: $22,997,800

Figure D-5: Monthly Detail Summary

	April		May		June		July	
Media Type	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**
Cable-Primetime	647,220	30	647,220	30	647,220	30	0	0
Digital Radio-Daytime	217944	54	217944	54	217944	54	0	0
Magazines-Womens	240,120	20	240,120	20	240,120	20	1,680,840	210
Digital National	799,232	224	799,232	224	799,232	224	0	0
Total National	1,904,516	328	1,904,516	328	1,904,516	328	1,680,840	210
SPOT Cable	921,537	31	921,537	31	921,537	31	0	0
TOTAL	2,826,053	359	2,826,053	359	2,826,053	359	1,680,840	210

	August		September		October		November	
Media Type	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**
Cable-Primetime	0	0	0	0	0	0	647,220	30
Digital Radio-Daytime	0	0	0	0	181620	45	217944	54
Magazines-Womens	1,680,840	210	1,440,720	180	1,320,660	165	240,120	20
Digital National	0	0	85,632	24	0	0	799,232	224
Total National	1,680,840	210	1,526,352	204	1,502,280	210	1,904,516	328
SPOT Cable	0	0	0	0	0	0	921,537	31
TOTAL	1,680,840	210	1,526,352	204	1,502,280	210	2,826,053	359

	December		January		February		March	
Media Type	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**	**$ Spend**	**GRPs**
Cable-Primetime	0	0	0	0	0	0	0	0
Digital Radio-Daytime	0	0	0	0	0	0	0	0
Magazines-Womens	1,680,840	210	0	0	0	0	1,680,840	210
Digital National	0	0	0	0	0	0	0	0
Total National	1,680,840	210	0	0	0	0	1,680,840	210
SPOT Cable	0	0	0	0	0	0	0	0
TOTAL	1,680,840	210	0	0	0	0	1,680,840	210

	TOTAL	
Media Type	**$ Spend**	**GRPs**
Cable-Primetime	2,588,880	120
Digital Radio-Daytime	1,053,396	261
Magazines-Womens	10,445,220	1,265
Digital National	3,282,560	920
Total National	17,370,056	2,566
SPOT Cable	3,686,148	124
TOTAL	**21,056,204**	**2,690**