Advertising in the 21st Century: From New Product to a Campaign

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Honors Advertising Contract

Product Idea

- Ready to drink bottle alcoholic cocktail
- More like TGIF's but with more flavors like Smirnoff Ice and Mike's Hard
- Lower price point
- College Friendly
- All-in-one drink
- Sold individually, in a 6 pack or 12 pack

Name Idea

- Mix-Up
  - Martini glass to represent the product
  - Dark Purple to symbolize royalty
  - Silver for sophistication and shine

- Tagline
  - Ready. Set. Drink.
  - The sophisticated cocktail

Product Details

- Individual 8 oz. bottles (packs of 6 & 12)
  - Party Pack
- Twist top
- Filter with flavors (i.e. lime for margaritas)
- Glass bottles

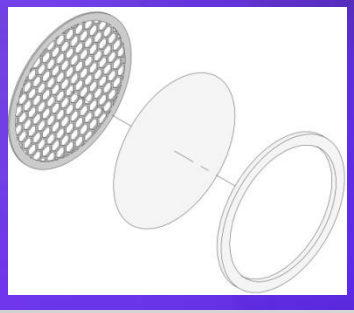
- Flavors
  - Fuzzy Navels
  - Margaritas
  - Cosmopolitan
  - Sea Breeze
  - Bay Breeze
  - Screw driver
  - 7 & 7
  - Long Island Ice Tea

Packaging

- Individual bottles
- Martini glass style

Bulk Packaging

Filter for extra flavor



Screw top lid

Thicker body

Flavors

- High quality, expensive mixing liquor

- Grey Goose
- Patron
- Tanguray 10
- Hanger 1
- Ketle 1

Consumer Research

- Top 5 mixed drinks requested by females
  - Mimosa
  - Mudslide
  - Margarita
  - Screw Driver
  - Rum & Coke

SWOT Analysis

Strengths	**Weaknesses**
-Consumers interested in trying new drinks **-Convenient** **-Multiple Flavors & Mixes** **-Individual Size**	**-Tough competitors with a large market share** **-Consumers might not like product idea** **-Challenger Brand**
Opportunities -Product not really in a dominating segment -Twist Top	Threats - More affordable price point

Consumer Analysis

Who is my consumer?

- Men and women who want a pre-mixed drinks
  - Slight female skew
- Demographics
  - Adults Aged 21-25
  - Nationally

Consumer Analysis Cont'd

- Psychographics
  - "College Minded"
  - Want a quick & easy fix
  - Consumers don't want to have to buy all individual elements
    - "Its easier. It saves money. Its classier."
  - Party-goers & entertainers
  - Prefer it over beer
    - "It just tastes better. Beer is for when you're already drunk. Mixed drinks are to get your drunk."

Consumer Analysis Cont'd

- Behavioral
  - 1st Time Users
  - Repetitive Users
  - Willing to buy new brands

Consumer Analysis Cont'd

- Cultural Trends
  - Affordable luxury
  - Social
  - Classy & Trendy Conscious
  - Fashionistas

Category Analysis: Alcoholic Beverages

- Flavored alcoholic beverages industry is a $445 million market
- **Alcoholic Consumption in the Home**
  - Total US sales of nearly $80 billion in 2009
  - Tapering growth—up a minimal 1.2% from 2008-09

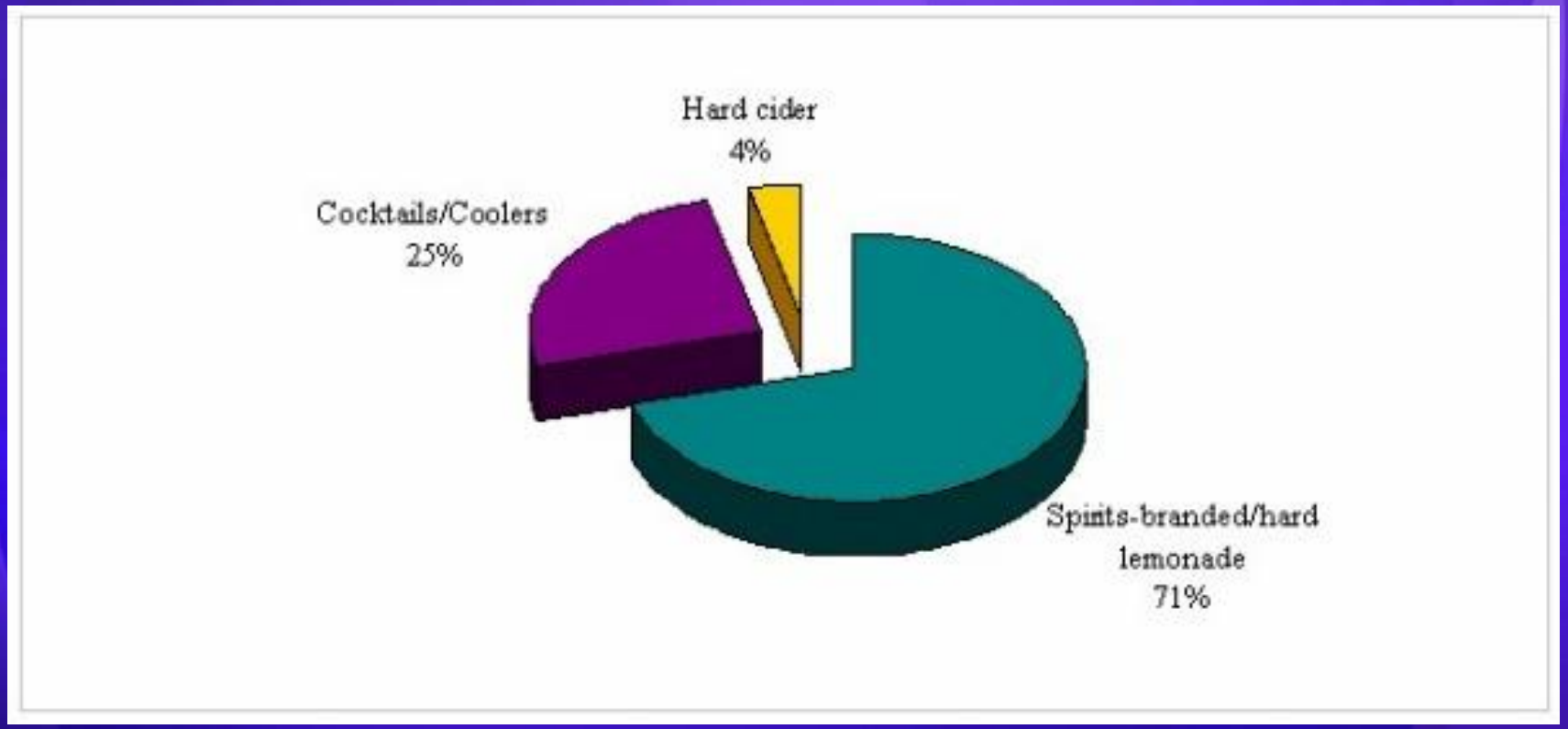
Source: Mintel

Premium Brand Alcohol

- The premium distilled alcohol market (products costing at least $60) continues to increase steadily
- Many are still willing to spend a little bit more on premium products that contribute towards relaxation

Source: Mintel

Division of Types



Competitors

- Mike's Hard Lemonade
- Smirnoff's Ice
- TGIF's

Competitors

- Mike's Hard Lemonade
  - Original
  - Cranberry
  - Mango Punch
  - Pink Lemonade
  - Pomegranate

Strengths **-Lots of Flavors** **-Classic glass bottle** **-Clean logo & packaging**	**Weaknesses** **-Difficult to find all of the flavors** **-Focuses only on men**
Opportunities -Lots of unique flavors	Threats -Always trying new flavors

Competitors

- Smirnoff's Ice
  - Raspberry
  - Apple
  - Regular
  - Watermelon
  - Cranberry Lime
  - Strawberry

Strengths -Single Serve -Strong brand equity	**Weaknesses** - Rarely introduces new flavors
Opportunities - Continue to ride on Smirnoff branding	Threats -Has large market share -Brand awareness

Competitors

- TGIF's
  - Midslide
  - Margarita
  - Pina Colada

Strengths -Single Serve -Good mix of flavors	**Weaknesses** -Handle size; not necessarily what the consumer wants -Not much awareness
Opportunities - Can introduce new flavors	Threats -Produces popular flavors

Communication

Brand	Target	Strategy	Comments	Creative	Media
Mike's Hard Lemonade	Men	Describing the drink as bold and strong	Fun but just as good as hard alcohol	"lemonade for grownups"	Guy – focused commercials, like tail gaiting (funny)
Smirnoff Ice	Women	Living up to the family name (off of the Smirnoff brand name)	Clean cut, crisp	"Be there" "Chip off the old block"	Heavy club scene Point of sale
TGIF	Middle Aged People	Bigger handles for more in the home	Get what you want at the restaurant at home	"Add ice. Throw in blender. Start party."	No advertising, use their restaurants to advertise: website & point of sale

Competitors Cont'd

- Customers indicate that they stick to a single brand when it comes to flavored alcoholic beverages
  - Majority popular Smirnoff Ice
  - 35% prefer to drink Mike's Hard Lemonade
- 16% say that they would drink something other than the main flavored alcoholic beverage (FAB) suggesting that there is some fragmentation within the market

Source: Mintel/Fall 2004 Simmons NCS

Consumer Brand Preferences

- Female respondents were more likely to drink FABs
  - 21% compared to 15% for male respondents.
- Early days of wine coolers that had fruity, tropical flavors and were positioned more towards a female consumer base,
  - Modern day FABs carry with them the perceived stigma of being a “feminine” drink.
- Drinks like Smirnoff Ice, Bacardi Silver, and Jack Daniel’s Cocktails have attempted to counterbalance this perception
  - Using hard liquor names on their spirits-branded flavored beverages
  - These drinks are equally as popular among men as among women.

Source: Mintel /Fall 2004 Simmons NCS

Consumer Preferences

- 35% of respondents have either not tried FABs and have no intention of doing so in the future.
- 24% have tried them and are not planning to purchase them in the future.
  - Consumers seem to have internalized the notion that the FAB category still consists of the sweet and tropical coolers
- Both male and female respondents view FABs as the purview of the young and female
  - An issue with image that the FAB industry is working to move away from.

Source: Mintel

Opportunity to develop a line beyond sweet beverages, making it a quality product.

Consumer Preferences

- 19% of respondents drink FABs, which indicates that there is substantial room for growth
  - Consumers continue to look for more interesting alternatives to beer.
- Some consumers are unclear on exactly what ingredients are found in certain FABs
  - Education around the composition of “new age” FABs could be in order
- FABs are also viewed positively as a refreshing summer drink, and there is strong brand loyalty, with a full 48% of users saying that they stick to one particular brand of FAB

Source: Mintel

Category Information

- Sales of FABs forecasted to grow 22% at constant 2004 prices from 2004-2009.
- By comparison, from 1999 to 2004, U.S. FDM sales of flavored alcoholic beverages increased 89% at constant 2004 prices.
- Of the three segments, spirit-branded FABs and lemonades will see the most robust growth—some 44% at constant 2004 prices from 2004-2009.
- As manufacturers continue to target men and update flavors that mirror other popular drink trends, this segment will continue to attract new consumers while maintaining current FAB users

Source: Mintel

Summary

- Move from the “sweet” stigma
- Position as a cocktail in a glass
- Educate target on ingredients
- Reinforce image conscious lifestyles

Flavored Alcoholic Beverages Location

- People by 90% of flavored alcoholic beverages at supermarkets
- Provides customers with the variety they are looking for as well as a one-stop shopping experience.

Source: Mintel

Distribution

- In supermarkets, convenience stores
- Not in clubs
- Entertaining => where people shop for everything

Research Method

- To provide the most precise information on DRIVE's target audience, the following forms of research were conducted:
  - Personal Interviews
  - Secondary online research
  - Quantifiable Data
  - Qualitative Data

Mix-Up

Category
Flavored Alcoholic Beverages

Culture
High class, image conscious trend setters

Mix-Up

The sophisticated cocktail

Company
Classy, innovative

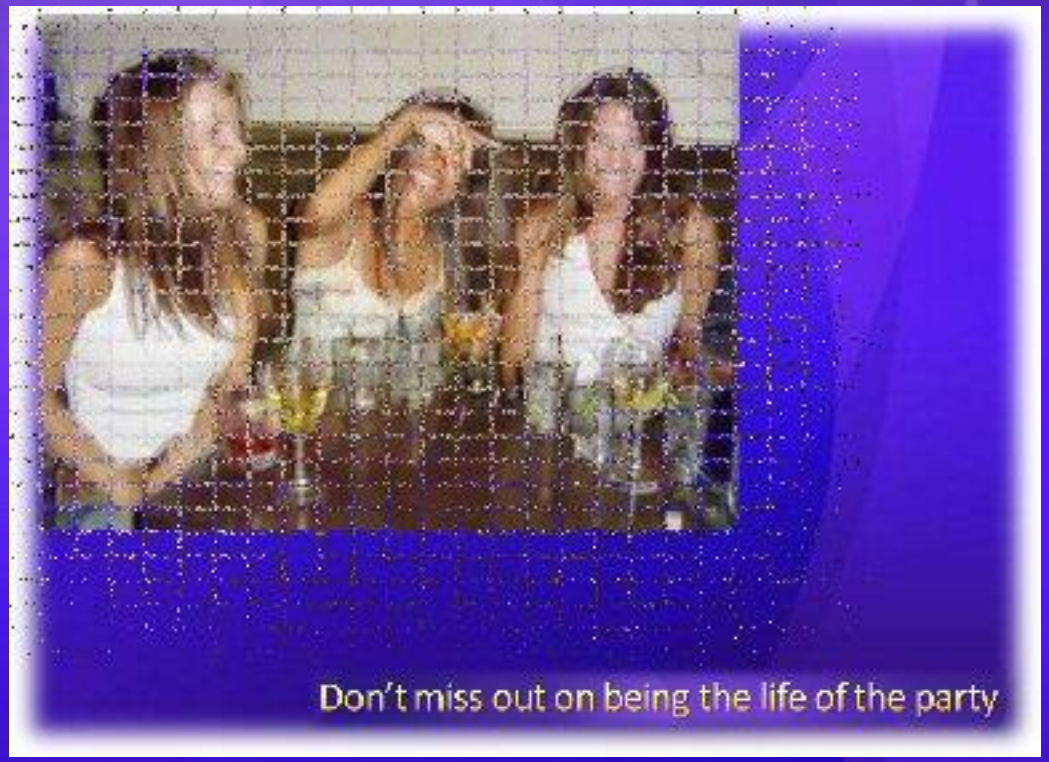
Consumer
Skewed towards women

Mix-Up is the only flavored alcoholic beverage that is targeted to females who are interested in a pre-mixed sophisticated cocktail at a decent price.

Media Plans

- Mix-Up will be exposed to all the following medium in order to create brand awareness:
  - Magazines
- Exclusive in female targeted magazines

DRIVE's Media Plans

- Magazine Placement
  - People
  - InStyle
  - Cosmopolitan

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