

AD PLAN

Smartwater: Made from a Big Idea

By:

Avinanda Mukherjee, Hao Wang, Jonathan De Costa & Valentine Boisriveau



Situation Analysis

The category:

•Highly saturated and competitive product category

•The bottle of water market has declined.

- In 2011, sales of bottled water are estimated at \$12.1 billion, which represents a growth of 5% in current prices during 2006-11. After factoring in inflation, bottled water sales declined 1% during this period (Mintel).

- Explanation for this recession:

- The market has faced a number of challenges such as the high rate of unemployment among the key consumer groups, increasing competition from private labels, and consumer recognition of high-sugar status of enhanced/flavored waters.

- The recession and ensuing slow recovery prompted consumers to turn to an almost-free bottled water alternative: tap water.

- the increasing competition from private labels as well as consumers' recognition of the fact that many brands are as sugary as other non-alcoholic beverages have created the slow decline of the consumption of bottle of water. In fact, many consumers swapped high-calorie beverages such as soda for enhanced/flavored water to reduce sugar in their diets.

•If the market of bottled water is in decline, the consumption of bottled water seems to have increased since 2009.

- Bottled water market has experienced volume consumption growth during 2009-11; however, bottled water sales remained sluggish in 2011. The market needs to address the issue of price promotion as well as the key consumer attrition as blacks, teens, and Hispanics appear to moving away from this category. (Mintel May 2012 report on bottled water)



Situation Analysis

The category:

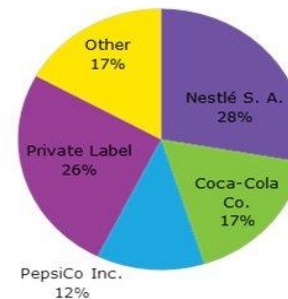
•Foundation of private labels.

- One of the reasons for the lack of stellar growth in the total bottled water market is the growing influence of private labels, which offer up to 90% savings over branded bottled water (Mintel).
 - Another problem due to the development of the private label share is the creation of a deflation in the market (Mintel).
 - Private labels also have the price advantage (primary research).

•The top three companies account for nearly two thirds of the total market sales in FDMx:

- Smartwater is part of the Coca Cola company
- In the 52 weeks ending Feb. 19, 2012, the top three companies—Nestlé, Coca-Cola, and PepsiCo—accounted for 57% of the total FDMx bottled water sales. However, these companies together lost 2 percentage points market share to private label and other players between the two successive 52-week periods ending Feb. 20, 2011, and Feb. 19, 2012 (Mintel).

•This category is benefiting from health-conscious consumers that are looking for an low/no calorie alternative to diet soda (Mintel)



Selected FDMx manufacturers sales of bottled water, 2011 and 2012
Source: Mintel/based on SymphonyIRI Group InfoScan® Reviews



Situation Analysis

The company:

- **Glaceau is the parent company that owns Smartwater, but it was bought over by Coca-Cola in 2007.**

- Thus Smartwater, benefits from Coca-Cola's huge network and distribution channel.
- Record growth year after year prompted interest from the big players in the market. In May 2007, Coca-Cola Company announced the largest acquisition of its 122-year history with a \$4.1 billion buyout of Glaceau. (<http://www.btobvisions.com/Download/SuccessStory-Glaceau.pdf>)

- **Smartwater was first put on the U.S.'s market in 1996.**

- **Smartwater is a premium brand that belongs to the subcategory – enhanced water.**

- **Users:**

- ❖ Most of its users are between 18-34, more women than men.
- ❖ Most consumers who buy this brand of enhanced water are extremely conscious about their health and fitness.
- ❖ They prefer SmartWater over other flavored enhanced water brands because of the taste, and added electrolytes: Calcium Chloride, Magnesium Chloride, and Potassium Bicarbonate in them, which they believe does more than quench their thirsts – responsible hydration

- **Problem encountered in 2010:**

FDA findings urged the company to inform its consumers that they sourced most of their water from municipal water sources and not all of it from a deep spring well in Connecticut (as previously claimed by the company).

As a result of that, some consumers are wary of Smartwater's claims, (*smart because it's made that way*) they believe that they have been made to pay a premium for “tap water.”

The brand needs to address this problem and allay consumer's fears by communicating to them about their stringent methods to ensure consumers get a high quality product, with the same goodness as before.



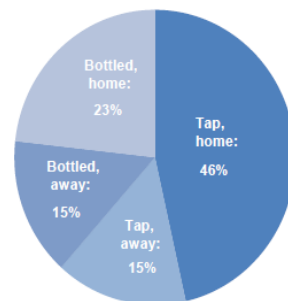
Situation Analysis

The consumers:

Consumers in general for bottled water:

•A little less than one-half of the overall intake of plain drinking water is tap water consumed at home (1.8 cups), as shown in figure 4. Bottled water consumed at home accounts for nearly one-fourth of all plain drinking water (0.9 cups). Tap water and bottled water consumed away from home each provide about one-sixth of the total intake of plain drinking water (0.6 cups each).

Tap water accounts for two-thirds of the water consumed at home but only one-half of the water consumed away from home. The quantities of both tap and bottled water consumed at home are greater than the amounts consumed away from home.



Percentage of plain drinking water intake by type (tap and bottled) and place of consumption (at home and away from home), all individuals age 2 years and over, WWEIA, NHANES 2005-2008



SOURCE: What We Eat in America, NHANES 2005-2008, Day 1 dietary intake data, weighted.



Situation Analysis

The consumers of Smartwater:

- ❖ More (60.1 percent) women than men(39.1 percent) drink Smartwater, especially those between 18-34 (34%)tend to drink more Smartwater than others
- ❖ Consumers include high-school graduates, and college graduates with a household income range of \$75,000 and \$150,000(35.9%) single or never married 44.3%
- ❖ Mainly from the West and North East (USA), mainly Asian American, and American Indian
- ❖ Consumers see enhanced water as a healthy alternative to diet soda
- ❖ Consumers of enhanced water lead an active lifestyle and are conscious about their health and fitness
- ❖ Consumers are price conscious and want a product that does more than satiate their thirst
- ❖ (Mintel)



Situation Analysis

The culture:

•People are health conscious

- Bottled water plays well into the general American trend of increasing health-consciousness and healthy eating/ drinking as a counterbalance to obesity trend.
- People think that tap water is not healthy and they go for bottle of water instead.
 - At recent Earth Day celebrations, a lot of people told us they believe tap water is unhealthy. "As a parent I feel more comfortable giving her bottled water," one father told us (Stossel, 2005).
- The low levels of lead and chlorine sometimes lurking in tap water are the reason many people choose bottled water to drink even when they are at home (Bottle your brand, 2012).
- The standards of quality for bottled water were set in 1974 and are based on U.S Public Health Service standards for drinking water established in 1962. Many bottling companies have adapted even stricter guidelines (bottle your brand, 2012).
 - Bottled water is cleaner, safer, and healthier.
- Bottled water aligns with the biggest consumer health issue - obesity
- People are affected by the content of the product
- People like reading the nutrient labels and are very conscious of the ingredients.

•People are price conscious

- Consumers are looking for 'cheap' but healthy water.

•Peer-to-peer review is important

In our primary research, we found that one of the most important key for consumers to buy Smartwater would be a recommendation from somebody (primary research).

There is more lateral sharing of news instead of vertical / hierarchal or top down approach

People are well-informed

There is an aversion for artificial sugars and added ingredients that have no proven benefits.



Situation Analysis

The competition:

•Tap water:

When 22-year-old Amy Dowley, a senior at Vassar College in Poughkeepsie, New York, heard about these risks, she was worried. “I never drank bottled water, because I knew the water from my tap was clean and healthy, but I used to fill used plastic soda or juice bottles with tap water to carry around,” she says. Now she uses a stainless steel Klean Kanteen portable container or fills a cup from the sink. “Any way we can cut back on plastic is a good thing” (Jemmott, 2008).

•Other water bottles:

- Nestlé Waters North America is the topmost player in the market; in FDMx the company accounted for 27.8% of the total market share in the 52 weeks ending Feb. 19, 2012.
- Coca-Cola and PepsiCo, the number two and three companies in the bottled water category in FDMx, respectively, together accounted for 29.5% of the total bottled water dollar sales in the 52 weeks ending Feb. 19, 2012.

Figure 38: FDMx sales of leading convenience/PET bottled water brands, 2011 and 2012

| Company | Brand | 52 Weeks Ending | Market Share, | 52 Weeks Ending | Market Share, | Change in sales | Percentage Point |
|-------------|------------------|-----------------|---------------|-----------------|---------------|-----------------|------------------|
| | | Feb. 20, 2011 | Feb. 2011 | Feb. 19, 2012 | Feb. 2012 | 2011-12 | change in share |
| | | \$million | % | \$million | % | % | |
| Nestlé S.A. | Total | 1,040 | 26.9 | 1,017 | 25.7 | -2.2 | -1.2 |
| | Poland Spring | 276 | 7.1 | 261 | 6.6 | -5.5 | -0.5 |
| | Nestlé Pure Life | 187 | 4.8 | 218 | 5.5 | 16.7 | 0.7 |
| | Deer Park | 134 | 3.5 | 123 | 3.1 | -8.2 | -0.4 |
| | Arrowhead | 124 | 3.2 | 110 | 2.8 | -11.4 | -0.4 |
| | † | † | † | † | † | † | † |
| | † | † | † | † | † | † | † |

Source: Mintel based on Symphony® Group InfoScan® Reviews

Nestle:

Although Nestlé continues to top segment sales, the company lost market share in the 52-week period ending Feb. 19, 2012, in FDMx channels. With the exception of Nestlé Pure Life, most brands in the company’s portfolio exhibited declines. Nestlé Pure Life has continued to thrive due to its value pricing and flavor innovation as well as marketing initiatives such as “Hydration Movement” and increased efforts to target Hispanics (see Marketing Strategies) (Mintel).

•Nestlé Pure Life is produced by Nestlé Waters North America since 2002. Prior to that it was known as Aberfoyle Springs and had been produced by the Aberfoyle Springs Company since 1993.



Situation Analysis

The competition:

Poland Spring is a brand of bottled water manufactured by a subsidiary of Nestle. It was founded in 1845 by Hiram Ricker. Poland Spring water is derived from multiple sources in the state of Maine, including Poland Spring and Garden Spring in Poland, Clear Spring in Hollis...

Recently, the Poland Spring brand has adopted a bottle using .6% less plastic, as did the other Nestlé Waters North America brands. It is the top-selling spring water brand in the United States.

Coca Cola Company:

Dasani was founded in 1999 by the Coca Cola Company.

•“Cool, vibrant, refreshingly blue. DASANI is water -- pure and essential. DASANI helps you embrace life with a fresh, optimistic outlook. As basic as breathing, DASANI quenches thirst naturally and deliciously” (The Coca-Cola Company, 2012).

•The Dasani brand includes flavored water, which use the sweetener sucralose (sold under the Tate & Lyle brand name "Splenda") as a sweetener. The flavors are lemon, grape, raspberry, and strawberry.

•Dasani drop: This past October, Dasani launched a liquid flavor enhancer called Dasani Drops.

•Coca-Cola's Dasani, after declining three consecutive years during 2008-10, exhibited impressive growth of 13.4% during 2011-12 in FDMx; the growth appears to have come as a result of price promotions as the brand's price decreased by 10% in the same period (Mintel, 2012).

Pepsi Company:

Aquafina

•Own by PepsiCo.

•It was first distributed in Wichita, Kansas in 1994, before becoming more widely sold across the United States, Spain, Canada, Lebanon, Turkey, the GCC countries, Iran, Egypt, Vietnam, Pakistan and India.

•PepsiCo's Aquafina continued to perform poorly in the 52-week period ending Feb. 19, 2012. The brand's sales declined 50% from \$507 million in 2006 to \$337 million as of February 2012 in FDMx. The brand's 2009 effort of introducing the lightest weight water bottle (at the time) appeared to have done little to boost sales.

•It has both unflavored and flavored water.

Other competitors:

•Private labels/store brands.

•They are very important because they have an important success due to their low price. .



Situation Analysis

The communication:

- Due to the rapid category demand and subsequent market saturation, category leaders and smaller market entries have been creative in their message and use of media.
- Nestlé Pure Life Purified Water/ Splash – crisp clean taste- Embrace the pure life, Live well, live pure, and the hydration movement where consumers *pledge to swap one sugared beverage for water every day*. Offer a variety of flavors, with added sodium, but no or very little calories. Bottle is made up of 40 percent recycled plastic. Very active on Facebook and Twitter. Website is current and engaging.
- Propel Enhanced Water – what if water did more?- what propels you, interactive – propel zero just dance off, and free online release of the music used in their latest spot .

•Smartwater –

- ❖relies on celebrity endorsements, smart because it's made that way campaign-cheeky stuff but their positioning isn't very clear. More exposure to the celebrities than what the brand is.
- ❖Great taste. Added salts such as calcium chloride, magnesium chloride, and potassium bicarbonate that aid in faster hydration and prevent cramps.
- ❖Very little online activity.
- ❖Interesting bottle design – different from others in the category.
- ❖Image took a beating after the company was made to reveal that it vapor distills water sourced from FDA and EPA approved municipal water sources in USA.



SWOT Analysis

SWOT Analysis: Strengths & Weaknesses

Strengths:

•Good taste

• The majority, 82%, of all plain bottled water shoppers report taste as the top attribute in buying plain bottled water. Only 4% of these shoppers find it unimportant to consider taste in buying plain bottled water. Therefore, bottled water manufacturers may want to assess how their brand scores on consumer taste tests (Mintel). Less expensive than category leaders.

•The prices vary

•anywhere from \$.89 up to \$3.59. At our local grocery stores you can usually find them for \$1 each (primary research).

•More water per container o

•While most of the competitors offer up to 24fl oz, Smartwater offers more options: 16 fl oz., Sport 25.3 fl oz., and 33.8 fl oz (primary research).

•Own by large US Company which helps with distribution and marketing.

•Offers discounts through coupons

•Endorsed by multiple celebrities and stores.

• Enjoys good online reviews.

•Has a good reputation

•No added flavors or sugar including artificial sweeteners. Added electrolytes such as calcium chloride, magnesium chloride, and potassium bicarbonate that are good for hydration. Added salts can help to prevent cramps from dehydration.



Weaknesses:

•Company Web-Site

Very limited online experience

The website is not current (date of 2007).

But not user friendly, one is made to scroll down a lot – painful, and a waste of time.

Not much information on Smartwater, in contrast, VitaminWater has a lot of information. There is more online engagement here. The message is very cheeky, smart because it's made that They simulate all the goodness offered by mother nature and add electrolytes to it) – does not fulfill what it promises – we learn that their water is sourced primarily from municipal water systems “*Most facilities that purify and bottle smartwater procure water from municipal water systems..*” (source company web site:

http://www.glaceau.com/media/smartwater_report.pdf

•More expensive than some other water bottles.

Lisa Ledwidge, 38, of Minneapolis, stopped drinking bottled water a couple of years ago, partly because she found out that many brands come from a municipal supply. “You’re spending more per gallon than you would on gasoline for this thing that you can get out of the tap virtually for free,” she says” Ledwidge says she now drinks only filtered tap water (Jemmott, 2008).

•Very limited social media

Product Sizing

Size variants – more options than any other brands, but the large bottles without any hand grips are not too easy to carry along, especially while hiking, or exercising.



SWOT Analysis

SWOT Analysis: Opportunities & Threats

Opportunities

- Develop the social media aspect
- Expand to marketing plan to target men between 18-34, and women between 34-54.
- Market to emerging groups such as Hispanics
- Educate people that all water is not made equally, and why it is good to have added electrolytes in water, especially the ones added to its own brand.(Calcium Chloride, Magnesium Chloride, and Potassium Bicarbonate).
- Take advantage of market opportunity
 - The main growth in the next five years is likely to come from products that consumers perceive to be value added—bottled water from a unique source such as a spring, sparkling water (especially with innovative flavors), and no calorie enhanced water .(Mintel May 2012 market analysis of bottled water)
- Taste is a Top Factor in Purchase Decisions
 - 82 percent of all consumers buying enhanced water report taste as the top factor. Only 4% of them find it unimportant to consider the taste (Mintel's May 2012 report on bottled water.) Since Smartwater is a winner in consumer taste-tests, the company should leverage this advantage



Threats:

- Highly competitive category
- Flavored water
 - Smart water doesn't believe in adding flavor to its water. In fact, they believe in natural and healthy water. Thus it creates a problem for the people who wish to buy water with flavor in it.
- Healthy problem with plastic bottles
 - Brenda Decker, 45, of Lake Stockholm, New Jersey, used to buy bottled water and store it where it was exposed to high temperatures. But a friend who owns a natural food store recently warned her that the plastic could leach chemicals into the water. So Decker has stopped buying bottled water and is going back to the tap.(Jemmott, 2008). It's not just where you store your water, but what you do with it as you carry it with you. Many people sip from a bottle that's been sitting in a hot car, a potentially dangerous move.
- Environmental consciousness
 - “bottled water is an increasingly growing business, and with that comes a whole lot of environmental impact that can be avoided by a turn of the faucet,” says Jenny Powers of the NRDC. (Todd Jarvis).
- Increase Consumer Confidence
 - Credibility of the claims offered is vital to consumers. Smartwater should work toward increasing consumer confidence in the claims promised by the company by being more open, and sharing information about the source of their water more freely.

Target Audience Definition and Analysis

- SmarWater's goal is become No.1 brand in the category by increasing its market share from 17 percent to more than Nestle's 28 percent hold over the bottled water market in the US. Using MRI+ data, we can learn about the profile and habits of a) heavy users of bottled water b) heavy users of Smartwater and c) heavy users of store-brand bottled water. This will help us get a clear idea of what Smartwater's target audience should be, and what will be a good place to reach them or in other words where is our target group more likely to be in a mood to communicate with us.

- MRI+ data (MRI+ Fall 2011 Product Beverages- subcategory store brand) indicates, 55.3 percent of women between 18-54 are heavy users of bottled water. 30.1 percent of men between 18-54 also drink more than 8 glasses of water. Heavy drinkers of bottled waters are either engaged or married, with an HHI of \$ 60,000 and \$ 75,000, mostly Asians and African Americans. Some of them have children.



Target Audience Definition and Analysis

- In comparison to this, 57.5 percent of women between 25 and 54, and 12.3 percent of men between 18-34 drink store brand water. This group is more likely to complete their post-graduate studies and have an HHI range of \$60,000 and 150,000+. They are now married with children, their home value is between \$ 100,000 and \$500,000, They are more likely to be Whites, and American Indians.

- Finally, coming to Smartwater consumers: More (60.1 percent) women than men(39.1 percent) drink Smartwater, especially those between 18-34 (34percent) tend to drink more Smartwater than others. Consumers include high-school graduates, and college graduates with a household income range of \$75,000 and \$150,000(35.9percent), single or never married (44.3percent). Mainly from the West and North East (USA), mainly Asian American, and American Indian in ethnicity. They are heavy radio, Internet and outdoor media consumers. Even though they do not watch a lot of television, these people do watch significant amount of content on Vh1, Mtv, and Mtv classic.

- Based on this data, marketing efforts should concentrate on 1) continued targeting of women between 18-34 (2) males 18-34 (3) women between 34-54 (4) emerging subsets Hispanics, African American Males 5) other health conscious shoppers looking to switch from diet sodas to a more healthy option. However, as the MRI+ data studied is from Fall 2011, these should be viewed along with the observation from primary research. This will help to paint a more accurate picture of who Smartwater needs to target.



Target Audience Definition

Primary/Consumer Research

Methodology

Primary research was compiled to develop a general image of Smartwater within its category. In order to gain a better consumer understanding of the Smartwater brand, our team used interviews and a survey with both users and non-users to define current perceptions of the brand and its competitors.

Interviews – 11/14/2012 & 12/1/2012

- o Female, aged 22, moderate user
- o Female, aged 206, occasional user

Survey- 11/15/2012 to 12/09/2012



Target Audience Definition

Primary/Consumer Research

Findings with interviews

- Female, aged 22, moderate user:
 - Prefers Fiji water but buys Smartwater more often because she can't find Fiji water everywhere and especially at her local grocery store (on campus stores).
 - She likes the taste of the water.
 - She also buys Smartwater because it is cheaper than Fiji water.
 - She is a college student who buys water regularly and keeps the bottle while traveling to and from campus. She finds it very practical.



Target Audience Definition

Primary/Consumer Research

Findings with interviews

- Female, aged 26, occasional user:
 - She usually uses her own water bottle because she is environmentally concerned.
 - She would also buy Smartwater if it is cheaper than other water bottles at the grocery store.
 - She prefers the taste of Smartwater to other water bottles.
 - She is a graduate student who doesn't buy water regularly. She uses her own water bottle that she fills up everyday. She believes that tap water is as healthy and cheaper.



Target Audience Definition

Primary/Consumer Research

Findings with the survey

•Who they are:

- 77% of the takers were females for 23 % males.
- 41% were between 18 and 24
- 41% were between 25 and 34
- 13% were between 35 and 44
- 5% were over 45.
- +60% were graduate and post graduate
- The rest were college students.

•The media they use:

- Magazines: 74%
- Television; 51%
- Internet: 30 %
- Radio : 77%
- Newspapers: 66.40

•What motivates them to buy bottled water :

- Coupon (44%)
- Recommendation (20%)
- Sampling (16%)



Target Audience Definition

Primary/Consumer Research

Findings with the survey

- 77% of the people who took the survey use their water bottles on the go (9% at home or at the gym).
- 73% of the people who took the survey knew what enhanced water was. But only 60 % of them drink it.
- According to our survey, the taste of enhanced water is very important (20.6%),. It is also convenient (21%) and healthy (17%). 15% of the users said it was low-calorie.
- 45.5% of the people who took the survey look at the price before buying their water bottles. 32% buy their water bottle according to the brand, while 18% value the nutritional value.
- The brand they know of:
 - Evian (16.4%)
 - Aquafina (14.8%)
 - Dasani (13.9%)
 - Poland Spring, Smart water, and Fuji (11.5% each)
- Only 8.8% would recommend Smartwater to friends, while 23.5% would recommend Poland Spring or 20.6% for Evian. It seems to be a problem for our brand.



The Problem to be solved and the Key Insight

The problem to be solved is Smartwater's lack of clear brand positioning in the enhanced water category and the consumer's wariness regarding Smartwater's water source.

The key insights we uncovered via primary and secondary sources are:

Smartwater offers more water in a single bottle than anyone else in the category. It has a unique bottle design. Consumers love its taste, and no one else offers added electrolytes like calcium chloride, magnesium chloride, and potassium bicarbonate that help to reduce dehydration. Smartwater not only satiates thirst, it helps consumer stay hydrated for longer and prevents cramping due to dehydration. Or in other words, no other enhanced water brand offers as much value for the same price.



Brand Vision Statement

Core Identity

- Brand Soul
A responsible and honest water that looks after its consumer's well-being.
- Brand Values
Healthy, pure, tasty, honest
- Point of Difference
The only water that is vapor distilled, keeps drinkers hydrated longer, added electrolytes prevent cramping

Extended Identity

- Personality
A 30 year old female high school teacher who graduated from Boston College. She is married has one kid, drives a Prius. She volunteers at a community center and tries to educate people on environmental and health issues. She loves the outdoors, running, hiking and walking her dog.
- Brand Positioning
“Responsible hydration”



Brand Vision Statement

Consumer Relationship

- Functional Benefits
The consumer believes that they are getting a healthy product for a good price.
- Emotional Benefits
The consumer feels smarter because they feel like they are being responsible by choosing Smartwater.
- Consumer/Brand Relationship
A trusted friend



Advertising Objectives

- Advertising will convince health conscious males 18 to 34 that Smartwater provides a better way to stay hydrated longer.
- Support will be in the fact that Smartwater is the only water that is vapor distilled. It is the responsible way to be hydrated.
- The tone will be witty and humorous.
- The character of the brand will be seen to be intelligent and trustworthy.



Creative Brief

Target Audience:

- Males 18-34, Health Conscious

Key Insights

- Consumers love Smartwater's taste. They like the unique way it made.

BIG IDEA:

All water is not made the same. Smartwater is the only vapor distilled water. Motivating support points: No one else offers added electrolytes like calcium chloride, magnesium chloride, and potassium bicarbonate. Smartwater helps consumers stay hydrated longer.



Creative Brief

CURRENT RESPONSE:

Consumers have no idea what is smart about Smartwater. When they drink Smartwater they enjoy the taste, but they are not sure about the source.

DESIRED RESPONSE:

We want to educate consumers on what makes SmartWater a smart choice.

EXECUTIONAL CONSIDERATIONS:

We don't want to alienate our current heavy users (Women 18-34).

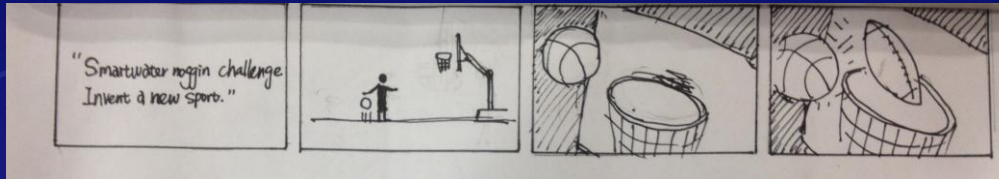




Creative Cor



ESPN
[adult swim]



Super: "Smartwater noggin challenge
Invent a new sport"

[SFX: Ball dribbling, steps]
[Music stops]

MAN#2: 5 points!

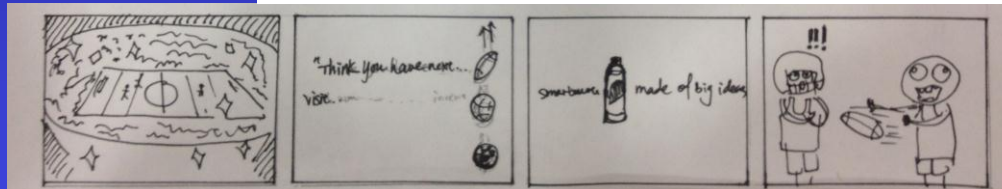


MAN #1: (annoyed)
What're you
doing?

Man #2: (cheerily)
Playing
Footsocbaskballic
a

Man #2: That's
called a touchup.

Man #1: That's not
a sport...



ANNCR: That was the
best touchup in
Footsocbaskballica
history!

ANNCR:
Footsocbaskballica is
brought to you by
Smartwater...

Super: "Think you
have the next big
sport? Visit
facebook.com/smartwater or
drinkbetterwater.com/invent
Smartwater. Made of
big ideas."
ANNCR: Vapor
distilled and made of
big ideas.

[SFX: Ball hitting man]
Man #1: You're
supposed to dodge
that...



smartwater®
GLACÉAU
purity you can taste
hydration you can feel





Creative Concept



smartwater
GLACÉAU
purity you can taste
hydration you can feel





Creative Concept



Media Plan

- The optimal time for this advertising is in the summer, because more people play outside. It is the perfect time for someone to invent a new sport.
- New seasons of professional sports coincide with the summer, resulting in more males 18-34 paying attention to sports media vehicles.



Media Plan

Recommended media:

- We will use cable TV and magazines to reach our target audience.
- We chose TV because households with males 18-34 are likely to subscribe to cable (index of 105) and digital cable (index of 110). Males 18-34 are typically light TV viewers, but when they do watch TV they watch very specific channels. They are therefore easy to reach through specific media vehicles.
- We chose magazines because males 18-34 are more likely to be heavy users of magazines (index of 123).
- We also would like to use social media, because males 18-34 are likely to be heavy internet users (index of 154).
- Our biggest investment would be in media and TV. We want to use these as the driving force to get consumers to our social media webpage.



Media Plan

Recommended media vehicles:

- For TV we will use Adult Swim (index of 268), all ESPNs (indexes all above 120), G4 (index of 197), and MTV (index of 302). These three channels are heavily watched by males 18-34. We would spend the majority of our budget on ESPN, because that will reach more sports/health conscious males.
- Since we are targeting health conscious males, we want to focus on magazines that are health/sports related. Sports Illustrated (index of 152) captures the largest audience of males 18-34. This would be where we spend our most money. Other magazines would be Men's Fitness (index of 170) and Men's Health (index of 136).



Bibliography

- Amazon Customer Reviews. “Glaceau Smart Water.”
<http://www.amazon.com/Glaceau-Smart-Water-20oz-Bottles/product-reviews/B000JVGNP6>
- Baskind, Chris. March 15, 2010. “5Reasons not to drink bottled water.” Mother Nature Network. <http://www.mnn.com/food/healthy-eating/stories/5-reasons-not-to-drink-bottled-water>
- Clifford, Stephanie. August 9, 2012. “Shoper Alert: Price May Drop for You Alone.” New York Times.
<http://www.nytimes.com/2012/08/10/business/supermarkets-try-customizing-prices-for-shoppers.html?pagewanted=all>
- Corleone, Jill. August 23, 2011. “Gatorade with electrolytes vs. Smartwater.” Livestrong, The Limitless Potential. <http://www.livestrong.com/article/524917-gatorade-with-electrolytes-vs-smartwater/>
- Dean Gregory. June 28. 2011. “Vitamin Enhanced Water Could Make a Bigger Splash” on Marketography. <http://marketography.com/tag/glaceau/>
- Didier, Suzanna. (n.d.). “Water Bottle Pollution Facts” on Green Living, National Geographic. <http://greenliving.nationalgeographic.com/water-bottle-pollution-2947.html>



Bibliography

- Drape, Joe. February 17, 2011. "A Competitor on Any Turf." New York Times. <http://www.nytimes.com/2011/02/18/sports/18repole.html>
- Drape, Joe. February 14, 2011. "Exuberant, if Early, Praise for Uncle Mo." New York Times. <http://www.nytimes.com/2011/02/15/sports/15racing.html>
- Elliott, Stuart. July 26, 2012. Paring Down Marketing Messages to a Few Simple Basics. New York Times. <http://www.nytimes.com/2012/07/27/business/media/paring-it-down-to-just-the-basics-advertising.html>
- Environment Protection Amnesty. (n.d.). Water Health Series, Bottled Water Basics. http://www.epa.gov/ogwdw/faq/pdfs/fs_healthseries_bottlewater.pdf
- Epinions. "Glaceau Smartwater." http://www.epinions.com/reviews/Glaceau_Smart_Water?sb=1
- Fitsugar. September 14, 2010. "Smart to drink Smartwater?" <http://www.fitsugar.com/Smart-Drink-smartwater-167685>
- "Glaceau's smartwater coming to Canada." On BevWire what's behind you drink. August 19, 2009. <http://bevwire.wordpress.com/2009/08/19/glaceaus-smartwater-coming-to-canada/>



Bibliography

- “Glaceau smartwater: Jennifer Aniston Has a Sex Tape.” On BevWire what’s behind you drink. March 14, 2011.
<http://bevwire.wordpress.com/2011/03/14/glaceau-smartwater-jennifer-aniston-has-a-sex-tape/>
- “Glacéau smartwater” on Coca Cola Journey. (n.d.). <http://www.coca-colacompany.com/brands/glaceau-smartwater>
- Goldschein, Eric. October 27, 2011. “15 Outrageous Facts About The Bottled Water Industry.” Business Insider. <http://www.businessinsider.com/facts-bottled-water-industry-2011-10?op=1>
- International Bottled Water Association.(n.d.). <http://www.bottledwater.org/>
- Jemmott, Jane. February 2008. “Bottled Water Vs. Tap Water.” Reader’s Digest. <http://www.rd.com/health/rethink-what-you-drink/>
- Mickelson, Tonya. February 18, 2010. “Smartwater: Is it healthier than regular bottled water? A smartwater Review.” <http://voices.yahoo.com/smart-water-healthier-than-regular-bottled-water-5501017.html?cat=5>
- MRI
- MRI+ Fall 2011 Media Report for media section



Bibliography

- Neuman, William. April 23, 2006. Liquid Funds for a Penthouse. New York Times. <http://www.nytimes.com/2006/04/23/realestate/23deal1.html>
- “Smartwater.” Glaceau. <http://glaceau.com/>
- Smartwater. Facebook. <https://www.facebook.com/smartwater>
- Smartwater. twitter. <https://twitter.com/smartwater>
- Viewpoints. “Glaceau – Smartwater Reviews.” <http://www.viewpoints.com/Glaceau-smartwater-reviews>
- Primary research → Survey attached to this PPT.

