



Smartwater Marketing Plan Proposal

I. Background Information

Glaceau is a privately owned subsidiary of Coca-Cola Company since 2007. Glaceau is the leader of the enhanced water category and it currently operates in Whitestone, New York City. The company was founded in 1996 under the name of Energy Brands, but today they produce under the Glaceau brand name. Smartwater is the top selling product of the company, obtaining the #1 rank of the Leading Bottled Water Manufacturers. Smartwater experienced a nearly 25 percent increase for almost \$379 million in sales in 2006.

FDA defines purified water as “ Water that is produced by distillation, deionization, reverse osmosis or other suitable processes ”

II. Situation Analysis

Marketing Objectives

A. Expand the new market of young women between the ages of 25 to 35. This market is currently increasing their consumption of specialty coffee.

B. Create awareness in the urban community to adopt a healthier lifestyle and position our product as a modern/hip way to hydrate.

Competitive Overview

Primary Competitors: According to LexisNexis, 2003 data states these as the primary competitors of Smartwater.

- A. Nestle "Pure Life"
- B. PepsiCo "Aquafina"

Secondary competitors

- C. Specialty coffee stores.



According to NCAUSA, adults between the ages of 18 to 24 consumed an average of 3.2 cups of coffee per day. An increase over 2007 data of 2.5 cups per day.

Opportunities!

We understand the opportunities with the younger market. Young adults between the ages of 25 to 35 are increasing their consumption of specialty coffee. By creating awareness on adopting a healthier lifestyle and position smartwater as a modern/hip product; we can increase the share in this target market.

Company: Nestle

Product: Pure Life

Description: Purified Water

Nestle is a Swiss multinational company. It is the largest food company in the world measured by revenue. In the US, Nestle Waters has sold Pure Life water since 2002. Today, Nestlé Waters North America Inc is the largest bottled water company in the United States.

According to LexisNexis, the US usually generates more than 90% of NWN sales, and Canada the remainder. Seven of NWN's bottled water brands reportedly rank among the top 10 US bottled waters.

Sales	
Nestlé Waters North America 2011 Sales	\$3,682 (millions of dollars)
Operations	
Employees	7500
Production Facilities	28
Brands	15
Brand Share by Region*	
Arrowhead – Rank #1	16%
Deer Park – Rank # 1	22.3%
Ice Mountain – Rank #1	22.2%
Ozarka – Rank # 1	20.9 %
Poland Spring – Rank # 1	53.6%
Zephyrhills – Rank # 1	40%
Nestlé Pure Life	17.7%
Total U.S. Imported brands (Acqua Panna, Perrier, S. Pellegrino)	48.4%

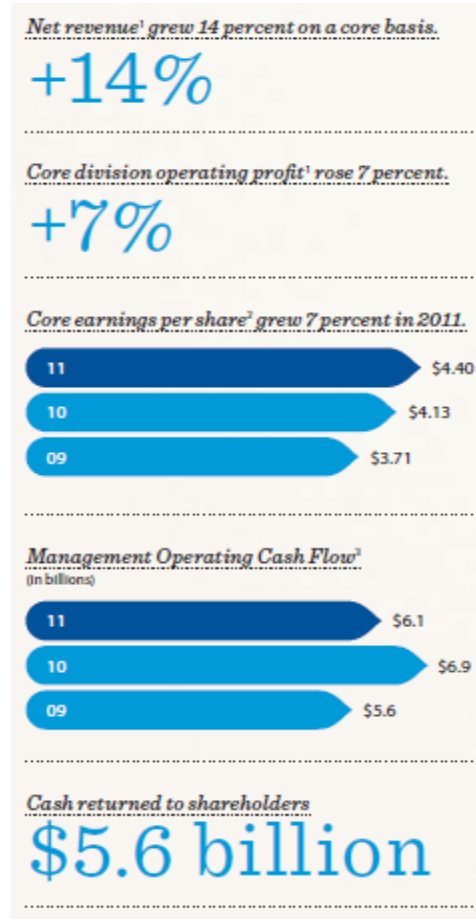
www.nestleusa.com

Company: PepsiCo

Product: Aquafina

Description: Bottled Tap Water

PepsiCo is a multinational company with headquarters in New York. According to LexisNexis, PepsiCo generates more than \$1 billion in annual sales, with 50% coming from the United States. Data presented in 2009 by PepsiCo, showed Aquafina represented 13.4 percent of bottled water sales in the United States.



www.pepsico.com



The target audience consists on women between the ages of 25-35. The geographic data is located mostly on the urban areas and the high economic status suburban neighborhoods. The women who uses this product is health conscious. She is fit and well aware of her physical. However, she does so for health related issues and not for vanity. She eats wholesome food that she cooks at home or at restaurants that are organic. Because she is conscious of her body, she maintains herself well hydrated, which implies that she carries liquids (tea, water, or low calorie beverages) with her. She is very active, not just working out at the Gym but going to Yoga, Pilates and dance classes. she is looking for experiences that are deeper than just exercising to look fit.

Key Factors:

- Women
- Age 25-35
- Medium to high economic status
- Urban areas
- Health conscious and fit (not for vanity reasons)
- Very Active
- Social with other with the same interest and level of commitment
- Eats healthy and organic food
- Possibility of vegetarian/vegan
- Does brief research on the food/beverages that she purchases
- Customer of whole foods/ organic/ local markets

Photo credit: <http://www.justjaredjr.com>

IV. Creative Media Options

A. Package fruit and vegetables with Smartwater

What better place to promote smartwater than the gym?, the dance studio? yoga class? these and many others take part of the daily activities that the target market frequents. Because the campaign is dedicated to making healthier choices, smartwater will be paired with a package of fruit/vegetables and an information kit that will contain:

- healthy recipes
- places to shop
- tips and guides
- coupons for smartwater and other glaceau products

B. Free refills

In addition to the previous media, smartwater will also partner with major Chicago events, such as:

- Lollapalooza
- Taste of Chicago
- Air and Water show
- Chicago Summerdance

One of the promotions at Lollapalooza will include free refills with the purchase of a special reusable smartwater bottle.



planetgreen.discovery.com/lollapalooza

V. Geography

The Glaceau headquarters are located in Whiteston New York, but in 2011 the company began to expand globally, launching its products, including smartwater in the UK, Australia, France and Argentina.

However, this media plan is targeted to the Chicago market. This includes the city of Chicago and its distinct neighborhoods and the suburban areas located close to the city.

VI. Seasonality

Water is a product that is necessary all year round. But it is under extreme weather that people start to forget how important it is to maintain the body hydrated. The two seasons that the media will be most prominent are:

Summer (June, July, August, September)

Summer is the most obvious time to stay hydrated. The weather can reach over 100 degrees in Chicago and although people are usually drinking water more than usual, they most likely do not pair it with a balanced diet.

Winter (November, December, January, February)

Winter is the least expected time of the year where people think they will stay hydrated. This is the main reason why it is important to create awareness to drink plenty of water during these months.

VII. Marketing Elements

CREATIVE MEDIA OPTION

“Smartpairs” is a package that includes a bottle of Smartwater, a fruit or vegetable and a QR Code. These will be distributed outside schools, gyms and parks. The information delivered in the “SmartPairs” will be expanded upon scanning the QR codes, and will enhance the social media presence

SOCIAL MEDIA

Promotion through blogs and a strong social media presence that work hand in hand with the creative media option. Healthy recipes, workout tips, places to shop for healthy food and coupons will be integrated in the QR code information.

MAGAZINE ADS

Multiple print ads portraying very active individuals who also keep a healthy lifestyle

TV SHOWS

Product placement in TV shows and with celebrities who pursue the previously stated lifestyle

OOH MARKETING

Water fountains with free refills with the purchase of one reusable Smartwater bottle. These will be situated in events such as:

- Lollapalooza
- Taste of Chicago
- Air and Water show
- Chicago Summerdance



X. Credits

- www.meyersound.com
- www.ewg.org
- www.bottledwater.org
- www.fda.gov
- www.ncausa.org
- www.nestleusa.com
- www.aquafina.com
- www.mriplus.com
- www.radian6.com
- www.lexisnexis.com

