

Splat! Lemon-lime soda



Team 4: Kristin Jaspers, Lily Zay & Mimi Cooper
Maya Jones (professional)

Introduction

Brand: Splat! Lemon-lime Soda

Brand Voice: casual, relaxed approach when reaching out to their audience

Brand Values: family, friends, leisure activities such as golfing, boating, watching sports like football, basketball

Team

Kristin Jaspers:



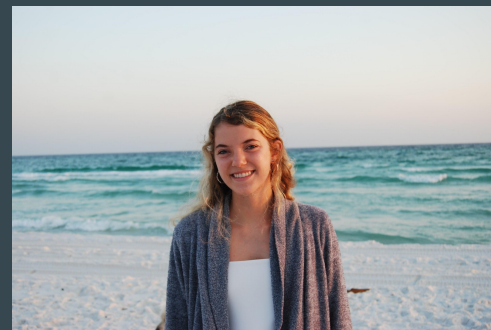
Lily Zay:



Maya Jones:



Mimi Cooper:



Logo & Tagline



Splat! Helps You Coast Through Life

Ideal Consumer

Name: Brian

Age: 48

Occupation: Real Estate Agent

For fun, Brian likes to golf at his country club, spend time with his three kids and wife, watch football with his former fraternity brothers and going out on his boat on the weekends.

Brian likes Splat! because he plays as hard as he works. He likes to use our product as a chaser to mix with any alcohol when relaxing after his tough job.



Ad Placement

Our campaign will be for the Fourth of July. It will run a few weeks before the Fourth in order to grow more awareness before the actual holiday.

We want our ad to run on Facebook and in various television ads on Hulu and CBS to target our researched consumers of people aged 45+.

Our ad revolves around a dad like Brian who is out on the lake for the holiday weekend with his three older kids and family. He enjoys using Splat! as a mixer as he celebrates the holiday.

Dealing with roadblocks

ROADBLOCK 1: Our ideal consumer changed from 18-30 year old young professionals to someone who enjoys to the country club and is a person aged 45+. Our team handled it pretty well. We had to completely scrap not only our campaign idea, tagline and the consumer profile. It took us a bit of time to readjust and figure out what to do, but we came together to figure out who we wanted to target.

ROADBLOCK 2: After President Trump tweeted that he hated Splat!, we knew we had to apologize in order to not offend our ideal consumer profile. We immediately tweeted back an apology saying “We’re sorry. We recently became aware that @PresidentTrump did not enjoy our product last week. We reached out to our suppliers and figured out what went wrong. We expect this will not happen again. Thank you for sticking with us.”

Thank you!