Integrated Marketing Communications Proposal

UpStart
Energy for a balanced life.

Do Something Healthy Today Campaign

Grazia Padgett
Sarah Kastelic
Craig Carlin
Elizabeth Furrer
Jordan Thorpe
Jared Lathrop

December 5, 2013

JOUR 538: IMC
TABLE OF CONTENTS

I. Executive Summary ................................................................. 4

II. Research and Market Analysis .................................................. 6

   A. The Energy Drink Market ....................................................... 7

   B. Competitor Analysis ............................................................... 9

   1. Direct Competition .............................................................. 10

   2. Indirect Competition ............................................................ 10

   C. SWOT Analysis ................................................................. 11

III. Target Audience, Objectives and Goals ..................................... 12

   A. Target Audience ............................................................... 13

   1. Geographic Segmentation ................................................... 14

   2. Demographic & Psychographic Segmentation ......................... 15

   B. Business Objectives .......................................................... 16

   C. Communication Objectives ................................................ 17

IV. Brand Vision ........................................................................... 18

V. Creative Strategy ...................................................................... 20

   A. Branding ............................................................................. 21

   B. Messaging ......................................................................... 22

   E. Graphics/Art ....................................................................... 22

VI. Media Plan ............................................................................... 23

   A. Objectives ........................................................................... 24

   B. Strategies and Tactics for Execution ...................................... 24

   1. Traditional Media ............................................................... 24

   2. Non-traditional Media ........................................................ 26

   3. Social Media ..................................................................... 27

   4. Public Relations ................................................................. 32

   5. Events & Promotions ......................................................... 37

VII. Scheduling & Budget .............................................................. 40

VIII. Evaluation and Feedback ....................................................... 42
EXECUTIVE SUMMARY
I. EXECUTIVE SUMMARY

Thank you for the opportunity to submit an integrated marketing campaign proposal for UpStart, the latest innovation in energy. After much research in the energy boosting product sector, our team was able to create a thorough and inventive campaign with a budget of $2.5 million dollars.

The demand for energy drinks is undoubtedly present; but we understand that with over 300 brands within 200 companies, there is the possibility of market oversaturation. The market is also dominated by direct competitors Monster and Red Bull with 30% and 43% of the market share, respectively, resulting in fierce competition and the necessity of unique advertising to stand out from the competition.

As more energy drink brands are unveiled to help their users obtain an extra boost in their daily activity or exercise, the more health concerns arise as well such as excessive caffeine intake and unhealthy ingredients. UpStart has the opportunity for unique positioning due to its low caloric content and composition of natural ingredients.

Due to the shift in energy drink image and perception, we have decided to target a non-traditional audience that consumes energy drinks: active females ages 25-34, divided into subgroups of mothers, athletes and young professionals. This target is preoccupied with their busy lives, however they are still concerned with their health and what they put into their bodies. UpStart will be positioned as a test market within Allegheny County (Pittsburgh, Pa.) with heavy advertising in areas where this demographic of women live and work.

The UpStart brand vision will convey a transparent and healthy image, capitalize on market opportunities and create consumer connection. By identifying specific marketing and communications objectives, our strategy will have benchmarks in which to judge successes and failures. The objectives will be met through a variety of executions in social media, public relations strategy as well as specific events and promotions tied to the brand. All methods will be evaluated monthly and execution will be tweaked as necessary. Traditional media usage will include newspaper, radio, magazine advertising, digital billboard publication transportation fliers and banners, while non-traditional media will include online video and radio.

Messaging will focus on the brand’s big idea “do something healthy today” and will be illustrated through the tagline: “energy for a balanced life.”

This campaign reiterates our strategic plan of allowing this new product to succeed in a saturated market. Overall, we do not view market saturation as a barrier, we view it as an opportunity to stand out from the crowd.
RESEARCH
AND
MARKET ANALYSIS
A. THE ENERGY DRINK MARKET

The current multibillion dollar energy drink market traces its history to the 1960s in Europe and Asia following a consumer demand for a supplement to increase energy. As a result, the first energy drink, Lipvitan D was born into the Japanese market. The United States was not introduced to energy drinks until Red Bull’s appearance in 1997, originally launched in 1987 in Austria.

From its U.S. inception in 1997, the energy drink market turned into a billion dollar industry within a decade, predicted to reach $19.7 billion at the close of 2013. This is close to a 160% increase from 2008, which was about $4.8 billion at home and abroad (M.A. Heckman, K. Sherry, and E. Gonzalez de Mejia).

The energy drink market is dominated by major brands such as Monster and Red Bull with 39% and 43% of the market share in 2013, respectively. Rockstar follows with 10%, Amp and Nos at 3%, Full Throttle and Xyience Xenergy both at 1%. These are just a few energy drinks in a saturated market with over 300 varieties through 200 brands in the United States including private labels, large cans, sugar free options as well as hybrids with juice and other nutrients (C. Robinson).

Energy drinks are known as functional drinks and are classified with sports and nutraceutical drinks. Nutraceutical drinks not only give an energy boost but contain nutrients and dietary aids to enhance performance. UpStart can be considered a hybrid of nutraceutical and energy drink to help disprove the thoughts of an unsafe energy drink. Market share in the functional beverage category is as follows: sports drinks, 27%; nutraceutical, 10%; and energy drinks at 63%. Energy drinks have more carbohydrates and calories than sports drinks. At almost identical servings, Red Bull contains 26g of carbohydrates, with Gatorade at 16g with 13g of sugar (Fitzgerald). For this reason, sports drinks are the better option during exercise to prevent upset stomachs. In addition to caffeine, energy drinks contain energy-enhancing ingredients like taurine and B vitamins (M.A. Heckman, K. Sherry, and E. Gonzalez de Mejia).

Energy drinks are also under scrutiny for their massive amounts of caffeine. According to a nutrition advocacy group, the Center for Science in the Public Interest, Monster contains 160 milligrams of caffeine in one 16-ounce can. According to energyfiend.com there is a threat of a mild caffeine overdose even at 250-500mg with symptoms including jitters, restlessness, and insomnia. In sum, health-related concerns are plaguing the industry and are something that marketing is helping to combat by changing consumer perception.

Despite the risks, people still use energy drinks during exercise because caffeine enhances physical performance like sports drinks, but only on the notion that the water and carbohydrates are better than nothing. According to Fitzgerald, energy drinks are best used in exercise as a “neuromuscular primer” meaning it gives one the feeling that he or she is working out harder.
This is confirmed by Iranian researchers when comparing energy drinks to sports drinks, the ones who consume energy drinks last longer until the point of exhaustion. However, the ergogenic nature of caffeine decreases over time, so the more one uses it, the more the intense feeling disappears after each use. Fitzgerald cites that if a sports drink contained caffeine, the effects of it would fizzle out the more one used it. People then question if the effects are balanced with the health-related concerns.

Consequently, even though there is an abundance of energy drinks on the market, the *Energy Drinks and Shots: U.S. Market Trends* research report through Packaged Facts concluded that energy drinks are among the lowest consumed among ready to drink beverages. As a result it can be determined that there is opportunity to target consumers to prefer energy drinks to other readymade beverages. Packaged Facts is a leading market research company focusing in the food, beverage and consumer packaged goods industries.

**ENERGY DRINK TRANSFORMATION**

Because of the health concern in the industry, many energy drinks try to promote organic ingredients. As a result, competition is increasing in this saturated market and many companies need to innovate to stand out. Since “organic” energy drinks claim to be healthy, brands must also come in compliance with the FDA. Many healthier energy brands are targeting mature and educated consumers who do not want a head-throbbing energy boost like other brands (Hill). Legal problems and advertising regulation also come into play, especially when energy drink companies begin to target children and adolescents.

Because of the dark shadow cast over energy drinks, many brands are extending their lines to invent a “healthier” form. Examples include V8’s V-Fusion + Energy Drink with juice and green tea and Starbuck’s Refreshers (Hill). Other energy drinks that have developed in a healthier light include Guru which is an 8.4 oz. can with 125 milligrams of “natural” caffeine. Hill’s article also cites Steaz Energy; a 12 oz. can of 100 milligrams of caffeine and Runa’s energy drink made from Amazonia guayusa leaves, a natural caffeine option.

All in all, this multi-billion dollar market has room for consumer expansion and ample opportunity to improve its unhealthy image and appeal to a larger target.
B. COMPETITOR ANALYSIS

As shown through the research, the energy drink market is highly competitive. It contains a few very strong brands that dominate the minds of consumers and many lesser-known brands. As with any product launch, it is important to understand both the direct and indirect competitors in the marketplace. Direct competitors were selected based on market share and similarity to UpStart regarding ingredients, product features, and proximity of merchandising in a retail environment. Indirect competitors are those that do not share the same features as UpStart. Indirect competition basically comes from any beverage, including coffee, which among caffeinated beverages is by far the most widely consumed. Even energy bars, though not a beverage, can be considered indirect competition for UpStart. Energy bars do not contain caffeine, but provide the same type of boost as an energy drink through natural food energy and vitamin or mineral supplements. The analysis of UpStart’s competitors played a valuable role in helping determine how to price, position, and distribute UpStart.

Any new energy drink launching in the United States has to compete with the two main brands, Red Bull and Monster Energy. Red Bull, an Austrian company, is often credited with single-handedly creating the global energy drink market. Its brand is so strong and positioned so well that Red Bull has become synonymous with energy drinks. Red Bull is an independent and edgy brand. The company continues to push the limits of creativity in its marketing efforts.

Monster Energy is Red Bull’s primary competitor and also a major one for UpStart because of its high market share. Monster’s brand strategy is focused on “extreme” sports and the male demographic. It can be found in many retail stores all over the U.S. and will prove to be a tough competitor for UpStart.

The charts below show Red Bull, Monster, and other direct and indirect competitors in the marketplace. Vitaminwater may be the most similar to UpStart in features and benefits. As shown later in this proposal, UpStart brand visuals and messaging is influenced by Vitaminwater’s brand, as it portrays a healthy, simple image to consumers.

A very strong indirect competitor is 5-hour Energy. It provides a boost of energy through caffeine in the form of a shot rather than a larger amount of liquid. However, it is similar to UpStart because it contains healthy ingredients like B-vitamins and amino acids as well as no sugar and few calories. The rising popularity alone of 5-hour Energy warrants its inclusion on UpStart’s long list of competitors.

Indirect competitors in the form of bottled or canned teas and coffees do not pose a large threat to UpStart, but have been included because of their marketing efforts promoting energy-boosting or natural qualities of the products. Overall, the competition is fierce; UpStart will focus on differentiation and strong branding to be successful.
### 1. DIRECT COMPETITION

<table>
<thead>
<tr>
<th>Product</th>
<th>Owner</th>
<th>Carbonated</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Bull®</td>
<td>Red Bull GmbH</td>
<td>Yes</td>
<td>110</td>
</tr>
<tr>
<td>Monster Energy</td>
<td>Monster Beverage Co.</td>
<td>Yes</td>
<td>100</td>
</tr>
<tr>
<td>Rockstar</td>
<td>Coca-Cola</td>
<td>Yes</td>
<td>140</td>
</tr>
<tr>
<td>Vitaminwater®</td>
<td>Coca-Cola</td>
<td>No</td>
<td>120</td>
</tr>
<tr>
<td>Starbucks Refreshers™</td>
<td>Starbucks/PepsiCo</td>
<td>Yes</td>
<td>60</td>
</tr>
<tr>
<td>Starbucks Doubleshot®</td>
<td>Starbucks/PepsiCo</td>
<td>No</td>
<td>70</td>
</tr>
<tr>
<td>SoBe® LifeWater®</td>
<td>PepsiCo</td>
<td>No</td>
<td>100</td>
</tr>
<tr>
<td>V8 V-Fusion® + Energy</td>
<td>Campbell’s</td>
<td>No</td>
<td>50</td>
</tr>
<tr>
<td>Mountain Dew® Kickstart™</td>
<td>PepsiCo</td>
<td>Yes</td>
<td>80</td>
</tr>
</tbody>
</table>

### 2. INDIRECT COMPETITION

<table>
<thead>
<tr>
<th>Product</th>
<th>Owner</th>
<th>Carbonated</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-hour ENERGY® Shots</td>
<td>Living Essentials</td>
<td>No</td>
<td>4</td>
</tr>
<tr>
<td>SoBe® Energize Green Tea</td>
<td>PepsiCo</td>
<td>No</td>
<td>200</td>
</tr>
<tr>
<td>Starbucks® Iced Coffee</td>
<td>Starbucks/PepsiCo</td>
<td>No</td>
<td>110</td>
</tr>
<tr>
<td>Starbucks® Bottled Frappuccino®</td>
<td>Starbucks/PepsiCo</td>
<td>No</td>
<td>200</td>
</tr>
<tr>
<td>Tazo® Bottled Organic Iced Tea</td>
<td>Starbucks/PepsiCo</td>
<td>No</td>
<td>120</td>
</tr>
</tbody>
</table>
## SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a strong vision and position created for UpStart’s brand identity for a solid opportunity to build equity. The product itself is perceived as an alternative to highly caffeinated energy drinks, soft drinks, energy bars, etc., which matches consumer desires for a healthy energy boost. There is a trend among consumers to want “functional drinks,” but go about it in a healthy way. Branch away gender stereotype advertising, i.e., mom’s and pink into a more gender-neutral look even though it is targeted to women.</td>
<td>UpStart is a new energy drink penetrating the market. Because our product is new, we have will have limited initial exposure. People prefer national brand beverages v. private brands according to the International Journal of Consumer Studies. We are a private brand that will need to compete with big brands such as Red Bull, Monster, Coke, Pepsi, etc.</td>
<td>Even though this is a new product launch, energy drinks have a record of boasting strong sales performance in recent years. Energy drinks are widely distributed in retail channels, such as convenience stores. Use truthful, “full-disclosure” marketing to give accurate picture of product’s ingredients. Focus messaging on safety of product. Unique position to cater to young moms to prevent market from reaching a saturation point. Brand extension to moms who are pregnant so they can still connect with the brand during pregnancy when they cannot consume caffeine.</td>
<td>Because there is an oversaturation in the energy drink market, it will be challenging to stand out from the competition. Other products that contain an “energy boost” such as energy shots, power bars, etc can also position themselves as alternatives to highly caffeinated energy drinks. Litigation and legal risks are unavoidable in the energy drink industry especially when dealing with the government and Food and Drug Administration regulations. Health risks of consuming energy drinks, including reports of death from energy drink consumption promote low consumer trust levels. Carbonated energy drinks increase the risk of gastrointestinal distress</td>
</tr>
</tbody>
</table>


TARGET AUDIENCE, OBJECTIVES, GOALS
GEOGRAPHY

We have chosen Allegheny county as a test market for our product. We examined all zip codes and selected a total of 28 that matched our desired target audience. Philadelphia and Allegheny counties are the top two counties in PA.

The total population of PA in 2010 was 12,702,379, and although Philadelphia is ranked the highest PA county in population, during the next decade, Allegheny county population is only slated to drop in population by 54,144 while Philadelphia county is projected to drop in population by 104,678 (USA Census).

TARGET AUDIENCE

Demographics

Age: 25-34
Location: Allegheny County
Gender: Active females broken into subcategories: athletes, young professionals, young moms
Income Level: Middle Class - $40-60k income
Education: College Graduate
Family Status: Married with young children or expecting to have children within 2 years

Psychographics

- Values family life; interested in children
- Busy lifestyle (working, family, traveling, children, exercising)
- Renting or in process of buying first home
- Like to work out (exercise) multiple times each week (might not be able to because of children)
- Enjoy nightlife once in a while on a weekend
- In the nice weather, would prefer an outdoor activity instead of staying indoors
- Interested in traveling, even if not able to currently because of family obligations or income
- Bargain shopper – needs to keep to a budget
**TARGET AUDIENCE PROFILES**

**Maria Smith, athlete:** At 29 years old, Maria has just completed her 13th marathon. In addition to her full-time job, she just can’t seem to stop running. She wants to start a family, but sometimes feels like she just does not have enough time to balance her love of running, a family and her job as a manager at REI. Is it wrong for her to want to spend her limited funds per month on a new pair of running shoes rather than a diaper bag? When she comes home, she catches the new episodes of “2 Broke Girls” and “The Big Bang Theory” before turning in for the night.

**Jamie Brown, young professional:** Jamie is wrapping up her MBA studies and excelling in her consultant position at a successful software company. Her 60 hour workweeks can’t stop her from pursuing her love of hiking, kayaking and enjoying the nightlife on the weekends with her friends. Sometimes her busy life does not allow her to live the healthy lifestyle she strives for, maybe cutting hours at the gym or living off of Chinese takeout for days at a time.

**Sandra Sanders, new mom:** Sandra and her husband recently added children to their family at age 32. They traded their sports car for a moderately priced and functional Toyota. They budgeted monthly expenses to include diapers and formula, and they try to get the most value for their dollar by shopping at Costco and other wholesale stores. As a bargain shopper, Sandra’s objective each time she makes a trip to the store is to stay on budget. The baby cries at 3am, the dog needs to be let out at 8am, and 12pm commences afternoon errands. She wishes she had more energy to feel like walking around a festival in Pittsburgh on the weekend with her family.
TARGET AUDIENCE

All creative aspects will be tailored to coincide with the demographic and psychographic traits, and their corresponding beliefs and lifestyles. Even though some of those in our target audience may not consume energy drinks, by customizing the advertising it will be more likely to grab their attention because they can connect with a commonality.

Fast urbanization in the U.S. triggers a fast-paced lifestyle and busy schedules among the population. As a result, people in these urban areas need an extra boost, allowing them to be big players in the energy drink market (Research and Markets).

Upon first examination by Experian Simmons, young males in their mid-20s dominate public perception of energy drink consumption and men 18-34 have the highest index of drinking energy drinks. However, according to Nielsen research, busy, young moms are actually heavy consumers of energy drinks (Clemency). The young, busy mom category have data supporting its domination over young adults just coming out of college and even singles in their 20s and 30s. Simmons reports that adults with children also are above a normal index with usage.

Experian Simmons research also reported in the Energy Drink and Shots: U.S. Market Trends Report that adult’s energy drink consumption rose from 13% in 2006 to 17% in 2012. Simmons reported that 5% of adults indulge in energy drinks 5-7 times per month and 2% drink them 10 times or more per month, allowing for 93% opportunity to get people to choose energy drinks multiple times per month.

Based on this research, we have chosen a niche audience in which to target UpStart. This will help focus our marketing efforts, and maximize our budget of $2.5 million. In addition to young female athletes and young professionals, we will focus on young, busy moms, who are ready to start families or have families, specifically ages 25-34. This way, they will start using it and carry their loyalty through to parenthood. Moms who establish their brand loyalty pre-pregnancy will have a go-to option once their child is born.

Demographically, the zip codes we selected (located in the Appendix) are highly populated with our target audience, college educated with a middle-class income of around $40-$60k. They are in the process of renting or buying their first home. These women either do not have children or their kids are very young. The Energy Drinks and Shots: U.S. Market Trends also states that economic factors and age shifts in the U.S. adult population are growing the energy drink market as well.

Psychographically they use modest and cost-efficient cars such as KIAs and Toyotas. Their hobbies include partaking in lively nightlife and going to restaurants, working out at health clubs, participating in outdoor activities, traveling, viewing television and movies, as well as crafting. They are a bargain-crowd, shopping for the brand that they can get the most value for their dollar.
As a result, spending is more complicated with the millennial generation, ages 18-34, which spans on our target market. According to AdAge, the Gen Y Generation is a picture painted with those surrounded by student debt working part time jobs. However, on the opposite of that end of that spectrum those living in households with incomes of $100,000 or more are more likely to spend and are the future spenders of luxury items (Kerwin).

The Gen Yers have the most potential for spending. Kelton Research identifies this generation’s spending power beyond $200 billion per year. It is a vital market to target because they are the biggest group of consumers since the baby boom generation. They are 37% of adult consumers at 71 million (Kerwin).

Women are also becoming more vital in the purchasing decisions of the household. According to Nielsen’s study titled Women of Tomorrow, they found that control the majority of the purchasing decisions. They trust what they know and once a company gains a woman’s trust, she is more likely to be loyal to them.

Segments based on Nielsen research in the areas of Allegheny County zip codes where the target is mostly found can be found in the research section of the Appendix. Advertising will be based on these areas and parallel the demographic and psychographics most prevalent in these areas. This pinpoint the groups and identify specific demographics and psychographics that frequent these zip codes.

MARKETING/SALES OBJECTIVES

According to city-data.com, there are approximately 209 grocery stores, 133 convenience stores with no gas, and 297 convenience stores with gas in Allegheny County, for a total of 639 potential places of profit and exposure. As with any product launch, the initial sales period is hard to judge with perfect efficiency. In today’s current economy, a return on investment of ten percent or better is looked at as successful.

Packaged Facts reports that convenience stores hold the top market share of energy drinks in convenience stores at 59%, mass merchandisers hold the second spot at 13%, while grocery stores hold 10%. As a result, it is imperative to target convenience and grocery stores as a new product.

UpStart’s marketing objectives will focus on sales volume, market share and profits. Return on investment will be evaluated later in the campaign depending on the results of our 2 aforementioned objectives. This is especially important because a product’s advertising is looked at as an investment and is hard to quantify and measure with strict accuracy.

- With a $2.5 million marketing budget and initial entrance into the market, we expect a profit of $640,000 in the first 6 months as a result of marketing efforts.
- We expect approximately half of the stores (319) to purchase an estimated 4 cases of 24 (around 96 cans) per month for 6 months, totaling 30,624 cans in 319 stores.
• Wholesale price is the laid in cost (manufacturer’s cost per item plus tax and freight) per unit with a 25% markup. In this case we figure $28.00 for a 24 pack ($1.16 per can).

• Price to consumer is the price to retailer plus the retailer percent markup. We have decided to mark up UpStart at 85%. As a result, $1.16 multiplied by .85, this equals the retail unit price of $2.13 per can.

• In regards to market share, we want 1% of women in Pittsburgh to prefer our brand to our competitor in the 6 months. Because Red Bull and Monster carry such a high market share nationally, 43% and 39% respectively, it is vital to build awareness in order to build loyalty.

• We want to reach approximately two thirds of the female Allegheny county population: (approximately 419,852), with the possibility of further reach via word of mouth. Nielsen’s Women Of Tomorrow survey reports 73% of women trust recommendations. According to census.gov, 52% of the population of Allegheny county is female (Approximately: 636,140).

COMMUNICATION GOALS

Create a consistent image and positioning in the minds of the target audience.
Influence buying decisions by communicating key benefits of UpStart.
Create awareness of the UpStart brand and products.
BRAND VISION
IV. BRAND VISION

1. TRANSPARENCY & HEALTH
   A. Our brand is transparent. We keep our consumers as informed as the bottle is clear.
   B. We want you to feel protected from the corrupt shadow of the energy drink industry.
   C. We want you to feel healthy when you consume our product; we wouldn’t want to sell you something that we wouldn’t drink ourselves.
      i. According to Nielsen’s Women of Tomorrow survey, quality is the #1 driver in brand loyalty among women.

2. MARKET OPPORTUNITY
   A. We don’t think about the energy drink market as being saturated, we think about it as the right environment for UpStart to stand out from the competition.
   B. We have the opportunity to convert those who drink other beverages, especially soda drinkers; it opens up an entirely new market (alternative to soda), (Clemency)

3. CONSUMER CONNECTION
   A. We want our consumers to feel connected to our brand as the number one choice pick-me-up when tiring times take over.
   B. We want to transform how young women and new mothers view their busy lives.
CREATIVE STRATEGY
V. CREATIVE STRATEGY

The creative strategy for UpStart’s launch campaign seeks to be relevant, original, and impactful in order to connect with the target audience. The big idea, or theme, for the IMC campaign is “Do something healthy today.” This theme is meant to inspire and unify all messaging and creative executions. While developing the big idea, the problem UpStart’s campaign seeks to address was uncovered through research on the target audience; it is expressed in the following statement, written from a consumer’s point of view:

As a busy person it’s sometimes difficult for me to keep up with everything. Even though I want to eat healthy and exercise, sometimes I take shortcuts. There always seems to be something more important to do. I really wish I had more energy to get everything done. I’d like to stay focused on my health as much as I’m focused on my busy schedule.

All communications in the campaign will strive to create an emotional appeal to the target audience in both messaging and graphic design. By focusing on feelings and psychological needs, UpStart hopes to connect better than it would with a rational appeal. UpStart’s key benefit claim, “be healthy and have more energy to stay active,” should resonate best through executions that appeal to the audience’s emotions in an encouraging and motivating tone of voice.

BRANDING

UpStart will start building equity in the brand from the moment the IMC campaign is launched. As a new brand, positioning is very important to the success of the brand. All elements of the brand must resonate with the consumer effectively to create a positive image in consumers’ minds. To guide branding, the following positioning statement is being used:

UpStart is an energy drink that allows you to live a busy and healthy lifestyle. While other drinks are packed with gratuitous amounts of caffeine or sugar, UpStart is an all-natural alternative that supplements your diet with vitamins and other nutrients. It keeps you mentally focused for those long days and promotes a balanced life.

UpStart hopes to establish a certain personality for the brand as well. This is closely tied to the brand positioning. Keywords that succinctly express the desired personality are: active, motivation, healthy, balanced, energy, safe, trust, and focus. If the target audience is asked what words they associate with UpStart, these words, which represent larger ideas, should ring clear with the target audience.

MESSAGING

Drawing from the big idea, “Do something healthy today,” UpStart’s brand tagline is “Energy for a balanced life.” The tagline is an outward expression of the big idea. It will be incorporated into packaging as well as all creative executions.
A number of original concepts have also been developed under the campaign’s big idea. These will serve as a springboard for creative executions and public relations tactics. The following are meant to convey the general theme in different, interesting, and engaging ways:

- My everyday sidekick.
- Get up, start living.
- Cook at home; eat healthy.
- Take the stairs today.
- Take a lunch break jog.
- Skip watching TV tonight.
- What’s healthy?

Some of these concepts will be used in multiple channels or presented in multiple creative executions. For instance, “Take the stairs today,” is the concept behind the radio commercial, which is meant to communicate, in a humorous way, the benefits of drinking UpStart for one young woman:

**DESIGN/GRAPHICS**

All of the design aspects for the company logo, product, and advertisements were created with one theme in mind: simplicity. While it is important to stand out to the target audience and to outshine the competition, the biggest priority was to never lose sight of the overall idea of being healthy. All graphic design materials can be viewed in the appendix of this report.

**Logo:**

The logo is the essence of our simplicity showcasing both the name and tagline of the company, while giving a slight flare with a small triangle give the illusion of an arrow. There are not set colors for the logo or tagline as we felt it was important to be able to change it when necessary to meet the needs of varying magazine or billboard ads.

**Bottle Design:**

The UpStart bottle was designed using the same model of Argo Tea, a company which also prides itself on not only sustainability, but simplicity. Our transparent glass bottle will have a colored lid that corresponding with the flavor. The bottle is marked by the company logo, tagline and a photo of the fruit.

**Magazine Ads/Digital Billboard/Hulu Banner**

All visual advertisements correspond with the messaging concepts listed above as well as those listed within the creative brief which can viewed in the appendix.
MEDIA PLAN
VII. MEDIA PLAN

In order to communicate the proposed concept, UpStart will invest in an integrated marketing campaign based around the concept of having energy to achieve and balanced, healthy and happy life. This campaign will help the brand achieve its goals and objectives.

When establishing objectives and tactics to fulfill strategy, it is vital to keep in mind consumer behavior models. The National Training Laboratories in Bethel, Maine believe the teaching others and immediate use of learning yields a 90% retention rate, followed by discussion groups at 50% and audio-visual display at 30%.

A. MEDIA OBJECTIVES
1. Develop a campaign that will reach 100% of the target audience.
2. Create a campaign that will successfully use traditional and nontraditional media.
3. Reach the expected profit goal of $640,000.

B. STRATEGY & EXECUTION

Strategy 1: Traditional Media

We will use the traditional print methods of newspapers and magazines as well as the use of radio to execute certain creative aspects of the campaign. According to Nielsen’s Women of Tomorrow survey, women with the average age of 30 are still extremely influenced by traditional media. When asked if they “somewhat trust” or “completely trust” these forms of media, the responses were as follows in (percentages):

- Recommendations from people I know: 73%
- Consumer opinions posted online: 49%
- Editorial content such as newspaper articles: 35%
- Brand websites: 32%
- Emails I signed up for: 29%
- Ads on TV: 26%
- Ads in newspapers: 25%
- Ads in magazines: 24%
- Products shown embedded in TV programming: 21%
- Branded sponsorships: 21%
- Billboards and other outdoor advertising: 21%
- Ads in radio: 22%
Execution of Traditional Media:

Magazines

**Pittsburgh Magazine:** With an average of 50,000 monthly circulation rate and a 260,000 reach per month, our print ads will appear on this magazine over our six-month long campaign. The targeted demographic for the Pittsburgh Magazine aligns with our targeted audience: 48% female, business owners, college graduated, homeowners with an above average income that attend several cultural events per year. The space will consist of a full page (color) advertisement (4.74’’ x 7.18’’) that will run from May-October (6x).

**Whirl Magazine:** This magazine reaches most of Western Pennsylvania with a reach of 160,000 per month. It also reaches our target audience, Whirl magazine has a large female demographic of 59%, of which 49% are between the ages of 21-40. The space will consist of a full page ad (6x) that will run June-September.

Newspapers

**Pittsburgh Post-Gazette:** Targets customers within the core of Allegheny County with a readership of 427,000 daily and an audience of 1 million per week. A two column and six-inch ad will be placed seven days per week in order to reach our target audience.

**Pittsburgh Tribune Review:** Second largest daily newspaper serving the Pittsburgh metropolitan area with over 1.2 million readers across Western Pennsylvania per week. 51.8% of their readers are women thus reaching our target audience. A four column and 7-inch ad will be placed seven days per week.

Radio

**96.1 Kiss FM:** With a 243+ million monthly national reach, the IMC campaign will focus advertising with this radio station during Tall Cathy’s airtime, Monday-Friday from 2 p.m.-7 p.m. The 30 second commercial will reach our target audience of those women that listen to the radio show once they are done with their morning routine or are getting out of work, allowing them to find time (and energy) to “do something healthy today”.

**100.7 STAR:** The morning “Bubba Show” from 5 a.m.-10 a.m. on this station will cover those women that are “morning people” and are very active, starting their day at 5 a.m. A 30-second commercial will air during the show Monday through Friday. This station reaches the Pittsburgh metropolitan area on a daily basis with a reach of 200+ million.
Digital Billboards:

Digital billboards will be placed on I-76, I-79, Route 19 and Route 51. The average impressions will be around 124,680 per week for regular illuminated billboards. These billboards will be strategically placed in highly visible structures to deliver our message to a wide reach of drivers who travel and shop in the highly congested retail areas. These billboards will run for the six month period of the campaign.

T-Station Banners:

T-Station banners can be seen by daily commuters on the platforms and by passengers inside the trains. Port Authority reports that their estimated annual T riders are over 7 million, with a high 64.1% of them being females with full-time employment earning over $50k a year. These banners will be placed where thousands of transit commuters gather at least twice a day, every day: Steel Plaza Station, Station Square, South Hills Junction, and South Hills Village. These banners will run for six months in the previously mentioned locations.

Strategy 2: Non-Traditional Media

We will complement the elements of traditional media throughout the campaign keeping established themes throughout. Examples of non-traditional media can be found in the appendix of this report.

Execution of Non-Traditional Media:

Hulu Banner:

Hulu, an online streaming video service, offers two forms of advertisements: short 5-7 second banner ads displayed at the beginning of a video or an ad directly below the video which stays throughout the entire program. We have chosen the second option will allow a viewer the chance to see our advertisement/promotion during their program selection. An example of this ad can be found in the appendix of this report.

Pandora Ad:

Internet has given new ways to connect with desired audiences and power players, like Pandora, are able to tailor advertising needs for their clients. Pandora reports that 79% of their users agree that Internet radio is the easiest way to listen to music. For the purpose of this campaign, and based on market research, we will be placing an “in-tuner tile” for the six months of the campaign. The in-tuner tile is an ad banner, no flash, animation or audio with a maximum of one-clickable URL. This ad is displayed once the stations are changed and its frequency can be capped and is able to be targeted to specific age/gender.
Strategy 3: Social Media

As a vital medium to our target demographic, social media will play a key role in our IMC plan. According to the Pew Research Center’s Internet & American Life Project Spring Tracking Survey (April 17 – May 19, 2013), 72% of adults use social networks. Women use it more than men at 74% and 70% respectively. Educated demographic are also more likely to use social sites. Nielsen’s Women of Tomorrow Survey reported that social media is an “indispensable tool” for women when making purchasing decisions. Women use cell phones 28% more than men, while texting 14% more than men each month. They believe that using social media broadens their influence across the globe. They are also more likely to respond to ads on mobile phones and social networks.

Execution of Social Media

Throughout many of our social media platforms (Facebook, Twitter, Pinterest, Instagram) we will be offering a travel sweepstakes as an incentive to follow/friend/subscribe to our social media platforms and to buy our product. The terms of the sweepstake can be found throughout the execution of the social media outlets listed below. This sweepstakes will be a trip for two to Zihuatanejo Villas in Mexico, a spa and wellness resort that offers several healthy lifestyle activities that our target demographic would enjoy: yoga and various exercise classes, spas, healthy eating, etc.

Facebook

Facebook is the most widely used medium in our target demographic, with 67% of users being women between the ages of 18-29 and ages 30-49 (Pew Research, 2012). As a result, UpStart will use Facebook as the primary social media platform. The cover photo will reflect the 6-month IMC campaign’s creative look and feel, with a gender-neutral, but clean design. To draw potential consumers to our Facebook page, we will hand out incentives with QR codes at the launch of UpStart at the Pittsburgh marathon. Tactics we will use to market the product/events are. We will send out weekly scheduled posts to promote the product and to engage with Facebook friends.

Examples of scheduled posts:

“UpStart gives you the type of healthy energy you need to give you that extra boost. Tell us how UpStart got you moving today.”

“We took the stairs today. Did you?”
“Share a picture of you with your favorite UpStart flavor engaging in a healthy activity and be eligible for our drawing this week. Be creative!” (this will align with promotions).

“Our favorite flavor is Acai Berry. What is your favorite UpStart flavor? Is there a flavor you would like us to consider? Let us know your thoughts!”

“Come out and join us for our event (depending on the month - insert event here)! It is at (location) and you have the chance to win a lot of great prizes.”

We will also send out weekly posts to promote giveaways.

Additional Facebook posts will be made that help to promote other “locally made” items. This will help to build our brand equity. Also, we will post tips for a healthy lifestyle that complement the use of UpStart.

Examples include:

“Check out Una Biologicals, a local skin care company we love. All of their products are handmade and organic. Healthy skin is part of a healthy lifestyle!”

“Next time you exercise, try adding in a bit of high-intensity interval training to your routine. Research has shown that shorter, more intense workouts help to burn fat and are great for your cardiovascular health. Try running as fast as you can for one minute after a 30 minute jog.”

Twitter:

Twitter Handle: @UpStartPittsburgh

Twitter is the second most widely used social media platform in our target demographic, with 16% of users being between the ages of 18-29 who live in an urban setting. Because the location of our IMC campaign is Allegheny County, Twitter will have a wide reach. Also, our Twitter page’s background will reflect the look and feel of the Facebook cover photo. We will create hashtags surrounding our events/product that we will encourage consumers to use to get UpStart to trend in the Pittsburgh area around the time of an event, and we’ll encourage our followers to live tweet from our events. We will use the Twitter account @TrendPGH to monitor our hashtags and to show that UpStart is trending.

Examples of hashtags we will use include:

- #DoSomethingHealthyToday
- #UpStartPGH
- #UpStartPittsburghMarathon
- #MySidekick
- #UpStartSweepstakes
Twitter will be used to build brand loyalty by having followers tweet using the hashtag #UpStartSweepstakes to win a trip to Mexico!

Example of our scheduled tweets:

“Use the hashtag #UpStartSweepstakes and tell us why you should win the healthy lifestyle getaway to Mexico in 140 or less. Go!”

“Tweet us a photo of the view from your morning jog with the hashtag #UpStartSweepstakes for your chance to win!”

We will send out weekly tweets to promote UpStart and to engage with our followers:

“Acai Berry, Tropical Fruit or Citrus? Tweet us your favorite using the hashtag #UpStartSweepstakes.”

“What is your favorite way to exercise? What time of day? Respond with the hashtag #UpStartPittsburgh.”

“Take the stairs today! Can you count how many? Tweet us using the hashtag #UpStartPittsburgh.”

Pinterest

Pinterest is the third most popular social media platform for our target demographic (Pew Research, 2012 - also, see “Very Pinteresting” infographic in the appendices). Pinterest will be our platform for interacting with our target demographic in a visual way instead of the more personal, conversational Facebook and Twitter platforms.

Pinterest will be used as a tool to get food and drink recipes using our product; to offer recipes for food that our drink can accompany; and to offer suggestions for living a healthy lifestyle/

Examples of UpStart’s Pinterest board names:

- Healthy Lifestyle
- Cocktails with UpStart
- Energy for a Balanced Life
- Recipes for a Balanced Life
- Our Favorite Things
- Traveling with UpStart

Also, we will use Pinterest to promote our travel sweepstakes and to participate in a contest. We will ask our Pinterest “friends” to post their own unique healthy lifestyle tips with the theme being “UpStart.” They will have to dedicate a board to pinning photos/descriptions of how they use UpStart to live a healthy lifestyle.
Instagram

Instagram handle: @UpStartPittsburgh.

Instagram is the fourth most popular social media platform for our target demographic (Pew Research, 2012) and it continues to grow in popularity. It is also an important “linking” social media platform as posts on Instagram can be shared through Facebook and Twitter. All of our Instagram posts will be shared on Facebook and Twitter using the hashtags outlined in the “Twitter” section to encourage cross-platform social networking/marketing of UpStart.

We will hold an Instagram contest by encouraging our followers to participate by posting on both of our Facebook and Twitter accounts. We’ll ask participants to post photos on Instagram of him/her living a healthy lifestyle using the specific hashtags outlined in the Twitter section. We will pick a photo winner, and that Instagram user will be awarded a prize.

All of our Instagram posts will continuously work to reflect our key creative messages. We will use Instagram to show our product and how it is a “sidekick” to a healthy lifestyle, and the main theme throughout will be “Do Something Healthy Today.”

FourSquare

While FourSquare is not as popular a social media platform as Facebook, Twitter, Pinterest, or Instagram, it will still be an important tool in promoting our events. We will encourage possible consumers to use FourSquare when at our events. Not only will this spread awareness of our events and drive up attendance to future events, but it will increase the amount of followers/friends on Twitter and Facebook.

LinkedIn

LinkedIn is growing in popularity and is becoming a “must have” social media platform for the college-educated, professional young professional. According to QuantCast.com, the average age of LinkedIn users are 25-44. Also, more LinkedIn users are male than female, and while our target demographic is female, using LinkedIn could be a way to reach both men and women and to really focus on the gender-neutral aspect of our IMC campaign.

To reach this demographic we will create a company page. This will allow us to engage with our followers by posting UpStart news, updates, promote events, and share healthy-lifestyle content in a business setting that is relevant to the promotion of our product.

Additionally, we will use LinkedIn as a recruiting tool for the promotions team and for college-aged interns to help in the monitoring and running of our various social media platforms.
YouTube

YouTube will be used as a platform for promoting our lecture series and healthy lifestyle tips. We will have a health expert series using YouTube as the platform with UpStart being the sponsor. This will lend credibility to the YouTube channel without UpStart being the main focus of the videos.

“Do Something Healthy Today” Video Series:

There will be a total of six five minute videos, one for each month of the campaign. Each video has a budget of $10,000 dollars to give them a polished, professional look that will legitimize our brand. This budget will cover production costs and pay the healthy lifestyle professional’s fee.

Each video will contain three elements:

- Q&A with a healthy lifestyle professional (Ex: nutritionist, doctor, physical trainer, yoga instructor)
- The professional’s top three tips for living a healthy lifestyle that also incorporate the UpStart brand.
- An easy exercise that will motivate the consumer to do something healthy today.

Promotional materials will be handed out at events that will draw subscribers to our channel through a QR code. Also, Search Engine Optimization and keywords will be utilized to ensure that our videos are seen by others. This will help to encourage word of mouth marketing, which is a way to effectively promote recommendations between women.

Tactics Summary - Social Media

- Social media outlets will be up and active by the sponsorship event at the Pittsburgh Marathon.
- Scheduled Facebook posts and tweets will be sent out once weekly about sweepstakes and promotions.
- Social media posts will correlate with event promotion.
- Healthy lifestyle video series will be made for YouTube. One video will be posted a month, totaling six videos for the entire campaign.
Strategy 4: Public Relations

In addition to a strong social media presence, there will be heavy public relations efforts that will integrate the overarching theme. UpStart will be the energy drink that appeals to the health-conscious, but busy woman. Using the big idea and central messaging, all tactics and social media messaging will reflect: “Do Something Healthy Today.”

Goal

This PR strategy needs to change the opinion of our target audience to see how UpStart is both environmentally friendly and beneficial to the health-conscious consumer. Purchasing our product will encourage and motivate the consumer to “do something healthy today.”

Objectives

1. This PR strategy will use traditional media and social media to spread the word about the launch of UpStart, and all events that will occur monthly from May (The Pittsburgh Marathon sponsorship event) to October (breast cancer awareness month event). This will be measurable by surveying consumers on how they found out about our event.

2. This PR strategy will use social media to engage with our target audience. After the Pittsburgh Marathon sponsorship event we will do content analysis of comments on social media.

3. This PR strategy will use prior knowledge and research of competitors’ social media presence to break through the noise and confusion to build a unique social media presence.

4. Measurables by October 31st: Facebook will have between 1,000 and 1,500 “likes.” Twitter and Instagram will have between 1,000 and 1,500 followers. Pinterest will have between 250-500 followers. YouTube will have between 1,000 and 1,500 subscribers.

5. The videos placed on YouTube will have 500 views each by October 31st.

Key PR Messages

PR messaging will expand upon the messaging of the big idea:

My sidekick every day - Everyone needs a sidekick. UpStart gives you the extra support you need to maintain your busy lifestyle. Tell us how UpStart was your sidekick today.

Go for a jog on lunch break - Use the current month to call out a popular activity to see how UpStart helps you to get out and exercise.
Skip watching TV tonight - We know your life is hectic, and your couch seems like the best place to relax at the end of a long week. UpStart will give you the boost you need to do something healthy today and accomplish things you didn’t think possible. What did UpStart help you to accomplish today?

Get up, start living - You are a strong, independent woman who has to balance more than most people. Let UpStart help you to struggle less by giving you energy without causing an unhealthy crash.

What’s healthy - Share your favorite healthy lifestyle tips with us that include the use of UpStart for a chance to win a healthy lifestyle trip to Mexico.

Cooking at home; eating health - One of the most important aspects of living a healthy lifestyle is eating healthily. The easiest way to do that is by cooking your own meals at home. Use one of these recipes to help make your life easier.

Take the stairs today - The morning can be the busiest time of your day; getting the kids ready for school, making breakfast, and getting yourself out of the door in time to make it to that 8:30 a.m. meeting with your boss. The last thing you want to do is take the stairs when you get to work. Let UpStart give you the boost you need to help you make that minor lifestyle change. Taking the stairs burns calories and gets your heart pumping - exactly what you need for your busy life!

Execution of Public Relations Strategy

Media relations will be heavily utilized as our main form of public relations for UpStart. This will help us to establish relationships with local journalists and reporters that can help with future IMC campaigns for UpStart. We will use outlets that have been defined above in the “Execution of Traditional Media” section. We will also use other local Pittsburgh newspapers and magazines that have lower circulation numbers but still reach our target demographic. We will reach out to the following channels of communication:

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Magazines</th>
<th>Television</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-Gazette</td>
<td>Whirl</td>
<td>WTAE</td>
<td>96.1 KISS FM</td>
</tr>
<tr>
<td>Tribune-Review</td>
<td>Pittsburgh Magazine</td>
<td>KDKA</td>
<td>100.7 STAR</td>
</tr>
<tr>
<td>City Paper</td>
<td>Table</td>
<td>WPXI</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh Business</td>
<td>In-Community Magazine</td>
<td>WPGH</td>
<td></td>
</tr>
<tr>
<td>Times</td>
<td>Pittsburgh Parent</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shady Ave</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Squirrel Hill Magazine</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Strip Magazine</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**UpStart.com**

The website, including the mobile optimized version, will be used as a central hub for all things UpStart, including product information, information about our company, event information, and healthy lifestyle tips. Our website will be the gateway to all of our social media outlets, and will contain a calendar that lists all of our events. Our website will also be a creative hub where consumers can share their photos, healthy lifestyle tips, and feedback about UpStart.

**Site Map:**

“Our Story” section will give the background story to UpStart, and showcase the Pittsburgh connection.

“Premium Flavors” section will give a description of each of the three flavors and will offer ideas for what activity/event fits best with what flavor.

- Acai Berry = Yoga
- Tropical Fruit = Running
- Citrus = Swimming

“Events” section will provide all the need-to-know information about our upcoming events. It will provide a comprehensive calendar for all events and happenings surrounding UpStart. This section will also contain promotions and sweepstakes information. Also, this section will share the photos of the contest winners from social media contents.

**Tactics Summary - PR**

- A press kit containing a press release, fact sheet, and a sample of UpStart. These kits will be released at both the beginning and ending of the campaign.
- If a reporter is interested in our pitch, a member of the UpStart promotions/PR team will offer to personally meet or become a media contact in order to answer any and all questions about the product.
- Media will be informed of the launch and all subsequent events via email and print press releases. All of this information will be made available on our website for additional reference.
Strategy 5: Events & Promotions

There will be three major events and two major media campaigns. All events will be based around the theme: “Healthy living all year around.” The goal of each event is to extend our brand and show examples of how beneficial UpStart is to the health-conscious consumer. Purchasing our product will encourage and motivate the consumer to “do something healthy today.”

All events will fall under these particular categories:

- **Health**
- **Natural/organic**
- **Exercise**

We will also have a promotional team that will help promote each event. The promotional team will consist of 6 girls. Each girl will get paid at the end of each event $20 an hour this will be considered a part time job and they will be requested when needed.

All events will be promoted on our social media platforms a month before all the way up until the actual event date. Facebook and Twitter will be the two main promotion platforms Facebook will be used for consumers to sign up a become a member as well as get the latest information about events, and updates what's new with UpStart, and how to live a balanced healthy life. Twitter will be used for nutritional tips for the whole family and a discussion forum.

**The Kickoff event – Pittsburgh Marathon Expo: Saturday May 3rd**

**Goal:** To spread brand awareness by interacting with consumers in our target audience

**Objective:** We expect to interact with 500 people at the event while introducing our event.

The first event is considered our kickoff event because this is the first time we will be introducing our product to consumers. UpStart will help in an Expo sponsor. The fitness expo is a running marathon that happens every year that focuses on health and wellness for all ages. It’s open to the public and attracts families and fitness enthusiasts. This event not only promotes healthy living but specifically attracts our target audience of not just women but of those trying to maintain a healthy lifestyle.
The UpStart promo team will set up a table with pamphlets and brochures that explain our product and it’s uniqueness. The promo team will also be walking around with tasters so consumers are able to try our drink and receive right on the spot feedback. At the UpStart table we will also be interacting with the crowd by having fun games and giveaways. One of the games that will take place is the “Make your own Sign contest.” This game is to support the runners by having people in the crowd makes signs to encourage the runners and to keep them motivated. The winner of the contest will have their choice of receiving a free towel, headband, or granola bar. These prizes are geared toward the runners and is UpStart's way of engaging in one consumer interaction. Will be giving away free t-shirts with our name and logo on it as well as free UpStart drinks throughout the whole marathon.

2nd Event—Whole Foods Festival: July 4th

Goal: To spread brand awareness, and to interact with consumers using one-on-one relationships

Objective: We expect 300 to 400 people to attend while passing through the event area.

The healthy food festival falls inline with our natural/organic theme. Although we are specifically an energy drink company we find it important to be healthy in all aspects of your life including what you eat. Therefore, an organic food festival was decided to be a perfect event for our target audience. Our partner for the event, Whole Foods, has a huge following and attracts people who want to maintain not only healthy eating habits but a healthy lifestyle all year around.

The event will take place in the rooftop parking lot area adjacent to the Whole Foods located at 5880 Center Avenue. The event will take place from 10 a.m. to 4 p.m. The festival is geared toward the late morning and early afternoon shoppers. Consumers who actually come to the festival will have a chance to actually taste meals prepared from different products offered within the store, and they’ll also be given discounts for their participation in the event.

Live music will be a key component of this event and in order to create more publicity for the event, Punchline, a locally based band with a national following, will be performing at the event. There will be a raffle and the winner will receive a basket of organic Whole Foods courtesy of Whole Foods as well as a gift card to Dick’s sporting goods, UpStart t-shirt with name and logo and a box of our energy drinks.

UpStart will also have their own personal table with brochures and pamphlets, while the promotional team will be walking around passing out tasters and the drink to the crowd during the entire time of the festival.
3rd event– Private Fundraiser: September 4th

**Goal:** Show consumers that our product is connected to and supports a good cause

**Objective:** Expect 150 people and to raise $10,000

In the Fall of 2014, we will be holding a private fundraising event for breast cancer research. As a leading death to our target demographic we believe that a private donor event would not only help reach our audience on an emotional level, but allow us to aid research that would one day lead to a cure to cancer and an overall healthy life.

This dinner will be held in a private room in the David L. Lawrence Convention Center, which would hold roughly 150-200 people. The dinner would cost roughly $70 per plate, and would be open to local celebrities such as Troy Polamalu and Ben Roethlisberger. However, Giuliana Rancic, a celebrity as well as cancer survivor, would be the speaker of the hour sharing her empowering story of how she overcame the obstacle of breast cancer. A very large percentage of the proceeds will go toward breast cancer research.

**Monthly Lectures-June 1st**

**Goal:** To educate our consumers on healthy and environmentally friendly living.

**Objective:** To have a 1,000 views monthly and answer 100% of the questions through twitter each night

Starting June 1st, every first of the month we will post a YouTube video promoting healthy living. The video lectures will last approximately one hour.

**Topic discussion for each month will include:**
- Natural remedies for stress
- Being a parent and keeping your kids healthy
- How to eat healthy within your budget
- Homemade facials for all skin types
- Save money by recycling
If you follow us on twitter and use the hashtag #UpStartlec, you can join in the trending discussion and ask related questions to the topics and the UpStart brand. This is a great way to stay connected with consumers and get feedback from our customer base.

1st Social Media Campaign: Breast Cancer Awareness: October

Goal: To show that our product supports breast cancer awareness

Objective: To find one person that posts a picture every day of the month with the right requirements

After our private fundraiser in September, we plan to follow up with a social media campaign throughout the month of October, which is the month that people all across the nation come together to bring light to the subject of Breast Cancer Awareness. The winner of the “Think Campaign will win an all inclusive trip to Mexico.

Participants will follow these three steps:

(1) Upload a picture on Instagram doing something outside (examples)
   - Exercise
   - Walking the dog
   - Healthy eating
(2) Wear pink in the photo
(3) Use the hashtag #pinkandactive and #UpStartpgh

Winners will be announced on Facebook and Twitter on November 1st.
2nd Social Media Campaign: Connect with local gyms: Late fall

**Goal:** To increase brand awareness

**Objective:** Promote the idea of exercise and healthy living

During the time of the campaign consumers will be able to enter into an UpStart Sweepstakes. A participant may either go to one of our gym representatives and show that they have checked into their gym via FourSquare and used the phrase, “Energy for a balanced life.” They can also enter by uploading a photo of themselves at the gym and using the hashtag: #UpStartpgh. The winner will be drawn at the end of the campaign and will have their choice of either a six month gym membership or a one month session with a personal trainer.

**Sponsor Sporting Event**

**Goal:** To spread awareness about the product

**Objective:** Sponsor two events a month

Any organization that has a sporting event can contact us through our website to let us know that they want us to sponsor their event. Our promotional team will staff your event and promote your event on our social media platforms. These events will go along with the theme of exercise and getting out and doing something active and healthy.

Possible sporting events include:

- Track & Field
- Cycling
- Tennis
- Hiking
- Swimming
- Basketball
- Baseball
SCHEDULE & BUDGET
<table>
<thead>
<tr>
<th><strong>Media Relations</strong></th>
<th><strong>Total</strong></th>
<th><strong>Evaluation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Relations</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>YouTube Video</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Press Release</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Press Kit</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Social Media</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$20000</td>
</tr>
<tr>
<td>$20000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Promotional Material</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$20000</td>
</tr>
<tr>
<td>$20000</td>
</tr>
<tr>
<td>$20000</td>
</tr>
<tr>
<td>$20000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Events</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
<tr>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Schedule and Budget</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
</tr>
<tr>
<td>June</td>
</tr>
<tr>
<td>July</td>
</tr>
<tr>
<td>August</td>
</tr>
<tr>
<td>September</td>
</tr>
<tr>
<td>October</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
EVALUATION
VIII. EVALUATION

The campaign will be evaluated qualitatively and quantitatively in monthly increments to adjust advertising amount and budget accordingly.

Quantitative measurement will be achieved through actively checking sales forecasts with the actual sales as well as reviewing expenses weekly to ensure budget control. Since we are under budget on the entire campaign, we will have the funds to cover any unexpected expenses and additional evaluation expenses that may be incurred during the campaign.

Qualitative measures will be taken in regards to each strategy utilized. Social media will be monitored and measured through the agency of SnapTrends. Some of the factors that will be studied include page views (actual and unique) and number of posts retweeted. Comments will be vital factor and success will be determined by the number of comments received as well as their sentiment (positive, negative or balanced posts).

Media tracking will be handled through IQ Media, mostly print and broadcast. It will determine the traction of efforts by studying number of hits, timing, mentions of the brand, etc. IQ Media focuses on transforming traditional media to Media Intelligence Platforms and cloud technology, eliminating any excess steps in tracking. It will also keep track of how many articles have been picked up into the media from the press re-leases. In addition, IQ Media will monitor our blogs through tracking comments, shares, and posts on various websites and other mediums.

A product satisfaction survey will be included at each event to determine the level of contentment from our target and to establish a starting point on how our target perceived the energy drink. Questions will be mix of open-ended and rationale based to allow for as much feedback as possible. The promotional staff in addition to the giveaways will pass out the surveys and collect them at the same time. Participants will be rewarded with a small prize for filling it out.

For our website, we will utilize Google Analytics to determine page views, unique views, the pages the most time was spent on, and other related actions. This will be vital to the success of the website, and it will be tweaked throughout the campaign to match the analytics results.

Finally, at the conclusion of the campaign, we will hold 5 focus groups for loyal customers that attended the VIP event. They will be selected and invited at random at the event. We will aim for 15 participants and invite around 30 to ensure a reliable sample. They will be brought to a pre-determined location, and we will hire two moderators to conduct the sessions. They will be asked open-ended questions about the product such as flavors, event participation, what they thought of the promotional giveaways and more. We will also ask them about their future buying habits and what their friends think of the product to gauge what direction we should head in the future and what kind of brand extensions we may employ in the future.
APPENDIX
# TABLE OF CONTENTS

## RESEARCH
- Demographic & Psychographic Research
  - Allegheny County Zip codes

## CREATIVE
- Creative Brief
- Radio Script
- Logo/Bottle Design
- Magazine Advertisements
- Digital Billboard
- Hulu Banner
- Website
  - Website Mobile Version

## SOCIAL MEDIA
- Social Media research graphic
- Pinterest info-graphic

## SPECIAL EVENTS
- Event Schedules

## WORKS CITED
1. **Urban Achievers: 10 (Nielsen, 2013)**

   **Demographics**
   
   Lower Mid Younger Mostly w/o Kids
   
   College educated
   
   Ethnically diverse
   
   Many bilingual
   
   35 and younger
   
   Income: $35k - $50k

   **Psychographics**
   
   Many rent homes
   
   Shop at FedEx
   
   Read the New Yorker
   
   Watch soccer
   
   Drive Toyota Yaris
   
   Liberal politics
   
   Alternative Music
   
   Active social lives: Lively nightlife, health clubs, restaurants

2. **New Homesteaders: 9 (Nielsen, 2013)**

   **Demographics**
   
   Upper Mid Younger w/ Kids
   
   Homeowners with kids
   
   College graduates
   
   25-44 years old
   
   Income $46k-$55k
Psychographics

Shop at Sherwin Williams
Read car craft
Watch children’s networks
Drive Kia Sedona’s, SUVs, trucks, minivans
Buy in bulk
Prefer televised media
Social life: BBQing, bar hopping, playing golf
Home activities: crafts, woodworking, gardening

3. Young Influentials: 5 (Nielsen, 2013)

Demographics

Midscale Younger w/o Kids
Balance work and leisure activities
Below 35 years
Renters
College graduates
Income: $50k - $55k
Suburban locations

Psychographics

Shop at Best Buy
Like sports
Detail-oriented
Watch American Dad
Drive Mitsubishi eclipses
Social life: traveling, nightclubs, casual dining
Easylistening music

**Demographics**

Upper Mid Younger w/o Kids
- 25-44 years old
- College graduates
- Mix of homeownership and renting
- Income: $46k - $50k

**Psychographics**
- Like priceline.com
- Travel
- Read Cigar aficionado
- Watch South Park
- Drive Nissan Altima Hybrids
- Surfing the internet
- TV viewing
- Like movies
- Social life: leisure and recreation (museums and bowling alleys)


**Demographics**

Lower Mid Younger w/ Kids
- High school graduate education
- Large families in small towns
- Predominantly white
- Mix of homeownership and renting
- College graduates
- 25-44 years old
- Income: $42k - $46k
Psychographics

Like Old Navy
Read WWE
Like Univision
Buy Chevy Sonics (Flex Fuel)
Small-town pride
Rural activities: hunting, fishing, making crafts
Buy in bulk
Like TV viewing

6. Family Thrifts: 1 (Nielsen, 2013)

Demographics

Lower Mid Younger w/ Kids
Inner-city
Ethnically diverse
25-44 years old
Mix renting and home ownership
Some college
Income: $28k - $30k

Psychographics

Shop at WalMart and convenience stores (like discounts)
TV and radio (Watch Family Guy, BET, CMT)
Play games and sports
Drive Mitsubishi
<table>
<thead>
<tr>
<th>Allegheny County Zip Codes</th>
<th>Neighborhood</th>
<th>Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>15030</td>
<td>Creighton</td>
<td>50 Kid Country USA</td>
</tr>
<tr>
<td>15110</td>
<td>Duquesne</td>
<td>Family Thrifts</td>
</tr>
<tr>
<td>15014</td>
<td>Brackenridge</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15015</td>
<td>Bradfordwoods</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15017</td>
<td>Bridgeville</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15031</td>
<td>Cuddy</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15044</td>
<td>Gibsonia</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15046</td>
<td>Crescent</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15051</td>
<td>Indianola</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15064</td>
<td>Morgan</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15076</td>
<td>Russellton</td>
<td>New Homesteaders</td>
</tr>
<tr>
<td>15139</td>
<td>Oakmont</td>
<td>Up and Comers</td>
</tr>
<tr>
<td>15203</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15206</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15211</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15213</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15216</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15217</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15218</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15222</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15224</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15230</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15232</td>
<td>Pittsburgh</td>
<td>Urban Achievers</td>
</tr>
<tr>
<td>15140</td>
<td>Pitcairn</td>
<td>Young Influentials</td>
</tr>
<tr>
<td>15214</td>
<td>Pittsburgh</td>
<td>Young Influentials</td>
</tr>
<tr>
<td>15220</td>
<td>Pittsburgh</td>
<td>Young Influentials</td>
</tr>
<tr>
<td>15234</td>
<td>Pittsburgh</td>
<td>Young Influentials</td>
</tr>
<tr>
<td>15239</td>
<td>Pittsburgh</td>
<td>Young Influentials</td>
</tr>
</tbody>
</table>
## Sample Radio Commercial Script

### "The Race" / UpStart Energy Drink

#### :30 Radio Script

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SCENE</td>
<td>BUSY DOWNTOWN OFFICE BUILDING LOBBY. MELISSA, A HEALTHY AND FIT 26 YEAR OLD ACCOUNTANT, WALKS INTO THE LOBBY, READY TO START HER DAY. JOE, ANOTHER EMPLOYEE, APPROACHES HER AS SHE WALKS TOWARD THE ELEVATOR.</td>
</tr>
<tr>
<td>2</td>
<td>SFX</td>
<td>WALKING IN HIGH-HEELS AS THE ACTORS TALK</td>
</tr>
<tr>
<td>3</td>
<td>JOE</td>
<td>Hey Melissa, what’s that?</td>
</tr>
<tr>
<td>4</td>
<td>MELISSA</td>
<td>UpStart. It’s this new energy drink. It’s healthy, natural energy.</td>
</tr>
<tr>
<td>5</td>
<td>SFX</td>
<td>ELEVATOR DINGS</td>
</tr>
<tr>
<td>6</td>
<td>MELISSA</td>
<td>You know what? I’m taking the steps today.</td>
</tr>
<tr>
<td>7</td>
<td>JOE</td>
<td>To the fourteenth floor?</td>
</tr>
<tr>
<td>8</td>
<td>MELISSA</td>
<td>Race you!</td>
</tr>
<tr>
<td>9</td>
<td>SFX</td>
<td>DOOR SHUTS LOUDLY</td>
</tr>
<tr>
<td>10</td>
<td>SFX</td>
<td>SOUND OF CLIMBING STEPS FAST IN HIGH HEELS THEN SHORT SILENCE.</td>
</tr>
<tr>
<td>11</td>
<td>SFX</td>
<td>ELEVATOR DINGS</td>
</tr>
<tr>
<td>12</td>
<td>JOE</td>
<td>(SURPRISED) You beat me up here?</td>
</tr>
<tr>
<td>13</td>
<td>MELISSA</td>
<td>It’s UpStart, Joe. It’s healthy energy every girl needs.</td>
</tr>
<tr>
<td>14</td>
<td>ANNOUNCER</td>
<td>That’s right, Melissa. It’s healthy energy every girl needs. (PAUSE) UpStart, energy for a balanced life.</td>
</tr>
<tr>
<td>15</td>
<td>JOE AND MELISSA</td>
<td>(CONFUSED) Where’d he come from?</td>
</tr>
</tbody>
</table>
CREATIVE BRIEF

Situation: Today’s society is one of health-savvy consumers who seek approval from others by living a healthy lifestyle. However, busy lives sometimes lead to quick, unhealthy choices and no true brand loyalty to an energy drink product.

Communication Goals:

- Create a consistent image and positioning in the minds of the target audience.
- Influence buying decisions by communicating key benefits of UpStart.
- Create awareness of the UpStart brand and products.

Target Audience: We are targeting women ages 25-34, specifically those who wish to live an active lifestyle. This target can be split into subgroups:

- Athletes: Enjoy daily exercise via running, jogging, sports, yoga, Pilates.
- Business: Focused on performance in the office and maintaining a healthy diet.
  Mothers: Planning to start families or already have children, and need an extra boost in order to keep up with the daily demands of life.

Consumer Insight: Consumers who drink energy drinks regularly are hoping to lead an active lifestyle. Those who do not will respond to communications that connect with their emotions.

What do we want them to think about UpStart? UpStart is the healthiest drink option to suit an active lifestyle. It has fewer calories, less sugar, and works faster than competitors, but does not give the consumer a crash after consumption. It also includes supplemental vitamins that give the consumer a more balanced diet.

Competition: Market research shows that women in this demographic focus on variety of caffeinated and non-caffeinated products such as Red Bull, Vitaminwater, Starbucks coffee products, and 5-hour Energy. These national brands are the leaders in market share with high brand equity. They hold a high presence and accessibility in convenience stores such as 7-Eleven and CVS in Allegheny County. Starbucks has approximately eight locations in the downtown Pittsburgh area alone.

Communication Obstacles: Due to the strong, bold presence and market saturation with other energy drink brands that contain high amounts of caffeine, many consumers have a preconceived notion that all energy drinks lead to an unhealthy boost of energy that will only result in a crash later.
UpStart
Energy for a balanced life.

Bottle Prototype

Flavors/Lid Colors
- Acai Berry
- Tropical Fruit
- Citrus
If every calorie counts...

UpStart
Energy for a balanced life.
all natural. all the time.

UpStart
Energy for a balanced life.
Find your happy place.

UpStart
Energy for a balanced life.
You are watching

Grey's Anatomy Somebody That I Used to Know

39 minutes left
WEBSITE
## The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who....</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16%</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15%</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13%</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6%</td>
<td>Adults ages 18-29</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).
## WHOLE FOODS PARTNERSHIP EVENT

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am-10:am</td>
<td>Event Set up</td>
</tr>
<tr>
<td>10:00am-12:00pm</td>
<td>Pass out raffle</td>
</tr>
<tr>
<td>12:00pm-2:00pm</td>
<td>Band Entertainment</td>
</tr>
<tr>
<td>2:00pm-3:00pm</td>
<td>Announce Specials of the day</td>
</tr>
<tr>
<td>3:30pm-4:00pm</td>
<td>Announce Raffle winner</td>
</tr>
</tbody>
</table>

## PRIVATE EVENT DINNER SCHEDULE

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00pm-7:00pm</td>
<td>Open bar/mingle</td>
</tr>
<tr>
<td>7:00pm-8:00pm</td>
<td>Dinner is served</td>
</tr>
<tr>
<td>8:00pm-8:45pm</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>8:45-9:00pm</td>
<td>Question and answer mingle</td>
</tr>
</tbody>
</table>
WORKS CITED


International Journal of Consumer Studies, Jul2012, Vol. 36 Issue 4, p432-439, 8p, 1 Chart, 2 Graphs Chart; found on p435


