



NEW YORK  
SNA-P-PLE  
EMPIRE STATE

**NSAC**  
NATIONAL STUDENT  
ADVERTISING  
COMPETITION



TEAM 165





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TEAM 165





# Let's Chat About Snapple

Three friends. One dream. One original beverage. Founded by Arnie Greenberg, Lenny Marsh, and Hymie Goldman in 1972, Snapple came from humble beginnings as an all-natural, pure juice beverage. By the mid 1980's, the company experienced a dramatic growth, and found its true sweet spot in the iced tea market, developing itself as a quirky, feel good company that never took itself too seriously. Fast forward forty years and the beverage company is experiencing a dual disconnect between its charismatic drink and target consumers (aged 18-49) throughout the United States. In the Heartland, (or Northeast region of the United States), Snapple consumers have a much stronger presence than their regional counterparts. In the non-Heartland, the number of Snapple consumers is consistently lower. Both regions require an understanding of what it means

THREE FRIENDS.  
ONE DREAM.  
ONE ORIGINAL BEVERAGE.

to indulge in the Snapple Experience. Fortunately, our team always views the glass as half full, and set out on a personal quest to find out exactly why this was. After months of in-depth research, our team came to several conclusions that led us to develop a unique, personality driven campaign that fits directly with the Snapple brand, while

also strengthening the presence of Snapple consumers nationwide. In order to do this successfully, we developed a dualistic approach that will increase the number

of Snapple consumers throughout the nation and unite them through their affinity for the tea and juice drinks. The company's great success has been driven by their quirky and light-hearted campaigns, and a natural, welcoming feel. Our strategy will connect consumers back to the company's roots, reminding current and prospective consumers what exactly it means to be Snapple.



Our nationwide multimedia campaign is based on months of extensive research. Different tactics will be used in relation to different regions, which will combine into one unified message. This campaign will remind those in the Heartland why they love Snapple, while introducing the non-Heartland to the uniquely cheerful elements of the brand and allowing each region to experience Snapple's brand locally. Areas outside of the Heartland will be segmented tactically and targeted individually within the strategy for the non-Heartland campaign. Social media will play a vital role in this, with the use of location specific hashtags and geotags to allow each specific piece of media to reach its intended audience. The emphasis of the distinct, Snapple personality traits are embodied in innovative tactics. Our campaign creates a strong, consistent presence that is sure to give the Snapple brand prominence nationwide, and ensure success for the future of the company, which is looking as bright and Snapple as ever.







# Getting the “Real Facts” Straight

Our journey commenced by conducting primary and secondary research to truly understand the behaviors of our target market and the tea and juice drink industry. Knowing what we wanted to accomplish was one thing, but in order to best discover the results we desired for consumers in the Heartland and non-Heartland, we established the following objectives.

## WHAT WE DID:

**2,126** PEOPLE SURVEYED  
**344** TASTE TEST PARTICIPANTS  
**105** FOCUS GROUP PARTICIPANTS

### What we wanted to learn:

- Why loyal consumers love Snapple so much
- A better understanding of what both the Heartland and non-Heartland are looking for in a (tea/juice) beverage
- Determine if taste had anything to do with why people purchase a beverage/Snapple
- Find how familiar the Heartland and the non-Heartland are with the Snapple Experience
- What it would take to get consumers to buy in bulk, in general, and with Snapple specifically





# OUR JOURNEY

To determine which qualities our diverse target market is looking for in a beverage, our team distributed both online and written surveys. Although the non-Heartland and Heartland may be far apart in miles, they are closely related in terms of what they are looking for in a drink. Not only are both the Heartland and non-Heartland familiar with the Snapple name, but in actuality, they are both looking for similar things in a beverage. Our target consumers, people aged 18-49 living across the nation, are all people who wish to live out their lives and make purchases as conveniently and affordably as possible. Amongst the rows and rows of different aisles in a grocery store sit numerous drink options. Our research indicates that individual Snapple products shine brightly against the competitors, and customers are most likely to buy Snapple when on the go. In both demographics, people claimed to place nutrition and taste as their top two values when purchasing a drink. Many participants claimed taste as one of the most important values, but after completing several taste tests, we discovered that taste was not the deciding factor in a consumer's beverage choice.

Out of 344 taste test participants, we found that for the majority, taste was not a factor at all. Snapple consumers cited brand loyalty and nostalgia as their main reason for purchasing the products, and mentioned the cap, glass bottle, Real



THE REALITY IS THAT OVERALL EXPERIENCE AND BRAND LOYALTY COMES FIRST TO THE MAJORITY OF CONSUMERS WHEN PURCHASING A BEVERAGE, WHETHER THEY REALIZE IT OR NOT.

Facts, and memories with others. Many participants would say they primarily bought a certain brand of beverage, yet would rate it lowest in the blind taste test. This brought us to the conclusion that a large portion of those who are buying Snapple are buying primarily due to customer loyalty and the experience they associate the brand with. Although both the Heartland and non-Heartland claim that taste is important to them, our research found the truth of the matter. The reality is that overall experience and brand loyalty comes first to the majority of consumers when purchasing a beverage, whether they realize it or not. This led us to stop focusing on taste and instead focus on what really matters instead: the brand's overall experience and the loyalty that comes along with it.

TASTE TEST SHOWS:

47%

OF PARTICIPANTS

CLAIMED TO BE A LOYAL TO A BRAND, BUT ACTUALLY FAVORED THE TASTE OF ANOTHER

50%

OF PARTICIPANTS

CHOSE TO BUY SNAPPLE, CITING BRAND LOYALTY AS A MAJOR FACTOR

14%

OF PARTICIPANTS

CHOSE THE PRODUCT THEY THOUGHT WAS THE BEST TASTING.







## WHAT'S SO SPECIAL?

The "Snapple Experience" is what awaits every time you open up a bottle of Snapple. If it's not the pop of the cap that gets you, it's the tantalizing fact that awaits underneath. The experience is one that cannot be understood unless taken part in personally. It's a luxury available to all consumers that can be enjoyed with others or by yourself. The best part of the experience is the community that opens up to you every time you have this delectable beverage.

THE POP IS A CALL TO PLAY  
AND AN INVITATION FOR  
OTHERS TO JOIN IN ON THE  
ONE OF A KIND EXPERIENCE.

The Snapple community is full of fun, unique people who love to share moments with one another. They are curious consumers who look forward to reading their fact, just as much as they look forward to hearing yours.

The pop is a call to play and an invitation for others to join in on the one of a kind experience. Every Snapple Experience is different, and is one of the main reasons Snapple has found its way into the

hearts of so many consumers. It is a time of bliss that people love to share with others almost as much as it is enjoyed alone.<sup>1</sup>





After we learned how important the Snapple Experience was to the majority of consumers, we decided to see how familiar the Heartland and non-Heartland actually were with it. After holding focus groups, individual interviews, and analyzing Snapple's social media accounts, we came to the discovery that the Heartland is significantly more familiar with the Snapple Experience than those in the non-Heartland. Very few non-Heartlanders understood what the Snapple Experience was, while those from the Heartland were able to explain it with ease. During an hour-long focus group, we were able to find out candidly what Heartlanders thought of Snapple's most recent New York appeal commercial. They expressed negative opinions regarding the approach, and felt the concept seemed "forced" and "unrelatable." Upon hearing the opinions from those in the Heartland, we inferred that those who lived in the non-Heartland might find the campaign even less relatable.

[CONSUMERS] WANT TO SEE REAL PEOPLE AND  
REAL EXPERIENCES THAT THEY CAN RELATE TO.

Our conclusion proved to be right. Through an in-depth analysis of Snapple's various social media accounts, we found several comments from those in the non-Heartland who expressed how the New York roots commercial didn't exactly make them feel like the drink was, "Made for Everyone." Several individuals expressed their disappointment in posts with comments like: "Why does the Snapple commercial make it seem like New York is the only place that sells Snapple?" "Why does that Snapple commercial act as if no one outside of New York City has heard of Snapple?" "Why are you making a commercial about tea with NEW YORKERS AND NOT SOUTHERNERS?". As we got deeper into our research of Snapple's social media and advertising, we decided to find opinions from others in relation to Snapple's social media accounts through focus groups. Participants explained that they felt Snapple has been doing the same things for a long time, and had a desire to see "more than just the product" and that they "want to see real people and real experiences that we can relate to".

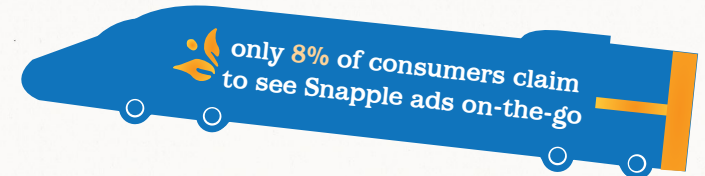
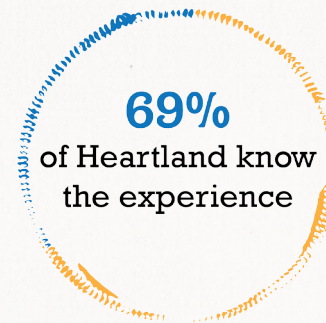
Knowing that both the Heartland and non-Heartland are currently more likely to buy Snapple packaged individually, we decided to ask consumers what it would take to get them to buy in bulk. We discovered that incentive plays a tremendous role and 60% of 805 participants in a survey would buy in bulk if there were a prize, contest or bargain involved. The other 40 percent stated they would buy in bulk for a party if they were having a large amount of guests involved. Meaning, more people, more Snapple.



claim they would  
buy in bulk if a  
reward was given



claim they would buy  
in bulk for a party



The focus groups, surveys, and interviews we conducted gave us a deep understanding of the missing component that Snapple ads are not currently known for, the sense of relatability through real people and real experiences we associate Snapple with. In addition to this missing part we also discovered the importance of ad placement. When we asked participants where they have seen Snapple ads, public transportation was the least reported, as only 8 percent of consumers claimed to have seen a Snapple ad on a public transportation vehicle. Because our research found that Snapple consumers are most likely to purchase when on the go, our team found it necessary for advertisements to be utilized on public transportations. If more Snapple ads were placed on buses, our everyday consumers would be much more likely to see them, helping with Snapple's brand awareness.





# REAL FACTS:

## BRAND LOYALTY AND EXPERIENCE > TASTE.

Taste is not nearly as influential in a beverage purchase as experience or brand loyalty. Many of those who claimed they would buy Snapple cited brand loyalty/nostalgia as their main reason, talking about the cap, glass bottle, fun facts, or memories. We found that Snapple sales are in large part due to customer loyalty or experience rather than taste. We also found that customers thought they were putting taste first, but this isn't actually the case. Consumers are putting brand loyalty first when buying a drink, even if it's not necessarily their favorite in terms of flavor.

## PEOPLE WANT TO SEE MORE THAN JUST THE PRODUCT.

Focus group responses indicate that those who have viewed Snapple's content are getting bored with it. These individuals expressed their desire for viewing content that has "real people, and real situations". Focus group members mentioned that Snapple has been doing the same advertisements for a significant amount of time and needs to mix things up. Discussions from focus groups allowed us to understand the importance of interactive content that people can relate to.

## THE NON-HEARTLAND AND HEARTLAND ARE MORE SIMILAR THAN WE THOUGHT.

The Heartland and non-Heartland are looking for similar things when purchasing a beverage. In regards to the Snapple Experience, many participants mentioned relevant aspects such as the Snapple Real Facts or pop of the cap.

## THE HEARTLAND IS FAMILIAR WITH THE SNAPPLE EXPERIENCE.

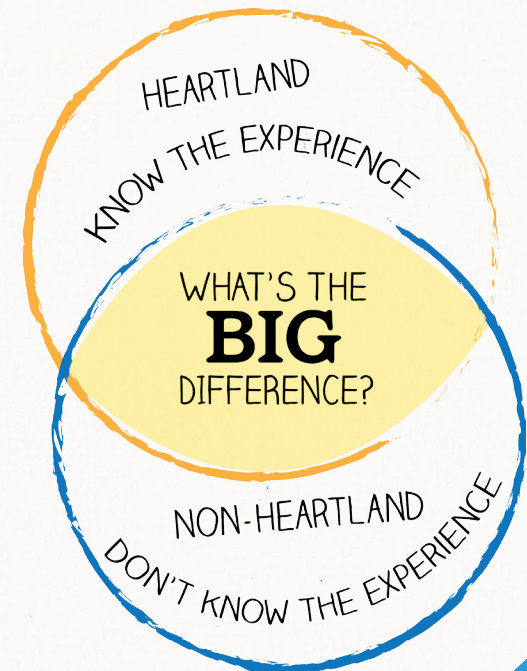
When asked why they buy Snapple, a majority of Heartlanders said things such as, "Because of the fun facts I can share with other people!", "My friends and I love the cool sound the cap makes," or "It reminds me of my childhood." They understand the experience and they love it, which keeps them coming back for more.

## THE NON-HEARTLAND IS NOT FAMILIAR WITH THE SNAPPLE EXPERIENCE.

Within a small group from outside the Heartland, only a tiny percentage cited relevant factors when asked what word comes to mind when hearing "Snapple Experience." Out of 16 individual interviews with non-Heartlanders, not one person had a clear understanding of the Snapple Experience. When looking at the brand's Twitter account, we came across tweets from southern states that expressed their confusion with the brand and feelings of exclusion, while also detailing an unfamiliarity with the experience.

## SNAPPLE NEEDS MORE ADS IN THE RIGHT PLACES.

Grocery and convenience stores are the top two points of sale for Snapple. Advertising should be placed and targeted accordingly. When asked where they last saw Snapple advertisements, only 8 percent of 651 people surveyed claimed to have seen a Snapple advertisement on public transportation. Targeting these ad locations will help in on-the-go sales.





# SNAPPLE'S JOURNEY

For over forty years our favorite drink from New York has filled the tea market with a delicious taste and a whole lot of personality. With its natural ingredients, real sugar, premium quality, and cheery feel, it stands alone as a product like no other. After all, it's "Made From the Best Stuff on Earth." Snapple is a unique brand with a distinct, quirky personality. This is especially apparent when you're standing in the aisle at the grocery store and making a beverage choice. In the rows and rows of different beverages, Snapple's distinct personality makes it stand out. The glass bottles, colorful labels, and unique flavor names and combinations all make the act of buying Snapple just as much of an experience as drinking it. No one knows this better than Snapple's loyal drinkers.

Despite being reasonably priced, refreshing, and known for their quirky and nostalgic feel, the brand from the Big Apple has had its fair share of trouble in its quest to become beloved in not just the Heartland, but in the rest of the United States. Snapple's long history as light hearted and fun-loving has made the brand more than just a drink: it's a nostalgia filled experience. Even though most people are familiar with the brand, the experience

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of drinking Snapple is a unique one that not all of its consumers are yet aware of. A large percentage of potential customers do not understand nor appreciate the brand's one of a kind Snapple personality, which has led to some low numbers in consumption. Specifically, the non-Heartland suffers from this disconnect the most, having much more trouble identifying what is truly unique and great about the experience of drinking Snapple.

Recently, Snapple started to focus on its New York roots with the "Born in New York, Made for Everyone" campaign in an attempt to appeal to customers in the non-Heartland. They encouraged New Yorkers to tweet with the hashtag #LOVESNAPPLE to talk about why they loved Snapple and why the rest of the country should too. Ironically, the campaign ended up having the opposite effect. Those who live in the non-Heartland could not relate to loving Snapple because they don't hail from the famous city, and those who did were upset at being used for free marketing. This led to a disconnect with consumers, and ended up missing the personality that Snapple so boldly used to express in its media. The personality filled drink has moved away from what made it so successful and impactful in the past.





# THE COMPETITION

The tea and juice market is currently dominated by Arizona, Lipton, and Brisk, with Snapple right behind them. Representing over 80 percent of the U.S, the non-Heartland makes up the majority of the nation. With increased sales in the non-Heartland, Snapple would dominate in both the tea and juice market. Many people appreciate Snapple and recognize the brand as a reputable company that is a part of the LRB (Liquid Refreshment Beverage) Category focusing on ready to go tea and juice. This category has changed significantly since the brand began, as water is currently the largest part of the LRB with tap water at 35 percent and bottled water at 12 percent. Not far behind is tea at 8 percent and fruit juice at 6 percent.

What does that mean for Snapple? The industry is projected to move more towards tea in a few years. For both the Heartland and the non-Heartland, tea and juice have grown over the last year in both individual and bulk sales. In addition, Snapple showcased strong brand growth, with their tea outperforming all others in their category, and their juice drinks significantly outperforming in their category as well. The numbers show that Arizona sales are decreasing slightly, while Snapple's sales are steadily on the rise.



## HOW SNAPPLE WINS

Snapple thrives in its birthplace of the Heartland, and though the non-Heartland needs some work, a presence still exists there. The brand does very well with loyal customers, as their established consumer base has contributed to a massive amount of their volume. The cultivation of this loyal group of buyers is one of Snapple's biggest strengths, and that strength must be applied to the non-Heartland. Snapple has also done a great job crafting a specific aesthetic and applying it to the product. This aesthetic is present throughout many of the brand's designs, but should become more uniform across all platforms. Snapple must discover the best way possible to reach their target audience in an area that has seen the greatest challenges, the non-Heartland. In an ever changing competitive market the brand must successfully keep up with their consumers and what resonates with them. Snapple also needs to keep their non-direct competitors, such as soda, coffee products, and sports drinks, in mind. In the non-Heartland, Snapple has had a significant amount of trouble establishing itself with stand-out branding. This is partly due to their recent commercials focused on their New York customers in the Heartland.



# OUR LAND

The Heartland. The non-Heartland. Two distinct regions, two different views on Snapple. Our goal is to put them both on a united Snapple front, while providing them with a dose of Snappy. Heartland consumers are much more familiar with the Snapple brand as they originate from the northeastern United States, just as Snapple does.

The Heartland contains the largest population of heavy users who frequently purchase Snapple products, making up almost 80 percent of Snapple's volume. However, these same products make up only 20 percent of total Snapple households, meaning Snapple has not yet become ubiquitous in homes across the nation. Heartland consumers make up half of Snapple's total volume, with nearly 25 percent coming directly from The Big Apple itself, NYC. Despite consumers ranking taste and nutrition as their top two values in a drink, it was the experience of drinking Snapple that truly drove purchases in the Heartland. The power of nostalgia is not one to be underestimated. Being able to look back on fond memories as a child, and the experience of enjoying a favorite beverage with loved ones is a key aspect of the Snapple experience in the Heartland. Having grown up with Snapple products, these people are instantly reminded of specific family and childhood memories when enjoying them. The pop of the cap, real facts, and glass composition are all aesthetically pleasing to the Heartland consumer, but it is the social experience that is created through them that causes the drink to be an essential component of their lives. Once you add friends, the Snapple Experience becomes one like no other! The pop of the cap is a cool feature of the bottle that becomes truly integral to the experience once you add friends to listen to the sound with. The best way to experience Real Facts is to share them with friends and family, and engage in a friendly competition for

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who has the best one. Like Snapple, these consumers are the type of people you want as your friends, and can best be described as fun, outgoing, cheery, and appreciative of the little things life has to offer.

Non-Heartlanders are typically considered to be light users with an average buying rate of one purchase per year. After surveying nearly 300 non-Heartland consumers, we found that 38 percent of them drink tea weekly, and stated that taste and nutrition are what they claim to value most when choosing a beverage. Although they make up the remaining 50 percent of Snapple's volume, such a vast part of the country should be producing a much bigger number. Something is not adding up.

Although the numbers we found make it seem as if these two markets are significantly different from one another, they are actually more alike than it first appears. Consumers in both regions range in age from 18-49, with a bulls-eye target of 30. This market is comprised of roughly 136.4 million people, which is nearly half the entire

United States population. Through the surveys and focus groups we conducted, we also found that many of Snapple's consumers can not remember the last time they saw an advertisement for the brand. These consumers have grown up in a fast paced world, and convenience is a huge motivator for them in buying. Consumers in both the Heartland and non-Heartland agreed that they were most likely to purchase Snapple when grocery shopping or on the go. Another consistent factor in both areas was the need for an incentive to purchase Snapple in bulk. These consumers, regardless of what region they live in, are more in tune with media and pop culture than ever, especially millennials who on average spend an entire week day's worth of time engaging in social media.<sup>2</sup>



There are roughly 124 million family households in the United States, with parents that can range in age from 18-49 and who have at least one child. In 2015 alone, this submarket had an average annual income of \$35,000-\$72,000.<sup>3</sup> Parents are looking for a convenient, affordable beverage to provide to their families. Parents in the Heartland especially consider brands they were raised on when making buying decision for their own families.

FAMILIES

MILLENNIALS

COLLEGE STUDENTS

This sub target is made up of 18-24 year olds engaged in higher education. As of Fall 2015, there are about 20.2 million college students in the U.S.<sup>4</sup> Since most of these students only work part time minimum wage jobs, they are in need of an affordable beverage that gives them the most bang for their buck. A variety of great-tasting flavors is important to this sub target, but they value a brand that can give them a unique experience even more.

## TARGET MARKET:

By narrowing down the consumers in both the Heartland and non-Heartland we found that our target market is mostly made up of families, college students and other millennials.

This sub target is made up of all 18-34 year olds. There are about 77 million millennials in the United States, and they average a whopping \$1.3 trillion in annual buying power, with a median annual income of \$33,883. Millennials are the most technologically engaged group of people, and spend almost an entire weekday's worth of time on social Media. 5 out of 6 millennials will be connected with companies through social media. This group alone will touch their smartphones almost 45 times a day, and love sharing their experiences.<sup>2</sup> Social connection outside the realm of technology is also extremely important to them. Brands that are socially and technologically connected while also offering customer engagement and promotions through social media motivate them in their decision-making.





## OUR MESSAGE

Snapple consumers need to know they're part of a larger group of consumers who not only love to enjoy a fantastic beverage, but also have a desire to share their experience with others. Being a Snapple drinker means that you're part of a quirky, fun culture of people who love sharing moments with others. They are an enlightened group of consumers who love to see what life has to offer.

We figured that the best way for the rest of the country to hear about the Snapple Experience is straight from the mouths of those who already love the brand! This led us to the creation of the Snapple Roadtrip. Our Road Trip will feature three unique characters who truly embody and personify this culture and experience as they travel through the country and unite America in one Snappily adventure. The campaign targets the Heartland and non-Heartland differently through the use of print ads strategically placed in different regions and a television campaign aired nationally. The print ads our characters are featured in will be tailored to the specific region in which they're displayed, while commercial features will make their way across the entire country. Our dual strategy targets the Heartland through the nostalgia they feel with the brand, while introducing the brand and experience itself to those unfamiliar. Be it New York or California, the adventurous media featuring these characters will involve at least one location or region every potential consumer can relate to. These fun loving personifications of Snapple subtly share the Snapple Experience with the country through the people they meet, the adventure they share, and Snappily mishaps our characters fall into.

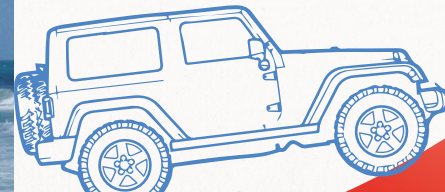
## OUR DIRECTION?

Based on what we've learned, experience is king.<sup>5</sup> The Heartland is booming because they know and love the Snapple Experience, while the non-Heartland has not yet had the pleasure of discovering it for themselves. Discovering the Snapple Experience and its importance was a major breakthrough for our team. This newfound insight of the Snapple Experience became the heart of our campaign and the blueprint that we followed. Our objective is to strengthen and expand the Snapple culture in the Heartland while simultaneously introducing it into the hearts and minds of the rest of the country. Non-Heartland consumers will be introduced to the Snapple Experience as a whole, and be shown a whole new community of fun-loving individuals. Consumers nationwide will be brought together through this experience and their love of Snapple. Our campaign hits this right on the mark.

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OUR SNAPPLE  
ROADTRIP  
PERSONIFIES THE  
CULTURE AND  
UNITES AMERICA IN  
ADVENTURE.

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# Create Moments that **Pop**

Every time you hear the “pop” of a Snapple cap, you are creating moments that will be cherished and looked back on for years to come. They are moments shared with friends, as well as moments of solitary indulgence. They are flashes of time that seem to blaze by just as quickly as the contents of the beverage itself. They are tasty moments that leave an aftertaste of comfort.

Our media will instill a desire in consumers to get involved in the Snapple Experience. We will show the non-Heartland what they have been missing out on and reaffirm the Heartland of just how Snapple found its way into their hearts in the first place. During our adventure through the states, our trio will interact with the individuals of each region, reminding them just how fun Snapple is as a brand, and how great the experience behind the Best Stuff on Earth really is!

Throughout their journey, our Roadtrippers will document their adventures through

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social media and the Snapple website. Their sharing will present a call to action to the rest of the country to share and #CREATEMOMENTSTHATPOP for chances to be featured on the Snapple website as well as win prizes! The trio will also interact with consumers through events meant to introduce previously uninvolved consumers to the Snapple Community. As our Roadtrippers move about the country, they start a conversation about Snapple that grows throughout the entire trip. They will act as a catalyst for introducing Snapple straight into the hearts of consumers.

Our year long adventure has the potential to reach consumers all across the nation by targeting specific locations along their journey. This campaign will create memories among new consumers, and encourage them to make every moment count, while not forgetting to have fun along the way. Snapple is a reminder to be open to the possibilities that await you every time you pop into a new experience.

Quirky  
Connection  
Vintage  
Adventure  
Naturalistic  
Excitement



# WHAT WE'LL DO

## Create Moments that Pop!

Snapple consumers don't just make ordinary moments, they make moments that stand out, moments that will make you smile when reminiscing, moments that pop! Snapple's strength as a non-traditional brand puts it in a lane of its own. At the heart of the brand's personality is a culture with experiences that people crave deeply. These quirky, fun, and unique moments are what people want, and Snapple is their one way ticket to get to them. We will bring awareness of the Snapple experience to consumers in the non-Heartland, while also continuing to remind consumers within the Heartland what it means to be a part of that experience. Our campaign will highlight the quirky, vintage, and naturalistic personality of the brand by spreading a message of social connection, adventure, and excitement. Our campaign will serve to further elevate awareness across the nation, regardless of region.

# HOW WE'LL DO IT

Our campaign will capture the attention of the entire nation through our regionally segmented targeting. Our vision is the "Snapple Road Trip," which will be one of the primary vehicles for delivering our message to consumers. The core concept of the Snapple Experience being delivered through the Snapple Road Trip will exist across nearly all forms of media, though many will be tailored to the specific region targeted. The three characters involved in our campaign each have their own distinct personality, and the existence of each personality will allow our audience to relate to our campaign through a wider scope. On top of being relatable, each character has traits that showcase Snapple's unique brand and personality. As audiences follow the campaign, they'll get to know each character and become more invested in them, allowing them to relate even more. This effect will be strengthened exponentially by the trio's appearances on television, social media, and other various media outlets.

We'll be dealing with the division of the Heartland and non-Heartland through our regional targeting. Much of our content will be aimed at the entire nation, but there will also be advertisements tailored to specific regions. The Heartland will be targeted as a whole, while the non-Heartland will be targeted in smaller segments.

The overall message of our content will be the promotion of the Snapple Experience. The experience will be shown through content that encapsulates Snapple's quirky and positive brand identity. The beverage will be showcased as the premium drink that it is, while emphasizing social connections. These ideas will be delivered in part by our slogan, "Create Moments that Pop" This tagline invites consumers to take part in the Snapple Experience by joining in with a community and making memories together! It also shows off the fun aspects of the brand. We'll use this tag across many different platforms, though it'll be used most often on social media. Implementing this slogan as a trending hashtag will boost Snapple's overall presence on the web, and encourage interaction between the brand and its customers.





# THE SNAPPLE NETWORK

We start our multimedia strategy with a commercial that kicks off the rest of our campaign. This commercial will be shown nationwide and open the door for the rest of our media, both nationally and regionally. Once the commercial airs and kicks the Roadtrippers off on their year long journey, the rest of our campaign starts. This ad is the first in a series that will last an entire year and depict the Road Trip across the US. And that's where the fun really begins!

From there, commercials depicting our fun-loving group travelling across the country will be aired nationwide. Some spots will take place in the Heartland and encourage current Snapple lovers to share their Snapple pride and their moments that pop, while also sharing their nostalgic memories with the brand. Commercials taking place in the non-Heartland will encourage consumers to share their moments that pop by marketing the experience with a new modern approach to revolutionize and revamp the brand. We aim to remind current Snapple lovers that they haven't been forgotten and their brand loyalty is greatly appreciated.

Our print advertisements will be even more regionally segmented. Different versions of content will be featured in various areas of the nation. Ads placed on public transportation will reflect their location by showing general geography or landmarks of the area. While our commercial campaign takes viewers on a trip through many locations, at least one of which they are bound to relate to, our print media is localized to each region, giving a more personal experience. Our commercials will show Snapple's national mindset and sense of adventure. Our print media will relate to consumers on a local level, and show Snapple's commitment to consumers.

We have events scheduled along the trip to encourage Snapple lovers and new consumers alike to experience the beverage and the community that awaits them. Events will be publicized through social media and will be broadcasted to the rest of the country through Snapchat live events and through Snapple social media and their website.

The campaign will feature bonus content on the Snapple website and YouTube that features a more in-depth look into the journey as well as providing a way to get traffic onto the Snapple website and their social media. Consumers will be invited to take part in social media contests, with chances to win Snapple gear and a spot as a guest star in the next excursion our trio embarks on. Fans will also have the ability to track where the Snapple squad will be next on their journey and ways to get involved once they get there!

Our adventure ends with our Roadtrippers' return in the Heartland just in time for the nation's largest celebration, New Year's Eve. The Snapple New Year's party will end the campaign in a sentimental way that looks back on all the moments that popped on the adventure throughout the year, in addition to all the nostalgic moments consumers have created and shared. A national video will be created compiling all the moments into a montage that will be featured on Snapple's social media and website, which will premiere during the event. This will leave consumers with a real connection to Snapple as a brand, and as a personal beverage companion that will last in their hearts and will establish Snapple as their one of a kind beverage of choice.





## VINCENT

I love the bottle. The aesthetic is so pleasing to the eye. Snapple's stayed with what works from the very beginning, from the glass bottle to the pop of the cap. I love that pop, it's like taking a new vinyl out of its sleeve. I find the bottles so inspiring that I'm collecting them for an organic art piece I plan on displaying at my next showcase, it's really deep stuff.

You know the bottle is dope and the drink is mad scrummy. That snap, that pop, that tap of the glass just gets my body going. But with each Snapple bottle you get a little bit of light reading. Man, I'm all about those Snapple facts. Like, shout out to real fact #440 the pupils in a goat's eyes are rectangular. Like whaaaaat? I didn't even know I needed to know that!

## QUINN

## MEET THE SQUAD

To see if our three Roadtrippers were qualified to become part of the Snapple Squad, they were asked: "What do you like about Snapple?"



## NATALIE

Snapple is like a flower. A flower that started out as a seed that had bloomed into a vibrant beautiful piece of nature. And like, it's made out of the best stuff on earth, so, like, you know that drinking Snapple can make you part of the best stuff on earth. The only way to enjoy the world is to open your mind, and, like, the only way to enjoy Snapple is to open it. Just like when Jordan Maxwell said "Your mind is like a parachute. It doesn't work unless it's open!"



# COMMERCIALS

We will be implementing a commercial campaign, spanning the nation throughout 2017. In order to reach out to the non-Heartlanders we will utilize three characters that represent the Snapple brand. These characters will Road Trip around the United States. This uniquely Snappy trio will be showcased in seven commercials, which will be aired beginning in January, with new commercials airing every other month. Alongside the main commercials, there will be alternating "Bonus Content" which will be 15 second videos that will release exclusively on social media. The Bonus Content and each of the commercials will tell the journey of the crew as they pass through memorable parts of the United States, beginning and ending in the Heartland to ring in the New Year. To the right are the proposed commercial and Bonus Content ideas:

## COMMERCIAL STILLS



## FULL LENGTH COMMERCIALS

**Location:** New York

Synopsis: The crew begins their journey.

**Location:** Nashville

Synopsis: The crew walks into a country bar in cowboy apparel and start musically bringing the bar together.

**Location:** Texas

Synopsis: The gang is driving through the desert, Natalie is convinced she see a Snapple vending machine, the others are convinced it is a mirage but it turns out there is a random vending machine.

**Location:** California

Synopsis: The crew is getting cabin fever driving around in the car, they stumble upon a Snapple beach party (simultaneously promoting the California beach party event).

**Location:** Portland

Synopsis: The crew joins in with street performers.

**Location:** New York

Synopsis: New Year's Snapple party. Looking back on their past year and what will come next.

## BONUS CONTENT/INTERNET ADS

**Location:** South Carolina

Synopsis: The crew stands in the middle of the tea farm and Quinn finds a Snapple tea and picks it from the bush.

**Location:** Florida

Synopsis: Quinn goes on a shopping spree, hitting up all the local tourist shops.

**Location:** Four Corners

Synopsis: Natalie proves that she can drink Snapple in four states at once.

**Location:** Yellowstone

Synopsis: Natalie and her friends go on a hike to explore all that the world has to offer.

**Location:** Middle of Nowhere

Synopsis: The gang passes the time in a laundromat.

**Location:** Shout out to Hawaii and Alaska.

Synopsis: The crew is sitting on the beach and Vincent throws a Snapple to Hawaii and Alaska.



# SNAPPLE EVENTS

## BEACH PARTY:

Snapple will create a Live Snapchat story celebrating summer and American culture. There will be a Snapple beach party held half way through the journey in sunny California. At this event there will be live music, dancing, and activities. Upon entrance all attendees will receive a free Snapple beverage. Once they have finished their beverage, they will have the opportunity to take part in contests involving DIY crafts or to simply make their Snapple bottle into something that they will be able to keep as a souvenir. Event goers will also be able to take photos with their friends and family and get a polaroid print out with the "Snapple Presents" title card from the commercials as a frame.



## SNAPPLE MOBILE:

Decked out in Snapple decals and personality, this vehicle will travel around the country and appear at events and colleges nationwide as well as being at the Snapple Parties. The vehicle will be equipped with a "Snapp on Tapp" draft pouring system that will be served to consumers. Depending on the event the beverage will either be free or charged.

## SNAPPLE NEW YEAR'S BASH:

The last event will occur at the end of the voyage upon the return back to New York. The trio will be returning on New Year's Eve just in time for the Snapple New Year's party! We chose the New Year's event because The Ball dropping in Times Square is a major event nationwide. This will be the capstone of the trip as well as the entire campaign. The event will feature "Snapp on Tapp" where event goers can sample all Snapple flavors as well as dance the night away and participate in DIY activities similar to those offered during the beach parties.





# SOCIAL MEDIA

Snapple's social media will be completely overhauled to fit our message and promote the Snapple Experience. The brand will encourage UGC, or user-generated content, by interacting directly with consumers. There will be social media contests, such as the Best Snapple Experience, which will encourage consumers to post their Snapple experience and use the #ShareYourSnappleExperience and #Createmomentsthatpop tags. The winners will then have their content appear on Snapple's accounts. The Snapple Road Trip will provide the chance to tie in content across all platforms. Each different social network creates an opportunity to showcase different elements of the Roadtrippers.<sup>6</sup>



## SNAPCHAT

**Geofilters** - As the Roadtrippers move across the non-Heartland, metropolitan areas with large millennial populations near their path will have access to the Geofilters. This will allow them to associate their regional pride with the Snapple Brand, and give them the feeling of their own part in the Snapple Roadtrip.

The Snapchat platform will primarily be based on Snapple's main events and consumer interaction activities. There will be a "Snapple Live" for all of Snapple's events, as well as a Geotag 24 hours leading up to the specific event. "Snapplefest", a name to be used as an event title, will be incorporated within the Geofilter. Snapplefest can be reused for other similar events by simply adding the name of the current state the Roadtrippers are in. Snapchat will utilize the videos on other social platforms. Consumers will be able to screenshot any pictures or moments of a video which generate a sharing movement. This will be promoted in the description sections of Instagram, YouTube videos and Twitter.



## FACEBOOK

Snapple will take part in more video sharing through Facebook. Since Facebook is best used as a platform that has more of a professional feel, promotions will be a big part of the Snapple Facebook page, as well as campaign publicity. Articles about upcoming or past events, and any major accomplishments about Snapple, will be shared. Facebook will be linked to all other social media platforms, allowing the audience to see all the content that Snapple has created on Instagram, Twitter, etc.

Each Facebook ad or post allows Facebook users to engage in activities associated with any or all three of the characters representing the Snapple brand. Natalie can host a DIY craft night, making Snapple bottles into flower vases, embracing the all-natural approach that Snapple uses. However, they can also encourage UGC. If Quinn challenged Facebook users to share a photo of the goofiest thing they've done, people would share through

their accounts on the Snapple Facebook. Through these activities, Facebook users will engage with Snapple on social media, allowing non-Heartlanders to attain a better understanding of the Snapple brand while feeling more connected and adding to the user-generated content that Snapple needs.



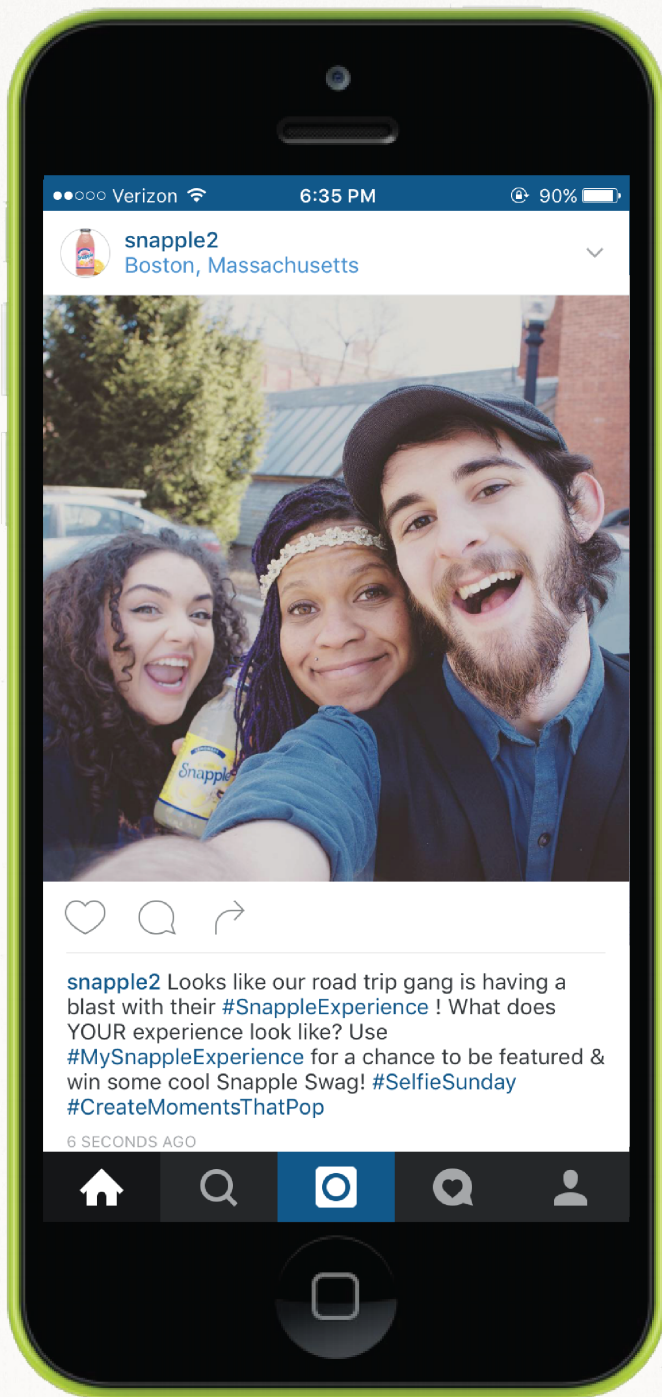
## PINTEREST

Through Snapple's Pinterest account, DIY crafts with the Snapple bottle/cap will be shared. Drink recipes using Snapple, as well as interesting Snapple facts and even recipes of foods that go well with Snapple will also be showcased. These posts will work to give consumers a reason to want their Snapple bottles, aside from drinking them. Pinterest itself has a vibe similar to Snapple; artsy and earthy. Snapple will "pin" projects other users share onto their own page, allowing other users to share them and inspiring them to share their own work. Articles of activities that may appear to Snapple's audience included, craft fairs, yoga retreats, sporting events, etc. This would be a perfect way for Snapple to stay closely connected to its consumers.



CRAFT IDEAS  
FROM RECYCLED  
SNAPPLE BOTTLES





## INSTAGRAM

Through Instagram, Snapple will post still & moving pictures as well as short videos that will display their product in a fun and engaging way. The account will contain a combination of both personal Snapple account posts & sponsored advertisements.

Some of the posts from the brand's personal account will be posted from the perspective of the three characters on the roadtrip. These "on the road" posts will include pictures and videos of the team and their current surroundings, and, of course, alongside their favorite drink, Snapple! These posts will allow Snapple's followers to feel as though they are along for the ride and a part of the entire adventure.

Snapple's personal account will also utilize photo competitions that their followers can participate in, such as #shareyoursnappleexperience. Staying engaged with followers is a key aspect in running a successful corporate instagram account, and photo competitions are a great way to get consumers involved.

The account will also utilize trending hashtags and "special day" hashtags, for example #nofilter, #throwbackthursday #transformationtuesday. Utilizing these social media trends will increase the chances of more people engaging in the page.

Instagram also offers a professional advertising opportunity as well. These sponsored posts will show up along users' timelines who normally wouldn't follow the Snapple account. By posting about the Road Trip and Snapple product here, it increases the odds of gaining more followers.



## TWITTER

In our campaign we will use Twitter as a way to promote hashtags through their contests. Contests are a huge tactic that would work hand in hand with Twitter. In order for people to get more entries in a contest, they must tweet and use hashtags giving some sort of shout out to Snapple. Twitter would be used to amp people up about the roadtrip characters, while also utilizing personal Twitter accounts for the characters allowing people to follow their favorite character on their journey and create more of a personal connection between the consumer and character.

Snapple will interact with their consumers by responding to their tweets about Snapple more frequently. Coupons will be sent through direct messages to those who speak highly of Snapple and share their experience, this will encourage UGC.



## TUMBLR

The blog will serve as a direct parallel with the Roadtrippers including updates on where they are, where they are going and where they have been. This will take place through images as well as a journal the group will be keeping.



## SPOTIFY

Music has always been a huge part of culture that brings us together, which is why making a Spotify profile would be great for Snapple! Having various playlists made that contain well-known and lesser-known music (old and new) would be a great way to connect consumers even more to the brand! Putting Snapple's name on these playlists will enable current and potential customers to feel like Snapple is more than a brand trying to sell you their product and add a more personable touch. Discovering new music because of Snapple would really make an impression on someone, as well as even just liking the same thing as Snapple, especially since music tends to hold a strong meaning for many. Snapple will be able to post these playlists across multiple platforms and on their various social media accounts to get them some exposure. They can also embed the follow button to their website, which is another way to gain some exposure to their profile.

## RADIO ADS

Radio ad will be broadcasted in the Heartland and will feature Road Trip characters. This spot Radio ad featuring the Snapple Squad will be broadcasted in the Heartland. These spots will also be implemented in multiple audio streaming platforms, such as Spotify, Pandora, iHeart Radio, and Slacker Radio. These media experience heavy use from the target audience, especially millennials. This tactic will not only keep Snapple's nostalgic presence in the Heartland, but it will also place the contemporary nature of Snapple in the palm of everyone's hands, including those in the non-Heartland.

## YOUTUBE

There will be a duality in the use of YouTube. The first and most important is the use of the Snapple YouTube channel. All of the Road Trip commercials will be posted on the channel for public consumption and sharing on social media. The bonus content from the campaign including bonus content will be posted here as well. The channel will also feature "get to know me" style videos for each of the Roadtrippers, as well as behind the scenes footage of the Road Trip. This allows the YouTube channel to act as a central hub for the campaign with all of the video content located in one place for users to browse and share at their leisure. On the flip side is the ad that will play before all other YouTube video viewings. Ad spots will be purchased on Youtube, allowing their regular television commercials to be shown to viewers before accessing their selected content.

## GOOGLE ADWORDS

This advertising platform is able to target specific consumers based on the keywords they search for and the types of websites they regularly visit. AdWords reaches almost 90% of Internet users worldwide. The program runs on a cost-per-click bidding system, and Snapple will only be charged when a consumer clicks on their advertisement, making it a very cost effective form of advertising. AdWords will also provide us with reports on how the ads are fairing, making it easier for adjustments to be made in order for them to be as effective as possible.





## FREEOSK

A relatively new tool in the world of marketing, Freeosk offers brands a more efficient way to distribute free samples to potential consumers. Much like a vending machine, a Freeosk machine will distribute a sample of Snapple to a customer after they have scanned their store membership or loyalty card. This not only limits the amount of samples each customer can consume and makes them want more, but by swiping their store cards, Freeosk can track the demographics of the consumer for the brand in an effort to learn more about them. Located in over 600 Sam's club stores, Freeosk reaches nearly 1.5 million potential customers each week, and significantly increases the chances of bulk purchasing. These machines are typically on display in high traffic areas of the store, and are surrounded by a display case that will feature only Snapple, which will make it easier for consumers to spot while shopping, and further increase the chances of purchase.

## BUZZFEED

A promoted quiz on the popular website BuzzFeed will encourage interaction between Snapple and potential consumers. The quiz will take participants through a series of questions, eventually leading them to "what flavor of Snapple they are." The descriptions of the different flavors will incorporate quotes from Snapple's actual product descriptions. This advertisement will serve to advertise flavors with potential consumers while also relaying to them a quick look at Snapple's overall sense of humor and personality. This sponsored post has the potential to reach a large audience, as BuzzFeed is visited by 200 million unique users monthly, with 50 percent of said users falling in the age range of 18-34.

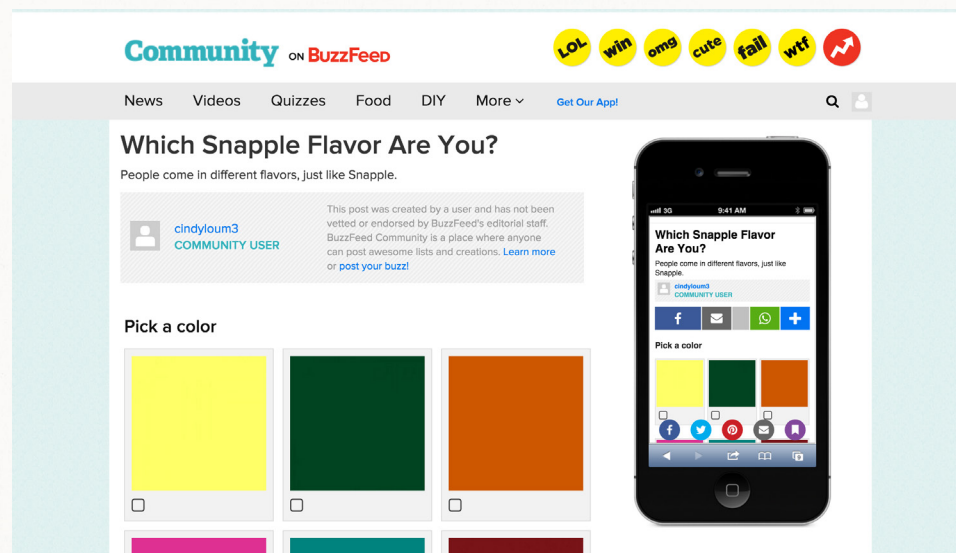
## SNAPPLE SWAG

Snapple will give their consumers the opportunity to earn free Snapple swag, because who doesn't love free stuff? Some product ideas include beach bags and towels, sunglasses, baseball & bucket hats, reusable grocery bags, car phone chargers, yoga mat and the all important selfie stick. These products will tie in with events such as the Snapple Beach Party, represent the company in fun Snappy colors, and all will display the Snapple logo. Consumers will have the opportunity to earn these products through the Snapple rewards program as well as purchase them from Snapple.com. This store will not only give consumers an opportunity to purchase Snapple swag, but also drive traffic to Snapple's website. Knowing that Consumers often need incentives to purchase products in bulk, vouchers for Snapple swag will also be included in bulk packs of Snapple.



## REWARDS

By using a Snapple rewards program we are encouraging return customers to continue using the products as well as inspiring new consumers to join the Snapple movement. The rewards program will be implemented via the Snapple website. The rewards program would be used as an incentive to keep customers coming for more, and perfectly correspond with other tactics because it is connected to the contest and even to Twitter. For example, if people want more entries for a certain contest they can go to Twitter and give more shout outs on Twitter. This tactic will also motivate people to buy more Snapple. The more Snapple they buy, the more eligible they are to win prizes and gain more points.





## TRANSPORTATION ADS & BILLBOARDS

Ads on certain methods of transportation such as a bus or taxi are important aspects to be included. Since a large portion of Snapple consumers say they are most likely to purchase Snapple when on the go, it is important to include print ads in places of travel. These ads will all have their own bit of local flavor, relating them to their environment.

## PRINT ADS

We will market different print ads to those in the Heartland and the non-Heartland. Heartland ads will encourage current Snapple lovers to share their Snapple pride and their Moments That Pop, while also sharing their nostalgic memories with the brand. In the non-Heartland, we will encourage consumers to share their Moments That Pop by marketing the experience with a new modern approach to reintroduce the brand to consumers. We aim to remind current Snapple lovers that they haven't been forgotten and their brand loyalty is greatly appreciated. Advertisements within each part of the nation will be tailored to their environment. This will help Snapple connect with consumers on a local level, and allow different content to be available as needed.

## INTERACTIVE PRINT ADS

**Idea 1:** An aerial shot of a Snapple bottle, you peel off the cap and you can get a Snapple fact. Also relating it to the Road Trip

**Idea 2:** A scratch and sniff for the flavor



## GROCERY MARKET

**Grocery store differentiation:** One of the major problems consumers share when purchasing Snapple products in stores is the very location of the drinks on the shelves. These tactics are proposed to solve that problem.

**Grocery shelf dividers:** Just like in the international aisles in the grocery store, we have envisioned elongated semi-circles that are placed as bookends to the products to make the presence of the product known to the shoppers. Also on these dividers there will be hashtags and QR codes that will be point of contact of the current campaign. That will help the consumer get involved with the campaign.

**Endcaps:** Another way to make Snapple's presence more known in the grocery stores will be in the placement of the product at the ends of aisle.

Create  
Moments  
that

Pop



The Roadtrip  
has just begun!





## TASKS

## TIMELINE

## BUDGET

	Start Date	End Date	Cost
COMMERCIAL CAMPAIGN	Roadtrip Kick off: National Edit	1/1/14	\$250,000.00
	Nashville Commercial	1/15/14	\$250,000.00
	Texas Commercial	2/1/14	\$250,000.00
	California Commercial	2/15/14	\$250,000.00
	Portland Commercial	2/28/14	\$250,000.00
	New York New Years Eve Commercial	3/1/14	\$300,000.00
	Television Airtime	1/1/14	\$10,000,000.00
BONUS CONTENT	South Carolina feature	1/15/14	\$175,000.00
	Florida feature	2/1/14	\$175,000.00
	Four Corners feature	2/15/14	\$175,000.00
	Yellowstone National Park feature	2/28/14	\$175,000.00
	Middle of Nowhere feature	3/1/14	\$175,000.00
	Shout out to Hawaii & Alaska feature	3/1/14	\$175,000.00
PHYSICAL	Grocery Store Dividers	1/1/14	\$75,000.00
	Magazines	1/1/14	\$45,000.00
	Transportation Ads	1/1/14	\$100,000.00
	Bilboards	1/1/14	\$100,000.00
	Snapple Swag	1/1/14	\$60,000.00
	Freeosks	2/1/14	\$1,300,000.00
EVENTS	Snapple Beach Party	2/1/14	\$500,000.00
	Snapple New Years Bash	3/1/14	\$10,000,000.00
	Snapple Mobile	2/1/14	\$2,000,000.00
DIGITAL	Buzzfeed	2/1/14	\$100,000.00
	Google Adwords	1/1/14	\$1,000,000.00
	Spotify	2/1/14	\$110,119.88
	Radio Ads	2/1/14	\$430,000.00
	Snapple Rewards	1/1/14	\$15,000.00
SOCIAL MEDIA	Tumblr	1/1/14	\$120,000.00
	Twitter	1/1/14	\$46,000.00
	Pinterest	1/1/14	\$10,000.00
	Snapchat	1/1/14	\$1,400,000.00
	Instagram	1/1/14	\$350,000.00
	Facebook	1/1/14	\$1,075,716.12

TOTAL BUDGET \$33,281,826.00

## GANTT CHART & BUDGET





## FINAL DESTINATION

### THIRTY-THREE STUDENTS. ONE GOAL. ONE ORIGINAL IDEA.

Like Snapple, our team came from humble beginnings and strived for greatness. With such a high standard of creativity that Snapple set, it was necessary for us to truly think outside the bottle, and develop a campaign that would best convey to the nation why Snapple is so deeply needed in their lives. The journey to get there was a long one, but ultimately, the roadmap was there all along, we simply had to forge our own individual path to arrive to our final destination. Our team found the key to our campaign was in the unique qualities of Snapple that can best be experienced through social connections. These social connections are ones that our entire team and the entire nation, regardless of region, will wish and feel the need to be a part of.

Though one journey has ended, another has just begun. The journey of reaching your goal to strengthen the presence of Snapple nationwide starts with our campaign. In order to turn goals into reality, Snapple must utilize its best and most unique qualities through one of a kind social interactions that consist of moments that matter, and that will be remembered for years to come.

Participating in the creation of a campaign for a brand as unique as Snapple has been an amazing opportunity, and we wouldn't change the road we took to get there one bit. Snapple is a brand that requires innovative, captivating and long-lasting ideas. Our team has accomplished this in a way that is true to the company, with just the right dose of Snapple. Choosing a campaign that embodies Snapple starts with choosing to

**Create Moments  
that**



**SINCERELY,  
TEAM 165**



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