



ZEVIA ZERO CALORIE ENERGY DRINK CAMPAIGN

✦ Bluegrass Girls Agency ✦

Maddilyn Haney

SITUATIONAL ANALYSIS

Since the Zevia Zero Calorie Energy products are somewhat new, there aren't, comparatively, a lot of consumers who have reviewed them. According to the blog, "I'm Hungry For That," Brendan Cunningham reviews what he believes are fifteen healthiest energy drinks. He has Zevia Energy coming in at 6th place, mentioning how the drink gets its name from being sweetened with Stevia, which is a zero calorie sweetener that does not affect blood sugar (Cunningham, 2021). In addition to this review, Hone Health has a registered dietitian rank the best eight options of a healthier energy drink, which places Zevia at number 2. The dietitian mentions how "it is non-GMO verified, free from artificial colors and preservatives, has zero grams of sugar, and offers 120 mg of organic caffeine per 12-ounce can" (Lapolla, 2023). Consumers find Zevia appealing for their healthier ingredients that still offer a pick-me-up from the caffeine boost.

Continuing in the energy drink category, the leaders are popular brands such as Red Bull, Monster, Bang, and Reign (Alverson, 2022). Consumers audiences are attracted to these drinks favor the brand reputation, marketing tactics, and consumer relations (Alverson, 2022). However, the new sub-category of clean energy drinks provide more direct competition for Zevia from up-and-coming brands like Alani Nu and Celsius (Cruz, 2021).

Consumers audiences of 28-42 year olds express that packaging and health benefits are important factors that are taken into consideration during purchase, along with sugar and calorie free options being attractive to this demographic as well (Mintel, 2023).

As energy drinks sales are currently on the rise, consumers are looking for a company that prioritizes their personal health and wellness, includes health benefits, and are sugar and calorie free while also tasting good.

AUDIENCE ANALYSIS

Our audience profile recommendation will focus on female millennials, ages 28-42 with a stable career and income, have attended college, and are married with 1-2 children. These women are focused on their health as a priority in their lives and appreciate the option of having an energy drink that is not detrimental to their health and will alter any progress to their health and fitness goals.

These specific millennials are eager to buy new products, but want a message that is appealing, fast, direct, and honest. Millennials are in favor of e-coupons or promotions that will offer benefits in exchange for a comment, review, etc (Moreno et al., 2017).

According to Natural Products Insider 2020, 55% of the older millennial population is enduring a lifestyle shift that requires more energy, including getting married and having children. "They spend lots of time exercising in sports centers and consuming energy drinks in their daily lives" (Shipman, 2020) which is why Zevia Zero Calorie Energy is the best option for these millennials.

COMMUNICATION OBJECTIVES

Attitude

To shift the target audience's attitudes about Zevia Zero Calorie Energy's use of Stevia as a natural sweetening agent to positive and excited within a 6-month campaign by educating the target audience about the health benefits of Stevia.

Awareness

To introduce 40% of the target audience to our benefits of our energy drink that provides good flavor through its natural sweetener while also having no calories and not increasing blood sugar levels by the end of our 6-month campaign.

Attitude

To produce positive perceptions of Zevia Zero Calorie Energy in 40% of millennials ages 28-42 by the end of a 6-month campaign by spreading awareness that Zevia Zero Calorie Energy is healthy and makes you feel good.

CREATIVE IDEA & TAGLINE

Key Insight

Millennial women care about health, but don't have a lot of time for themselves

Key Problem to Address

Product needs more awareness of the healthy energy boost

Empower your day, Energize your way!

Big Idea

Zero calories, zero sugar, and natural sweetness from Stevia is **sacrifice-free!**

MAGAZINE PRINT AD

Full page ad in popular lifestyle magazines: People, Better Homes and Garden, and Good Housekeeping

This supports the **awareness stage** by emphasizing product's features of zero calories, zero sugar, and natural sweetness through Stevia.

It also introduces our tagline and provides a call to action to visit the Zevia website.

The print ad shows Zevia caters to all types of female millennials: from working women to full-time mothers and everything in between. Hard-working women come in every variety & Zevia recognizes all of them and offers Zevia Zero Calorie Energy to help them in their day-to-day lives.

zevia[®]

Empower your day. Energize your way.



At Zevia, we believe you should never have to sacrifice clean and natural ingredients to receive energy. Which is why we created our line of Zevia Zero Calorie Energy drinks. Made with clean and simple ingredients including zero calories, zero sugar, and naturally sweetened with Stevia.

Visit [Zevia.com](https://zevia.com) to learn more and to find Zevia Zero Calorie Energy near you.

TELEVISION AD

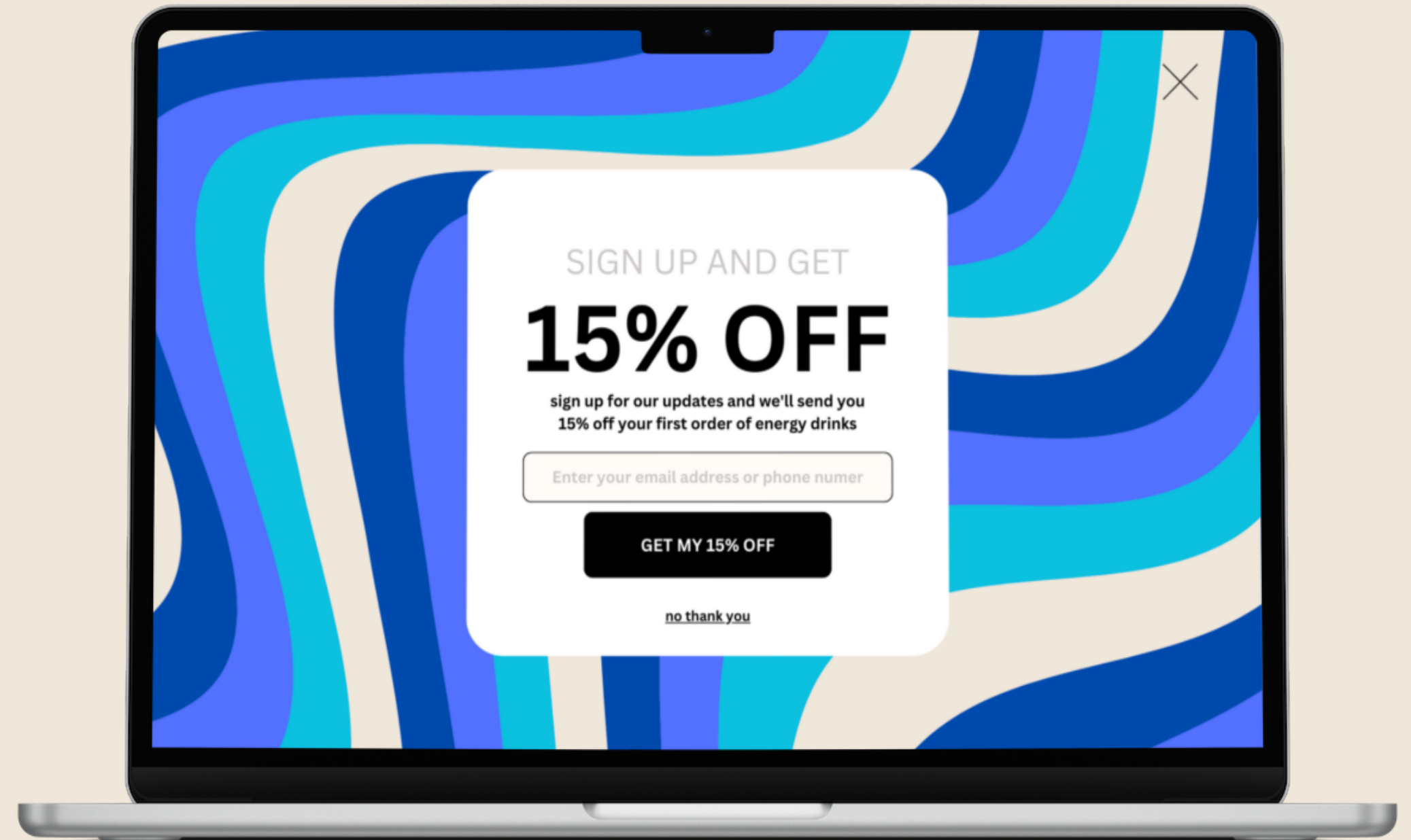
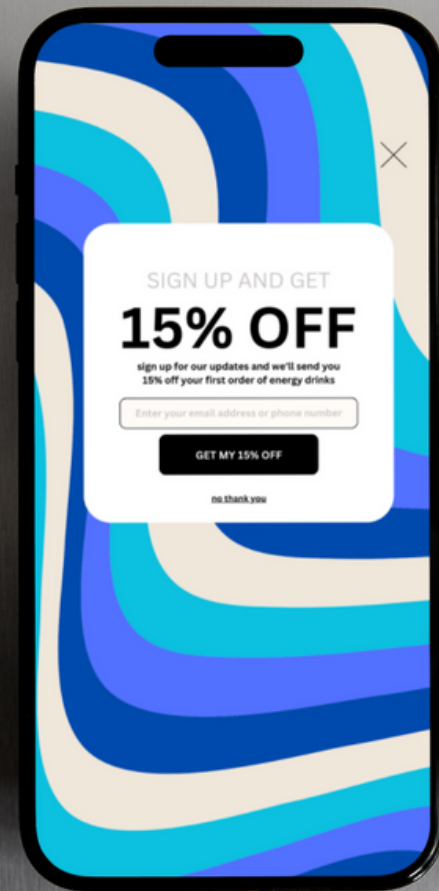


"Get Up, Stay up"

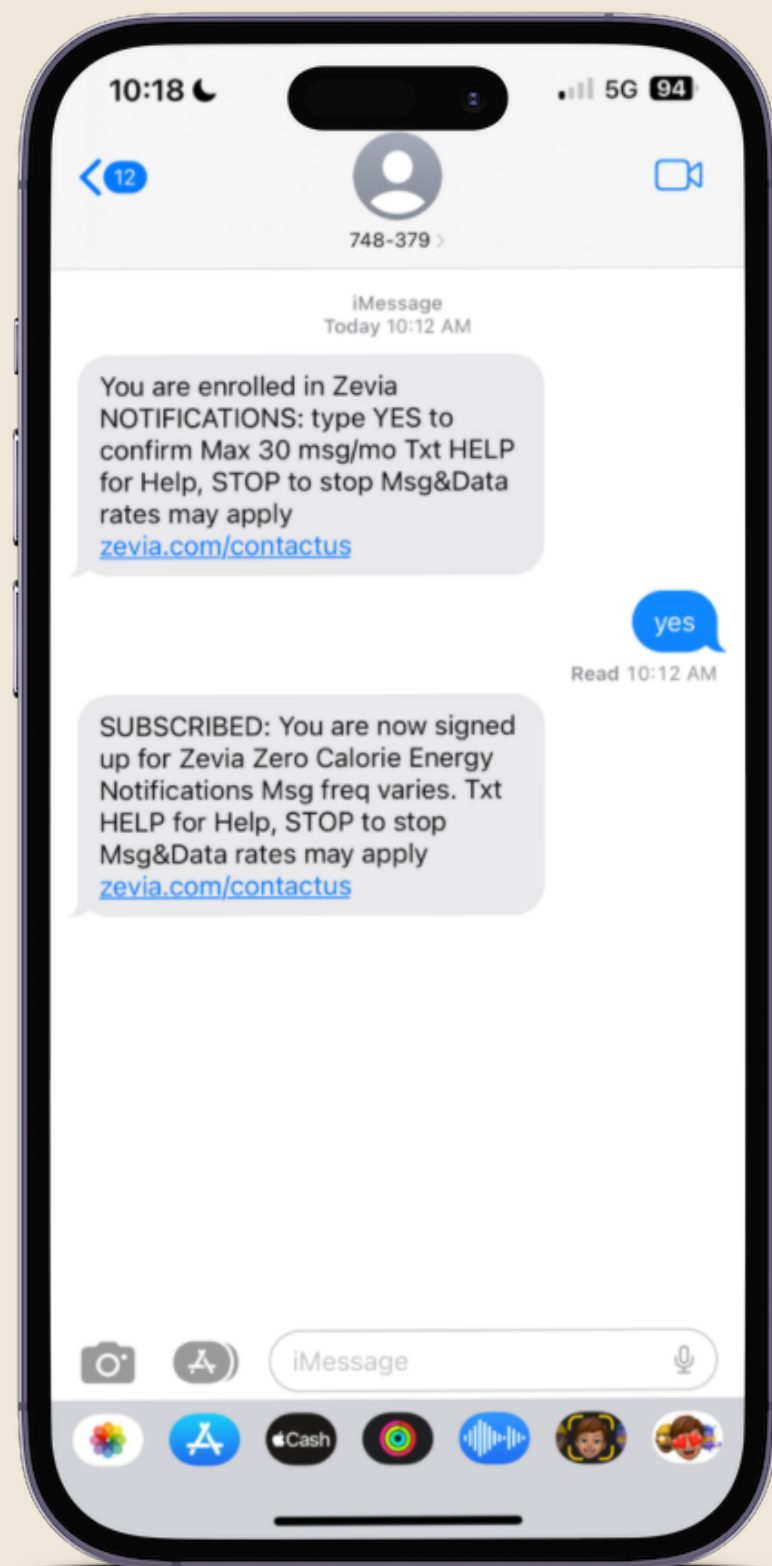
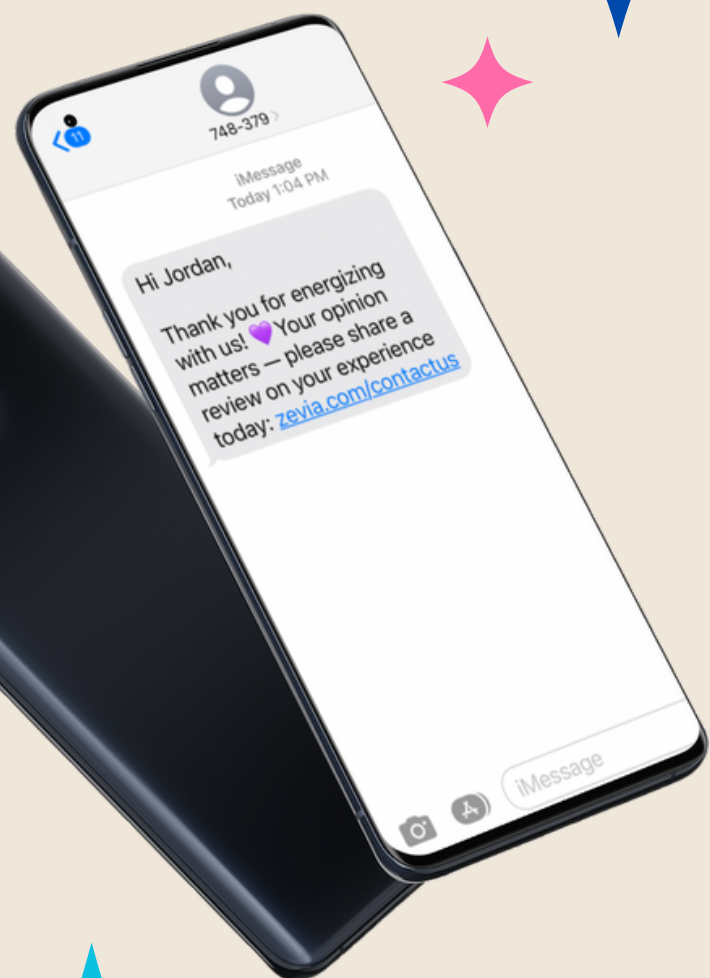
Lisa is a 33 year old married, mother of two and works an 9-5 job as a lawyer. Lately, Lisa has struggled to balance her career, her children's lives, making time for her husband, and prioritizing her own health and well-being. She has found herself dozing off as soon as she gets home and even while sitting at her desk at work.

The television ad will begin by showing an exhausted Lisa dozed off on her couch after a long day of work. While asleep, Lisa hears a faint voice echoing "get up" although she remains asleep. Finally, Lisa's husband wakes her from her sleep. The next day at work, Lisa experiences the same voice echoing "get up" while falling asleep at her desk. Lisa finishes her work day and drowsily walks towards her car to head home. During her ride home, Lisa begins to feel her sleepiness overcome her and once again, the voice echos "get up" right before Lisa runs a red light. By this point, Lisa feels defeated and as if she will never be able to take control of her life due to her constant state of fatigue. Lisa enters her home and finds her husband who has taken notice of her exhaustion. Lisa's husband hands her a Zevia Zero Calorie Energy drink and Lisa takes her first sip. The last 10 seconds of the advertisement show Lisa thriving in life, she is present with her children and at her job and has energy to spend time with her husband.

EMAIL MARKETING



TEXT SMS MARKETING



Don't favor email? Customers can also opt-in for SMS texts from our content team.

Mobile line will be in Zevia's Instagram and TikTok bios. People can be signed up for text updates, as well as receiving the 15% off promo code that they can use on Zevia Zero Calorie Energy drinks.

Texts range from news about upcoming events, sales promotion offers, and Information about the product.

Texts help the audience engage with the brand in an exciting and **stress-free way of receiving information** right to their device.



PAID INFLUENCER MARKETING

Our paid media consists of our use of paid influencers and celebrities that are millennial moms. They will become Zevia Zero Calorie Energy ambassadors by posting content on popular social media platforms about the product and upcoming Zevia Energy events. This helps with the **excitement** and **conversion** stage of the consumer buying journey who will, hopefully, follow the influencer's steps and promote the product themselves.

Celebrities



@serenawilliams
16.M

4 hard Instagram posts
during
6 month campaign



@alexmorgan13
10M

2 hard Instagram post during
6 month campaign

Macro-Influencers



@jenafrumes
4.8M



@jena
11.2M

2 hard Instagram post, 2
TikTok post, both with the
#EnergizeYourWay during 6
month campaign



@kristincavallari
4.6M

2 hard Instagram post using the
#EnergizeYourWay during 6
month campaign

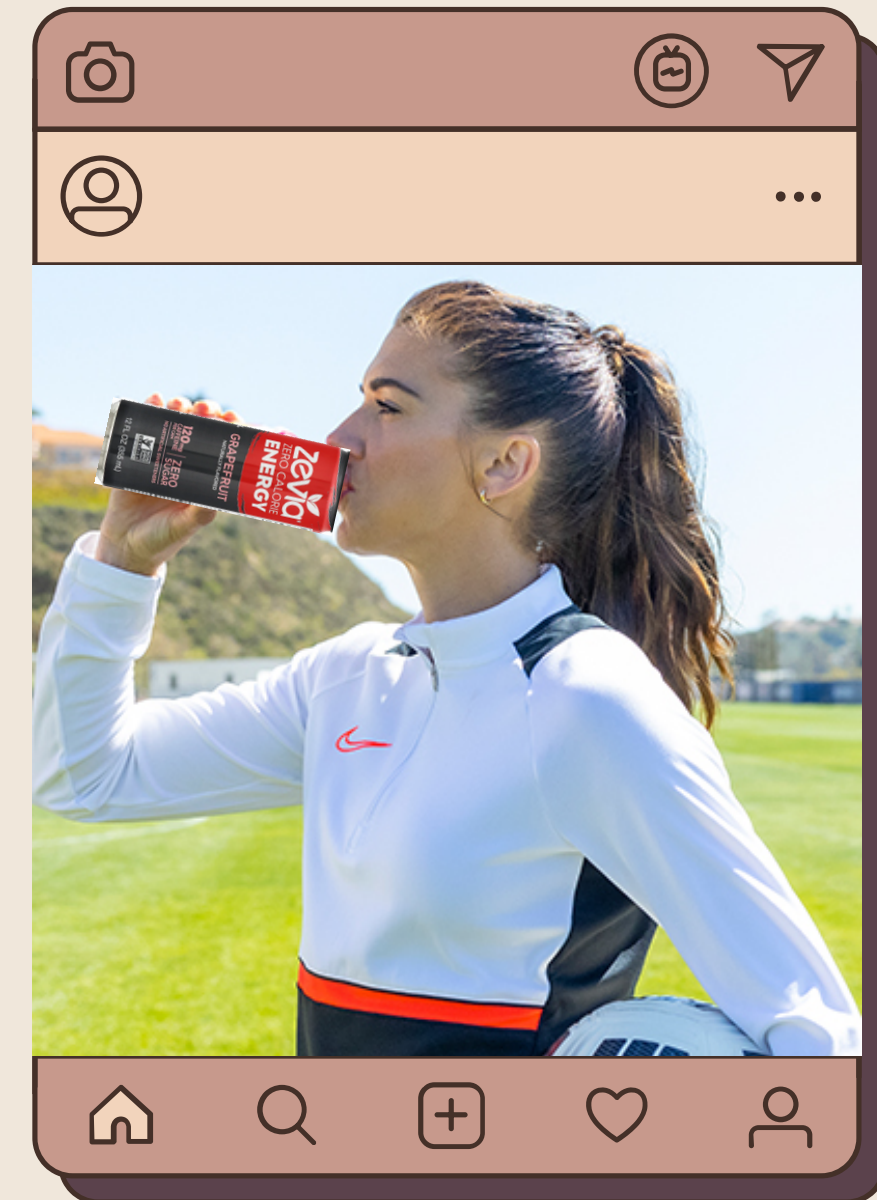
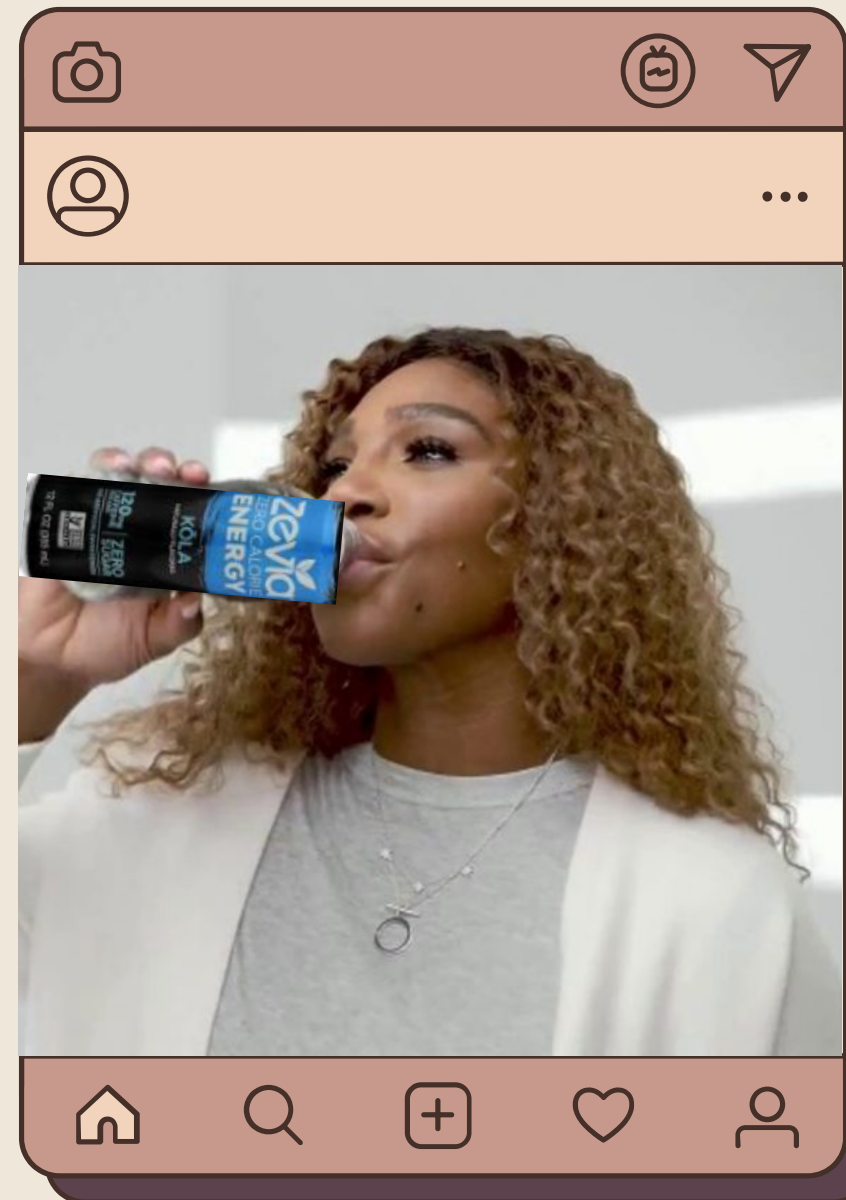
SOCIALS AND DIGITAL MARKETING

Serena Williams

Serena Williams will be one of our main paid celebrities to draw attention and build awareness for Zevia Zero Calorie Energy with her 16.6 million Instagram followers. Over the course of our 6 month campaign, Serena will post four Instagram posts. The first post will be within the first month of our campaign and the second post will occur within the last month of our campaign

Alex Morgan

Alex Morgan will be another one of our paid celebrity influencers that creates excitement and awareness for Zevia Zero Calorie Energy. Over the course of our 6 month campaign, Alex will post two Instagram posts to reach her 10 million followers. The Instagram post will be posted towards the halfway point of our campaign to keep people excited and interested.



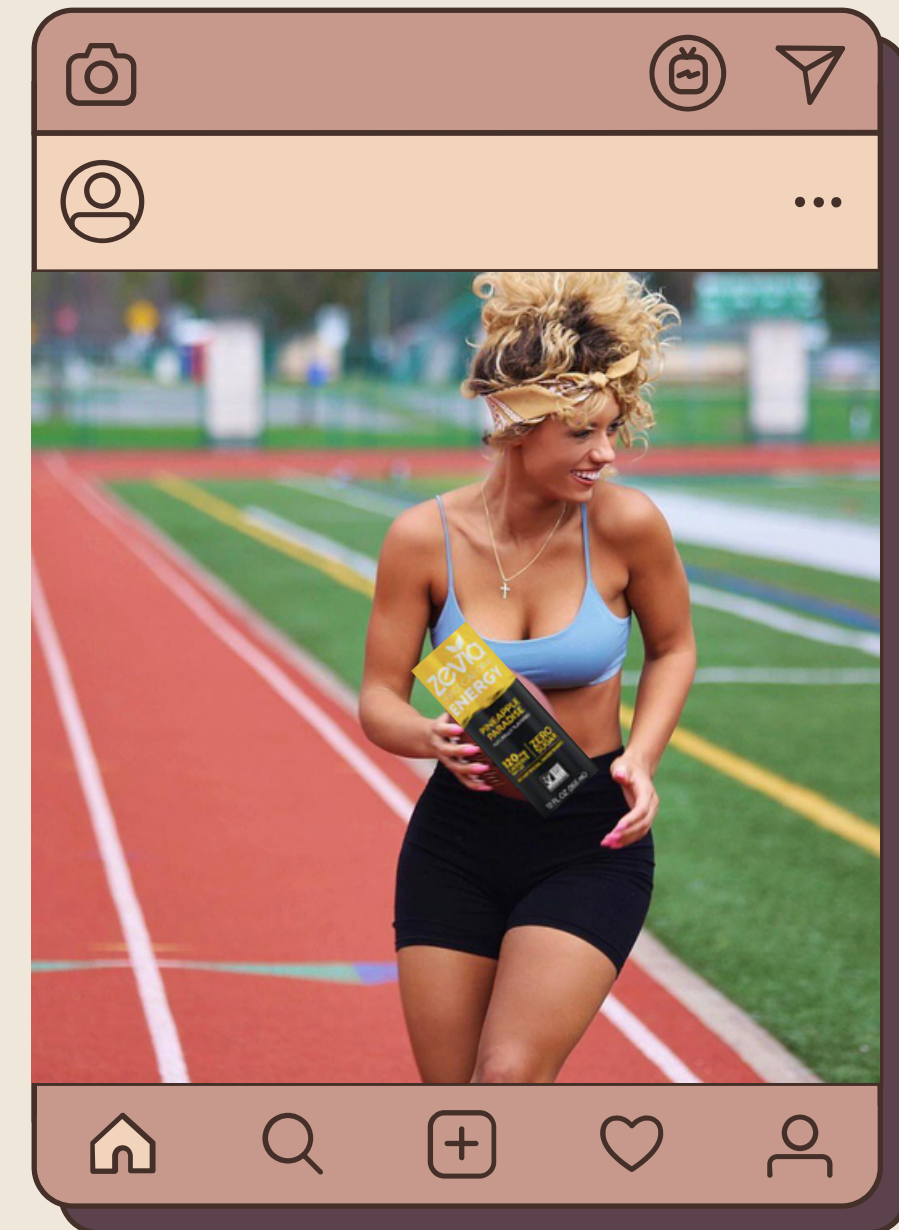
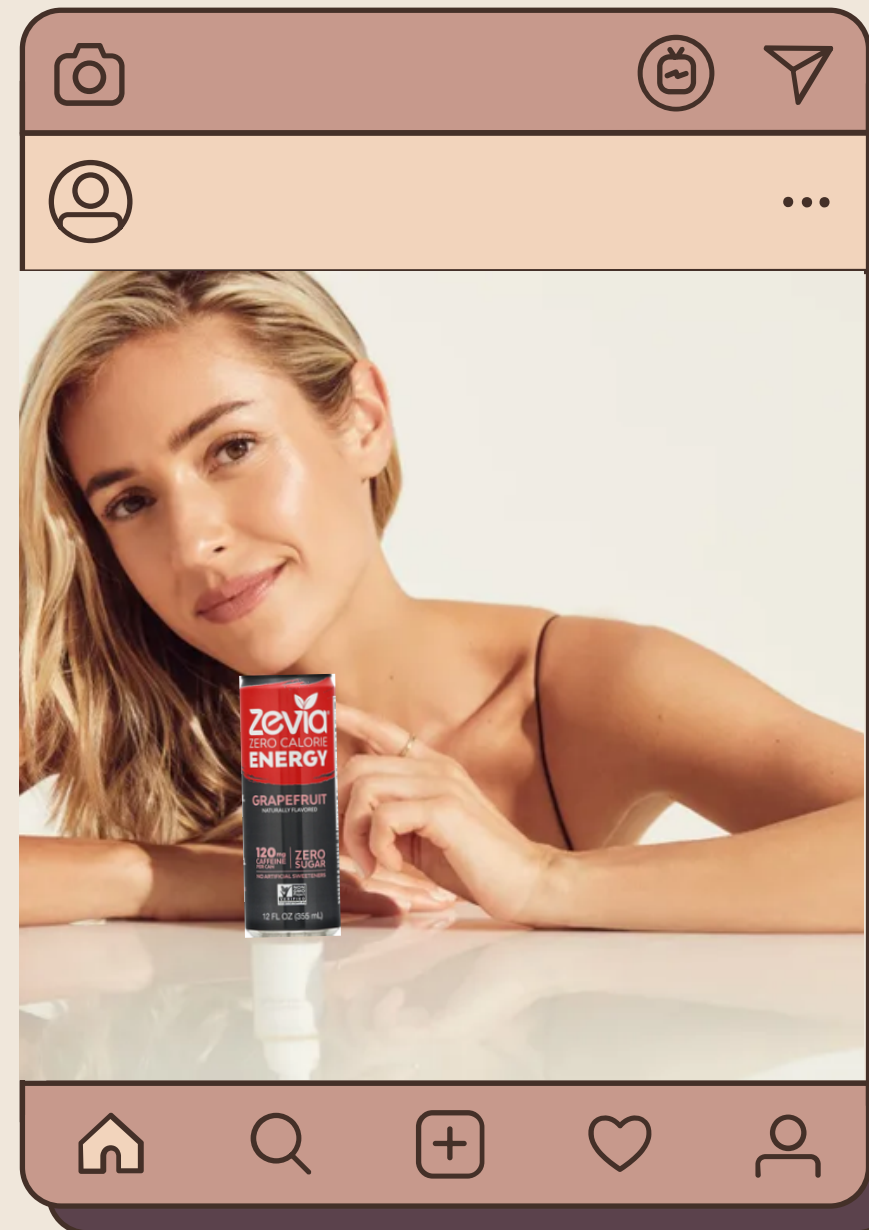
SOCIALS AND DIGITAL MARKETING

Kristin Cavallari

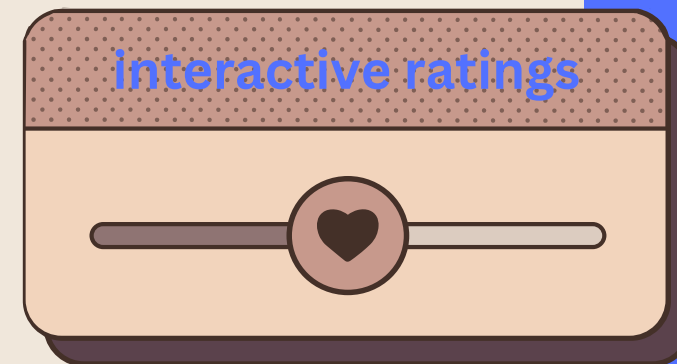
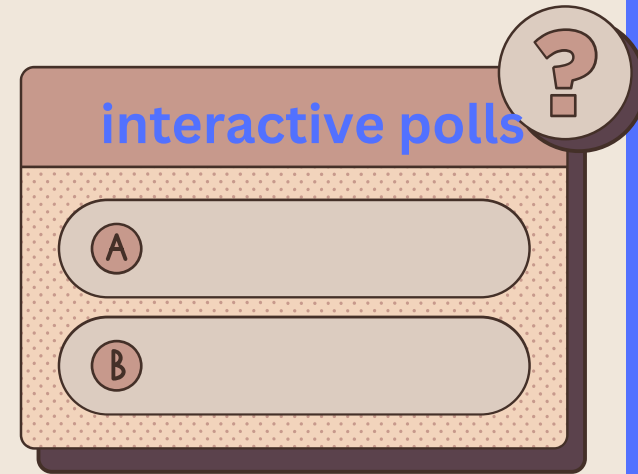
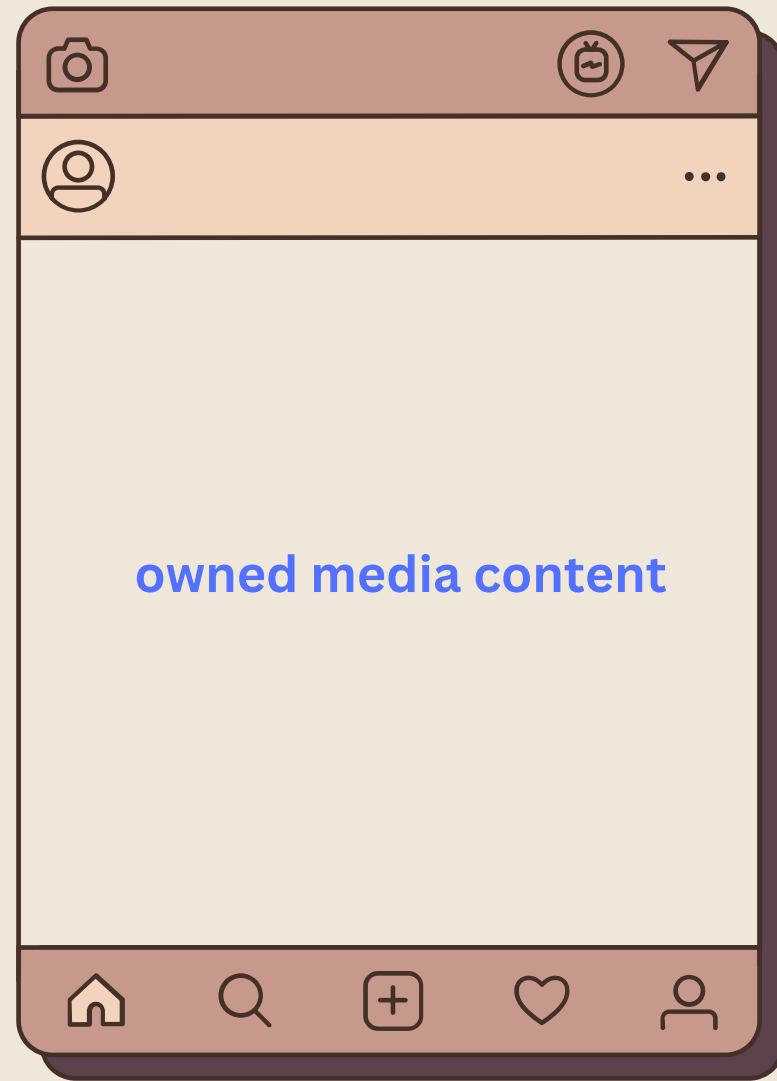
Kristin Cavallari will also post one time throughout the Zevia Zero Calorie Energy campaign. Kristin's posts will occur within the first three months of the campaign and will be used to excite potential consumers about the healthier alternative energy drink. Kristin has 4.6 million followers on Instagram that will see the post.

Jena Frums

Jena Frums will be another influencer that advertises Zevia Zero Calorie Energy with the hashtag "energize you way". Jena will post twice on her Instagram 3 months before the end of our campaign to keep people aware of our product. She will also post twice on her TikTok during the same time. Jenna will emphasize the healthy aspects of Zevia Zero Calorie Energy to her 4.8 million followers on Instagram and 11.2 million followers on TikTok.



ZEVIA SOCIALS



Empower your Day, Energize your Way

Zevia Zero Calorie Energy is

❤️ zero calories ✓

🌸 zero sugar ✓

🌿 naturally sweetened by Stevia ✓

zevia.com/collections/energy-drinks

BRAND PARTNERSHIPS

In addition to partnering with influencers, we will have 2 brand partnerships over the 6 month campaign. Each of the brands will partner for 1 event as well as posts on their socials



Fabletics x Zevia Zero
Calorie Energy



People Magazine x Zevia
Zero Calorie Energy

ZEVIA ENERGY X PEOPLE MAGAZINE FESTIVAL BOOTHS

Our first events will be focused on our CSR to raise awareness of our brand and convert the target audience through experience. This event showcases the CSR cause for a clean environment (which we've allocated money to donate for), invites the target audience and their families via social media and email, offers the Zero Calorie Energy drinks, and features a partnership with several lifestyle magazines. Zevia will make appearances at three different festivals in Atlanta, Chicago, and Orlando. At each festival, Zevia will have a booth with People Magazine that will showcase Zevia Zero Calorie Energy by providing samples, drinks for purchase, People Magazines for purchase, as well as other Zevia merchandise such as water bottles, reusable cups, and coasters that include Zevia Zero Calorie Energy's tagline, "Empower your day, Energize your way."

Atlanta

- Inner G Fest Wellness Festival
- July 8th from 9am-3pm.

Chicago

- Bronzeville Wellness Saturday's
- September 9th 9am-3pm

Orlando

- In The Mix: Vendors, food trucks, comedy shows, & art
- November 11th 12pm-4pm



ZEVIA X FABLETICS 5K EVENT

CHURCH STREET PARK
600 CHURCH ST, NASHVILLE, TN

FRIDAY, SEPTEMBER 15 -
SATURDAY, SEPTEMBER 16



The **"Run to Zevia" 5K** event will be marketed towards our target market of millennial women, but also free to the public. Through our partnership with Fabletics, we expect around 5,000 people to come to our event in downtown Nashville. We believe hosting our event in the vibrant city of Nashville will excite people to come out and try our products. It will be centered around impressing customers about Zevia Zero Calorie Energy and turning them into advocates.

Participants will have the opportunity to hydrate from our refreshing energy drinks at our Zevia Recharge tents. Complimentary t-shirts will be offered to runners and merchandise items will be available for runners to purchase such as, water bottles and trucker hats. This merch will have Empower Your Day, Energize Your Way.



PARTNERSHIP WITH DISTRIBUTORS

GNC
LIVE WELL.

We will conduct a paid partnership with **GNC** and **Target**, who will promote and advocate for the product in their stores (yet also have an option to buy online). Since these are stores that millennial moms frequently visit (Reuter, 2023), it won't be a hassle to pick up their Zevia Zero Calorie Energy. Our hopes are to convert customers that trust these distributors into wanting to buy Zevia Zero Calorie Energy drink in stores more often.



These in-store displays will have all 6 of the energy drink flavors and feature the tagline **"Empower your day, Energize your way"**. On the sides of the display, the features of **zero calorie, zero sugar, and naturally sweetened through Stevia** will be in large, bright-colored font. These displays will be placed in 1,000 Target and 2,000 GNC stores nationwide all throughout the six month campaign.



MEDIA PLAN RATIONALES

Magazines

People, **Better Homes and Garden**, and **Good Housekeeping** (one every two months)

Features target audience, tagline, & Zevia Zero Calorie Energy drink

TV

Our ad will air across **HGTV** channels **27 separate times** across our campaign

Retention, connections, awareness

Email Marketing

Emails will be sent **7 times a month** along the campaign

Easy to reach our audience who regularly check email

Text Marketing

We plan to send around **4-5 texts every month** along the campaign

Generate buzz and awareness

Zevia Socials

Instagram and **TikTok** (reposts, stories, original posts)

Increase brand reputation and trust to increase through building an online community

Influencer Socials

Serena Williams, **Alex Morgan**, **Kristin Cavallari**, **Jena Frumes** (Instagram and Tik Tok spread out over campaign)

Relatable content through trusted influencers

Brand Partnerships & Events

CSR Events and **5K** Event spread out over length of campaign

Convert audience into believers and advocates through trial and experience

Distributor Partnership

1,000 Target stores and **2,000 GNC** stores

Bring attention and generate sales of the product

BUDGET

\$15 MILLION

Production: **\$300,000**

Paid influencer marketing: **\$454,000**

Print ads: \$800,000 (People)+ \$327,000 (Better Home and Gardens) + \$300,000 (Good Housekeeping)= **\$1,427,000**

Television ad: shown 27 times= **\$1,620,000**

Email marketing: **\$12,000**

Text SMS marketing: **\$120,000**

Partnership with Fabletics (include Instagram post):
\$2,000,000

Partnership with People Magazine (include Instagram post):
\$4,000,000

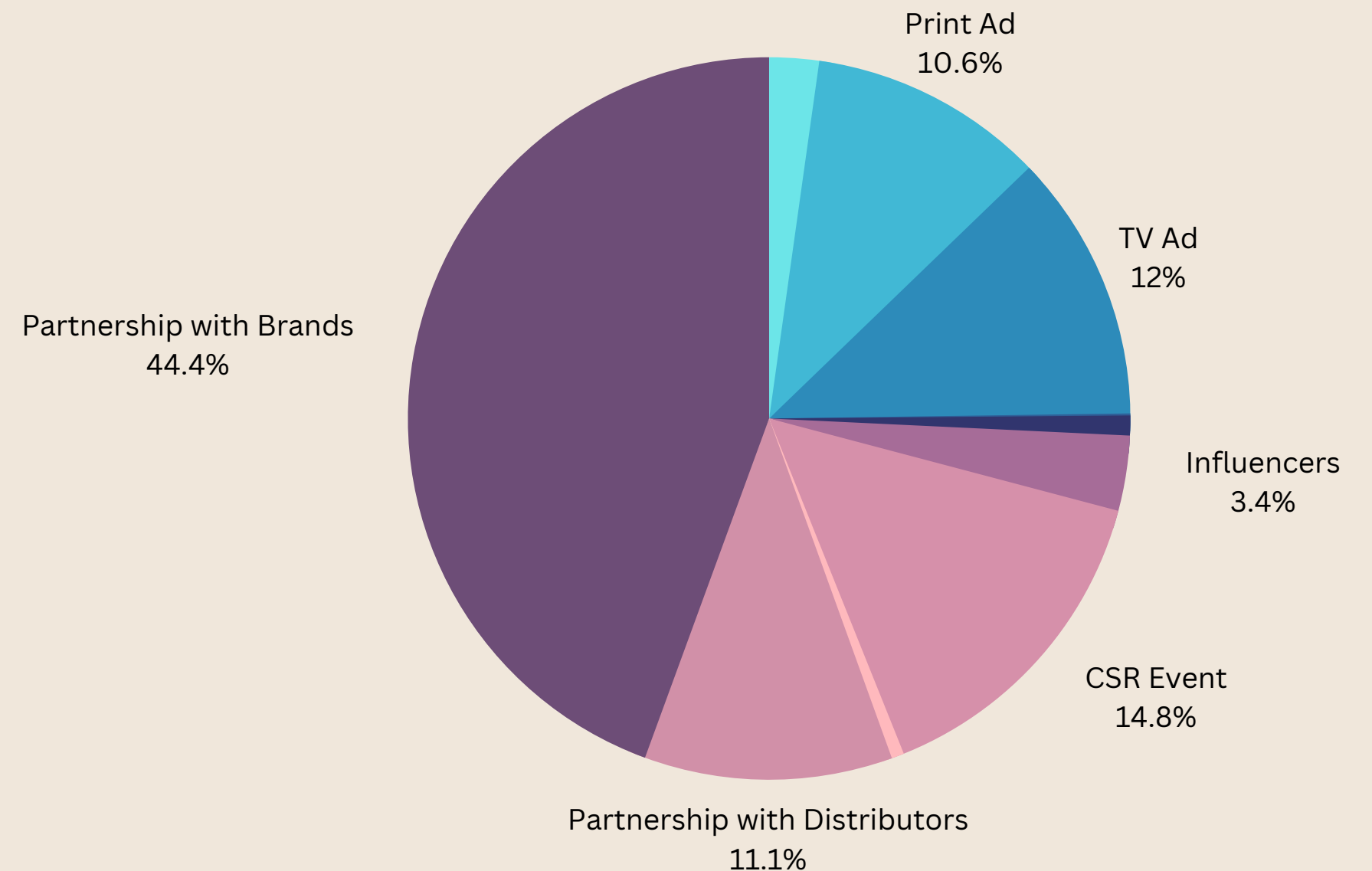
CSR Event: **\$2,000,000**

5k Event: **\$75,850**

Target Displays: **\$600,000**

GNC Displays: **\$900,000**

Total: \$13,508,850



POST-CAMPAIGN EVALUATION

Traditional Paid Media

- Conduct recall testing to evaluate brand awareness of Zevia Zero Calorie Energy main features and sacrifice-free nature from television and print ads. Get 40% retention rate for t.v. and 60% for print ad.
- Track the website and social media traffic after each paid advertisement is deployed to the target market. Get 500,000 clicks to the website and 40% engagement on social media posts.

Direct Marketing and Sales Promotion

- Track redemption code rates on 15% off coupon to evaluate effectiveness of direct mail marketing. Get 40% of emailed/texted people to redeem code.
- Track the number of people who sign up for email or text marketing. Have 100,000 sign up for each.
- Track the number of website traffic as a result of event marketing and direct mail messaging. Get 500,000 clicks to the website.

Social Media

- Track the number of Instagram and TikTok likes, the number of people who see each post, and the number of Instagram likes and the number of reach/impressions for each post. Get 40% engagement rate for each social media post.
- Track the number of Instagram and TikTok followers from the beginning to the end of the campaign. Get 40% more followers on each.
- Track the number of hashtags used throughout the campaign: #EnergizeYourWay. Get 50,000 people to use the hashtag.
- Track the click-through rate of Instagram and TikTok advertisements from the paid influencers. Get a 3% click-through rate.

Public Relations

- Measure the attendance at both of these events. Have 5,000 people attend each event.
- Track the number of earned media mentions about the events. Get 1,000 total media mentions across various platforms.
- Track how many sales come from Target and GNC in-store displays. Get 500,000 sales of the product across all the stores.

Others

- Track the number of positive impressions on Stevia as a sweetener. Get 40% of people to think positively of Stevia.
- Measure awareness of Zevia Zero Calorie Energy zero calories, zero sugar, natural sweetness through Stevia. Get 40% of audience to retain/remember the USP.
- Measure brand trust of Zevia and product trust of Zevia Zero Calorie Energy. Get 40% of audience to say they trust both.
- Measure favorability of the product. Get 20% of audience to say they favor Zevia Zero Calorie Energy.

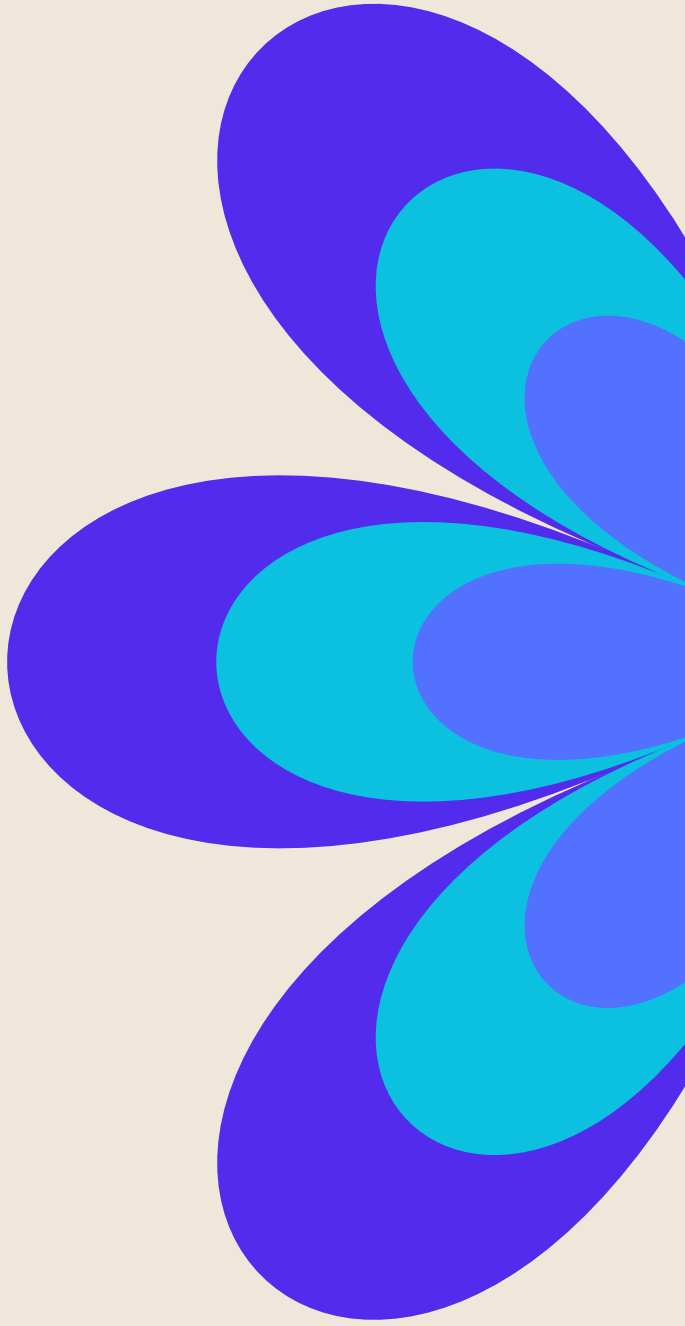


EXECUTIVE SUMMARY & CONCLUSION

In hopes of increasing awareness and having a reliable representation of Zevia Zero Calorie Energy for millennial women ages 28-42, Bluegrass Girls Agency has developed an integrated campaign that will help the brand have attainable growth.

Our campaign supports our target audience's values of female empowerment while showing that our product doesn't require a sacrifice from already-busy moms. **Empower your day, Energize your way** is a call to action for millennial moms to choose themselves. **Their health and wellness is cared for here at Zevia.** Our executions show that our brand also cares about who they are, what they care about, and what they need.

The executions of this campaign all relate back to our big idea, tagline, USP and take into account our target audience and the effectiveness of the tactics.



References

<https://www.zevia.com/pages/our-vision>

<https://www.instagram.com>

<hrrps://www,tiktok.com>

<https://www.essentiallysports.com/boxing-nba-tennis-news-highest-paid-athlete-per-instagram-post-its-not-floyd-mayweather-lebron-james-or-serena-williams/>

<https://www.cosmopolitan.com/entertainment/celebs/a32598711/kristin-cavallari-net-worth/>
<https://www.shopify.com/blog/influencer-pricing>

<https://www.statista.com/forecasts/1335506/zevia-energy-drinks-brand-profile-in-the-united-states#:~:text=How%20popular%20is%20Zevia%20in,of%20people%20like%20the%20brand.>

<https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/>

<https://health.clevelandclinic.org/red-dye-40/>

<https://www.businessofapps.com/marketplace/influencer-marketing/research/influencer-marketing-costs/>

<https://www.businessnewsdaily.com/6602-selling-to-generation-y.html>

<https://health.clevelandclinic.org/is-sucralose-splenda-bad-for-you/#:~:text=Yet%20scientists%20haven%27t%20found,that%20amount%2C%E2%80%99%20says%20Patton.>

https://static.people.com/media-kit/assets/peop2019_ratecard.pdf

<https://www.marketingcharts.com/advertising-trends/creative-and-formats-117024>
boomers want to receive marketing messages on the go. Marketing Sherpa.

<https://www.marketingsherpa.com/article/chart/how-millennials-baby-boomers-receive-messages#:~:text=Print%20ads%20are%20more%20favored,billboard%20messaging%20than%20female%20boomers.>

<https://www.prnewswire.com/news-releases/37-of-consumers-trust-social-media-influencers-over-brands-301538111.html>

<https://altcraft.com/blog/how-to-use-promo-codes-for-business>

<https://www.statista.com/statistics/302200/primetime-tv-cost-commercial-usa/>

[https://www.sciencedirect.com/science/article/pii/S0148296320306688.](https://www.sciencedirect.com/science/article/pii/S0148296320306688)

<https://www.naturalproductsinsider.com/branding-marketing/61-millennials-consume-energy-drinks>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4892198/#:~:text=Young%20adults%20between%20the%20ages,companies%20and%20the%20largest%20users.>

<https://pdfs.semanticscholar.org/eba8/ed6fbadac07bfb6341782967df3722d50aee.pdf>

<https://www.deskbird.com/blog/millennials-values>

https://www.webershandwick.com/uploads/news/files/MillennialMoms_ExecSummary.pdf

<https://iupress.istanbul.edu.tr/en/journal/jt/article/factors-affecting-food-choices-of-millennials-how-they-decide-what-to-eat>

<https://www.bevindustry.com/articles/95146-2022-state-of-the-beverage-industry-energy-drinks-are-still-all-the-buzz#:~:text=The%20Top%205%20non%2Daseptic,52%20weeks%20ending%20May%2015.>

<https://www.alliedmarketresearch.com/energy-drink-market>

<https://www.modernretail.co/marketing/zevias-ceo-on-the-better-for-you-sodas-rebrand/>

<https://medium.com/@nickyycruz/energy-drink-companies-their-social-strategies-b4b2ec72a2fb>

<https://imhungryforthat.com/healthy-energy-drinks/> <https://flavorman.com/paper-or-plastic-3-approaches-to-sustainable-drink-packaging>

<https://www.grandviewresearch.com/industry-analysis/energy-drinks-market>

<https://doi.org/10.1111/j.1541-4337.2010.00111.x>

<https://investors.zevia.com/news/news-details/2018/Zevia-Announces-Partnership-with-the-Hollywood-Bowl-to-Become-the-First-Zero-Calorie-Naturally-Sweetened-Beverage-Served-at-the-Iconic-Music-Venue-/default.aspx>

<https://investors.zevia.com/governance/board-of-directors/person-details/default.aspx?ItemId=e1c8e5d0-1882-4622-95b3-1b5438d1fdf6>

<https://www.zevia.com/pages/find-zevia>

References

<https://honehealth.com/edge/nutrition/healthiest-energy-drinks/>

<https://www.foodnavigator-usa.com/Article/2022/06/17/zevia-appoints-new-ceo-to-lead-next-chapter-of-growth>

<https://www.zevia.com/collections/energy-drinks/products/energy-6-flavor-essential-variety-pack>

<https://lists.nextmark.com/market?page=order/online/datacard&id=340403>

<https://bhgmarketing.com/rates-dates>

<https://www.ana.net/content/show/id/30482>

<https://smallbusiness.chron.com/radio-vs-tv-advertising-decide-10924.html>

<https://www.magazinline.com/blog/millennials-favorite-magazines>

<https://www.business.com/articles/is-social-media-marketing-still-worth-it/>

<https://www.ion.co/influencers-are-now-more-trusted-spokespeople-than-celebrities#:~:text=Surprisingly%2C%20influencers%20are%20now%20more,percent%20for%20their%20favorite%20celebrities.>

<https://www.retaildive.com/news/two-thirds-of-millennials-shop-in-stores-every-week/521101/>

<https://www.businessinsider.com/typical-shoppers-leading-retail-brands#:~:text=Wealthy%20millennials%20love%20Target%2C%20while,most%20at%2011%20major%20stores.>

<https://www.cnbc.com/2018/08/22/millennials-spend-more-time-on-their-email-than-any-other-generation.html>

<https://people.com/human-interest/4th-grade-students-pen-essays-why-their-moms-should-be-on-cover-of-people-exclusive/>

<https://corporate.fabletics.com/csr#:~:text=For%20example%2C%20through%20our%20partnership,families%20in%20need%20in%202021.>

<https://thefintechtimes.com/80-of-gen-z-and-millennials-say-special-promotions-make-them-more-loyal-to-a-brand-finds-onbe/>

<https://www.industrialpackaging.com/blog/point-of-purchase-display-cost>

<https://www.scrapehero.com/location-reports/GNC-USA/>

<https://8020consulting.com/brand-partnership-finance-balance/>