

Kraft *Heinz*



MAKE A PLAY FOUNDATION'S

D-LEAGUE



Agenda

1

Planning

2

Execution

3

Control

4

Monitoring

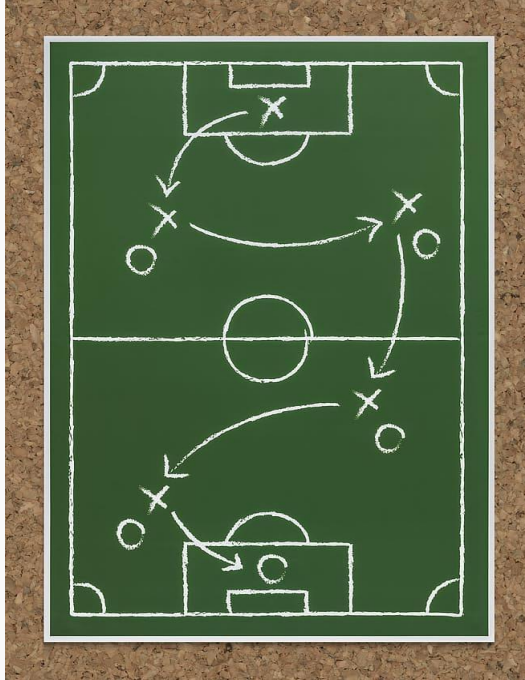
5

Closure



01: Planning

Imani Bieniemy



The Goal

to promote Crystal Light in a way that appeals to a sports fan-base.



Target Audience

athletes and sports- lovers



Customer Needs

Appealing to the masses to make drinking water fun and tying it to something that a large group of people find fun.



Prioritizing

Collaboration



Trade-Offs

Cost of materials, design, changing packaging.



Evaluation

Generating anticipation and excitement.

The Framework



Summary

- Utilize a select few Crystal Light products
- Collaborate
- Still connect with current customers





02: Execution

Ella Neskora

Make Hydration Easy

Target Persona

Age- 18-25

Occupation- Collegiate athletes

Location- US south (SEC & ACC)

Pain points

Fun Hydration on the go is something the busy collegiate athlete struggles with

How we can help

Crystal Light can act as a venue for a new type of hydration



The Crystal Light Athlete

Hardworking & Enthusiastic

Marketing Strategy

Engagement & Personalization

- On-Campus tabling/free samples
- NIL sponsorships

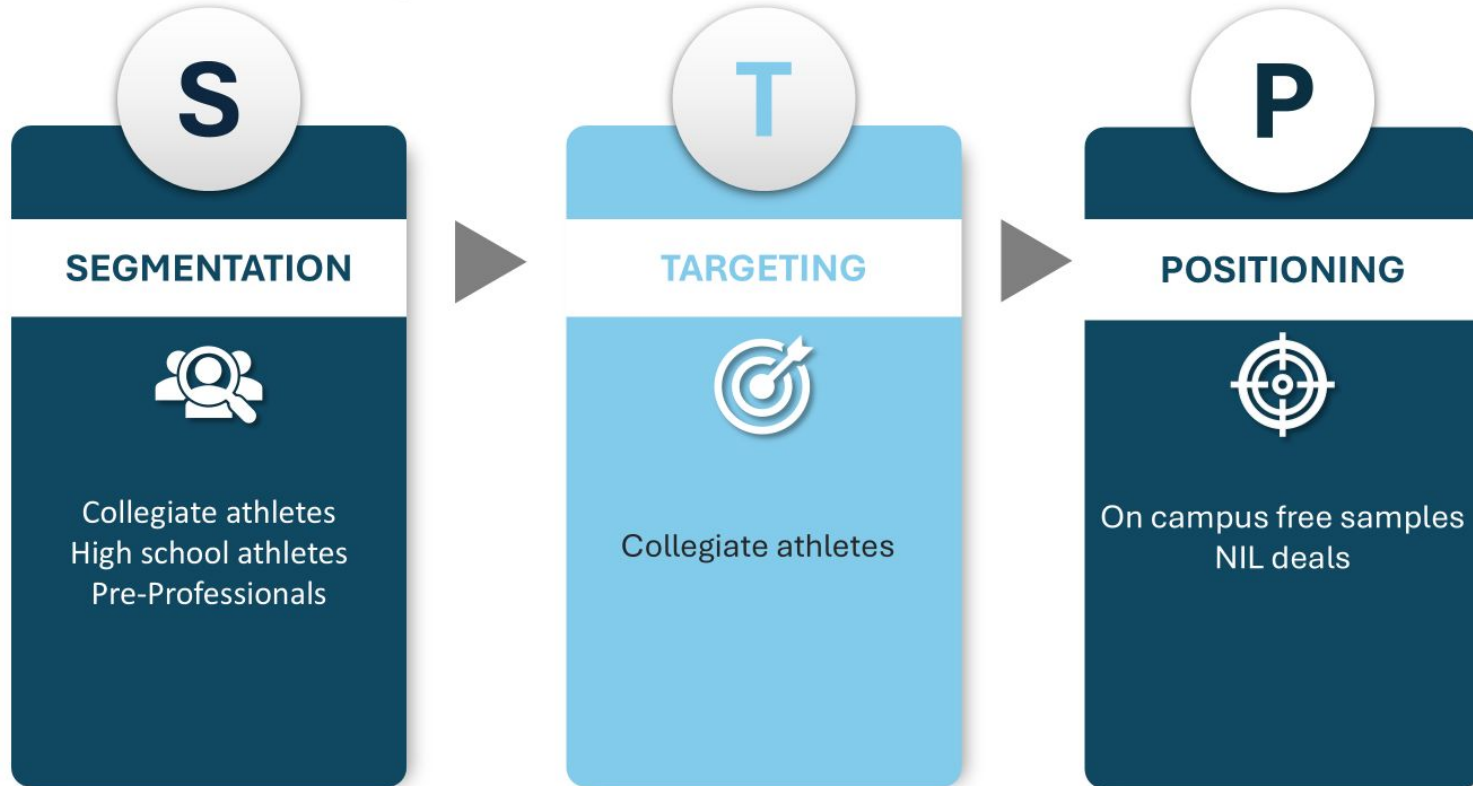
Trickle Down Effect

- High level collegiate athlete sponsorships will incentivise high school athletes->expand consumer base





Crystal Light Rebrand





03: Control

Orly Ogilvy & Amelia Kristen



Multi-Pronged Budget

Benchmarking

Performance Benchmarking using Nestlé – *why?*

1. Product and service

Large, diverse product portfolio that includes food, beverages, nutritional health products, pet care, and bottled water. Brands relevant to Crystal Light include nuun.

2. Business Model

Emphasizes sustainability, innovation, and health-focused products. Robust R&D operations, partnerships, and acquisitions to stay ahead in the industry.

3. Size

One of the largest food and beverage companies in the world, with over 277,000 employees and operations in 188 countries. Its size gives it significant economies of scale, broad market reach, and influence over supply chains

4. Growth Rate

Shown targeted growth in the sports drink sector, particularly through its acquisition of Nuun – strengthening its position in the functional beverage and sports nutrition market.

Budgeting

Zero-based Budget for a cost-efficient approach

Y1: Rebrand & Reformulate

Spend 85% of approved budget, saving 15% for contingency

Costs: R&D, redesigning, marketing, samples

Alignment: Focuses on sustainable growth, innovation, and strengthening brand presence

Y2: Expansion

Spend 90% of approved budget to ensure market expansion

Costs: Production, market campaigns, retail distribution agreements

Alignment: Embeds Crystal Light in new sales channels and solidifies its presence as a credible performance drink

Y3: Deepen partnerships & develop premium products

Spend 95% of approved budget to maximize momentum

Costs: international market entry, premium product R&D, sponsorships

Alignment: Positions Crystal Light as a global player

KPI Framework



Increase Awareness

Ad Reach & Engagement

Metrics:

CPC/CPM

Visits / Pageviews

Unique Users

Increase Sales

Lead Generation & Purchase Intent

Metrics:

Click-to-Buy Rate

Add-to-Cart Rate

Info Request

Engagement with tools

Increase CLV

Repeat Behavior & Loyalty

Metrics:

Reviews

Promo redemptions

Retargeting campaign visits



04: Monitor

Ruby De Frees



RISK ASSESSMENT

Risk #1: Market Risk

- Major Risk
- 51-75% Likelihood
- Mitigation: diversifying from other competing brands. For example, Crystal Light is available in powder form, liquid form, and travel size. This quality should be emphasized with our marketing.

Risk #2: Regulation Compliance

- Critical Risk
- 0-25% Likelihood
- Mitigation: This risk can be mitigated in a multitude of ways. Firstly, by ensuring that employees are adequately trained and educated. Secondly, production is organized and the company takes proactive steps in order to be up-to-date on compliance regulations.

Risk #3: Launch Timing

- Major Risk
- 26-50% Likelihood
- Mitigation: is product should be released sooner rather than later. Historically, Crystal Light sales have been on a slow decline, but with their new Vodka Refresher line, the brand has regained some relevance. This momentum should be used to push this product in order for it to be received well.



CHANGE MANAGEMENT STRATEGY

ADKAR Model

Awareness

- Initiate meeting/webinar with employees
- Present marketing and product ideas through powerpoint

Desire

- Determine reactions of employees
- Encourage enthusiasm about product
- Showcase products and its redeeming qualities

Knowledge

- Keep employees informed of directed audience
- Educate staff about NIL
- Social Media Training

Ability

- Establish employee confidence in using and selling the product
- Provide support, feedback, and performance metrics

Reinforcement

- Celebrate product success
- Routine surveys and employee evaluations



05: Closure

Amelia Kristen



CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	CONVERSION	LOYALTY	ADVOCACY
ACTION	TikTok/Instagram ads and UGC, NIL athlete posts, free samples, posters, word-of-mouth.	Pauses to engage with NIL content, checks out athlete's post, tries a sample, browses website or social, discusses with teammates	Tries product at a campus sampling event, buys and, shares with friends, follows Crystal Light on socials	Buys regularly, looks forward to flavor drops, follows on social, participates in events	Signs up for NIL/ambassador program, posts content, shares discount codes, recommends to friends and teammates
THOUGHT	"This product is everywhere and athletes I follow use it...What is it?"	"Maybe I should try it... but do I need something new"	That actually tastes good!" "Everyone on my team is drinking this."	What's the next collab?" "This feels like my go-to now."	"Let me put others on!" "This would be perfect for our team."
EMOTION	CURIOUS	INTERESTED	EXCITED	INVESTED	INFLUENTIAL
PAIN POINT	Oversaturation of hydration products results in loyalty, unsure the difference	Distrust of sponsored content, already has a hydration routine	Where to Access product and comparing pricing with other brands	Could lose interest if promotions slow or product novelty fades	Lack of structure or visibility in ambassador program will need follow-up
OPPORTUNITY	Authentic NIL stories, athlete endorsements, and branded bottle drops, excitement around sports culture.	Reinforce credibility through athlete testimonials, sampling, and fun content	More community events, NIL trust, and special edition collaborations to make switching easy and fun	Keep momentum through NIL athlete storytelling, create ambassador programs, email exclusives, team giveaways, new flavours and enhancements	Incentivized referrals, sales to reposting user-generated content to validate athletes as key voices

SUPPLIER

FUTURE VALUE STREAM

CUSTOMER



FAMILY PRODUCT

Rebrand and Promote Crystal Light Hydration in a way that aligns to collegiate athletes and the sports community.

build strategy around athlete partnerships and performance branding. Identify high-demand flavors, tie product identity to fitness and recovery, and ensure it fits in with sports culture and NIL trends.

CURRENT STATE DOCUMENTATION

Collected current engagement data from NIL posts, trial feedback from athletes, sampling event turnout, campus distribution timelines, and store-level product accessibility.

Likely friction points: slow NIL content rollouts, event engagement inconsistent with conversion. Event feedback showed strong potential but patchy follow-through to purchases.

FUTURE STATE DOCUMENTATION

Improved workflow for NIL content timelines, more centralized sampling event planning, and stronger onboarding materials for student-athlete reps. Built in a co-branded product drop system to boost exclusivity.

Scalable NIL ambassador program, event kits specific to regions, campuses, and sports. Added limited-edition flavour releases and athlete-driven drop calendars.

IMPLEMENTATION PLAN

Launch co-branded NIL campaigns (e.g., Stanley x Crystal Light), send out product samples to varsity nutritionists and trainers, and activate NIL athlete and drops around key college sports events.

Re track sampling-to-purchase conversion, repost user-generated content, follow up with athlete ambassadors for feedback, monitor store reorders, online mentions, NIL application volume, and student engagement with drops.



NEXT STEPS

Questions & Contact Information

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Thank you