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4/17/19

Our objectives for this campaign are to increase brand awareness by 30% within 2021. In addition, we wish to increase sales within the flavored sparkling water market. This will be achieved through the use of the Bubly brand with campaigns ranging from happy, healthy, and joyful campaign messages. We believe everyone is responsible when it comes to our impact on Earth which is why we will also be spreading recycling and positive habits within our communities.

Our campaign vision is to increase sales by 30% within the flavored sparkling water market while also maintaining the brand's values customers have grown to expect. All of this will be achieved by 2021. It is also crucial that we include the action of recycling throughout the campaign to influence others to do the same when purchasing a Bubly.