

Executive Summary

Our goal is to increase brand awareness by 30% within 2021 as well as increase the overall sales in the flavored sparkling water industry. In addition, we will also be sticking with Bubly's values of happy, healthy, and joyful. We care about our planet so we will also be spreading awareness about recycling in the hopes of increasing the action itself.

Bubly has had 30 second ad spots in the 2018 and 2019 Superbowl using celebrities such as Neil Patrick Harris and Michael Buble. In 2018 Harris became one of the most gif-ed people when the #CrackaSmile campaign was released. In total about 1,000 gifs were created. The sparkling water industry is continually climbing

The Company and Management:

Bubly was founded by beverage powerhouse PepsiCo in 2018. PepsiCo was founded by Caleb Bradham on August 28, 1898 in New Bern North Carolina. Currently the company's headquarters is located in Harrison, New York. Even though the brand "Bubly" is brand new, their founder has been around for many years offering 120 years of experience. Today the company is the owner of 22 brands that generate more than 1 billion dollars in retail sales.

Our Services:

We offer 12 different flavors that not only taste amazing but contain zero sweeteners or calories.

Flavors to Choose from:

- Lime
- Grapefruit
- Mango
- Cherry
- Strawberry
- Orange
- Lemon
- Apple
- Blackberry
- Cranberry
- Raspberry
- Peach

Campaign Scope and Objectives:

The target market will range from 15-25 and include all genders in the United States who are primarily English speakers. The expected campaign start date will be January 2020 with an end date of December 2020. Budget is not up for consideration at this time.

Objectives include an increase in brand awareness by at least 30% within 2021 as well as an additional increase of sales within the entire sparkling water industry. The goal is to base the campaign on the key values of Bubly which is “happy, healthy, and joyful.” We strongly care about our planet so we will also be spreading awareness about recycling and hopefully increasing this practice.

Research Insights

According to the statistics portal, 2018 saw an 8% sales increase in comparison to the soda market which has had a decline of about -4%. In total private labels within the flavored sparkling water industry account for 529.05 million dollars as of 2018.

Campaign Vision and Key Creative Brief Elements

The campaign vision is the same as the above. To list this includes an increase in brand awareness by at least 30% within 2021 as well as an additional increase of sales within the entire sparkling water industry. The goal is to base the campaign on the key values of Bubly which is “happy, healthy, and joyful.” We strongly care about our planet so we will also be spreading awareness about recycling and hopefully increasing this practice.

The tone of the campaign will have a strong emphasis towards Bubly’s brand values which includes happiness, health, and joy. This can be seen via the color and font choices throughout. In addition, the main tagline, “No calories, no sweeteners, all smiles,” will be used and inspire our choices when it came to the production of the ads and other creative content.

Creative Mock-Up Ideas

Bubly has been widely popular among millennials and the younger generation. With this in mind, some of our ideas include a pop up shop on popular beaches across the country as well as a sponsorship of one of the fastest growing sports leagues, the NBA. We will also be enlisting music idol Katy Perry and Jay Alvarez who is an outdoor personality. He can be seen surfing, hiking, and skydiving.