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WHO WE ARE

BRAND STRATEGY | SOCIAL STRATEGY



VALERIA '20 VICTORIA '21





//03



WHO WE ARE

CREATIVE | PRODUCTION



//04

MEDIA

ELENA '21

MAHLLAJ21

Key States and the second seco

Brand Perception

"IZZE. GOOD ENOUGH"

Brand Values: Health-conscious, simple ingredients, feelgood, young with a bit of attitude, optimistic but not naive, wants to be enjoyed, real juice with a hint of sparkle

//05



THE PROBLEM: AWARENESS

1 IZZE HAS EXTREMELY LOW MARKET PENETRATION

//06



IZZE DOES NOT HAVE A CONSISTENT BRAND POSITION



OUR TASK

CREATE A CAMPAIGN THAT ENCOURAGES GEN Z TO TRY AND BUY IZZE



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//07

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HOW WE SUCCEED

Identify with and celebrate who Gen Zers **REALLY** are – not what they are perceived as

Invite Gen Z and their parents to try IZZE and provide an experience that will create brand loyalty

2

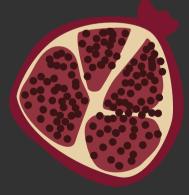
In true Gen Z fashion, break the rules of what a sparkling juice is













OUR FINDINGS





Key Findings

BRANDS SHOULD HAVE AN INFORMED AND AUTHENTIC TAKE ON ISSUES GEN Z CONSUMERS CARE ABOUT AND DEVELOP CAUSE MARKETING PARTNERSHIPS THEY CAN FEEL GOOD ABOUT.

Source: Mintel

• They believe that brands can have a greater power and impact on society than politicians and therefore expect more from them.

• **52%** of Gen Z consumers say that they want the brands that they use to be involved in activism (see The New Activist – US, September 2020).



• "Refusing to fall in line with previous" generations, Gen Z consumers are adamant about **forging their own path.** They want to be seen as change makers with **unique and creative** solutions, who aren't afraid to take on the world's biggest issues. However, behind the scenes, increased use of technology and the stress of adult issues result in this generation feeling alone in the world." - Ariel Horton, Lifestyle and Leisure Analyst



Consumer Findings

 Gen Zers want to stand out, not fit in, so brands are not as important to them. Instead, they are looking for the next unique product. Gen Z values
 individual
 expression & avoid
 labels.





 One-quarter of teens between 15 and 17 years of age said they're concerned about remaining healthy, and almost half (49%) believe that drinking sodas is not healthy.







of Gen Z are more likely to try a product or service if their favorite online influencer recommends it.



of Gen Zers say they would like to see more diversity in advertising

FACEBOOK IQ





say they feel represented in the ads they see when it comes to diversity

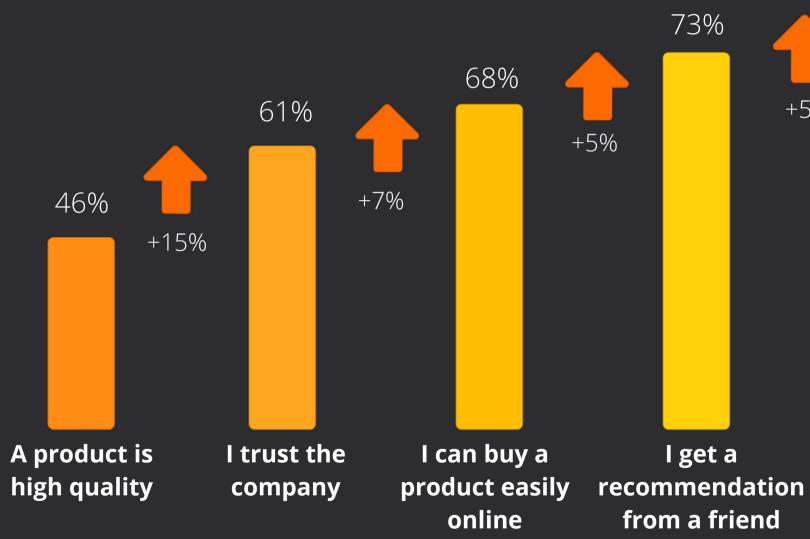
FACEBOOK IQ



BY THE NUMBERS

Turf Analysis- Purchasing Value, February 2021

"What product or brand qualities would encourage you to pay a slightly higher price? Please select all that apply."



Gen Z is looking for brands that support causes they care about and take care of their employees. While their incomes are lower, Gen Z will look to brands to help them make a difference in the world. They want to be a catalyst for change and see brands as a partner in helping them accomplish this.

Base: 362 internet users aged 18-24

How to read: if only asked about two reasons to pay more for a product, 61% of Generation Z respondents would say either because the product is high quality or because they trust the company. If only asked about three reasons to pay more for a product, 68% of Generation Z respondents would say either because the product is high quality, they trust the company or they can buy the product easily online.



/13

+5%

a brand supports a cause I am passionate about

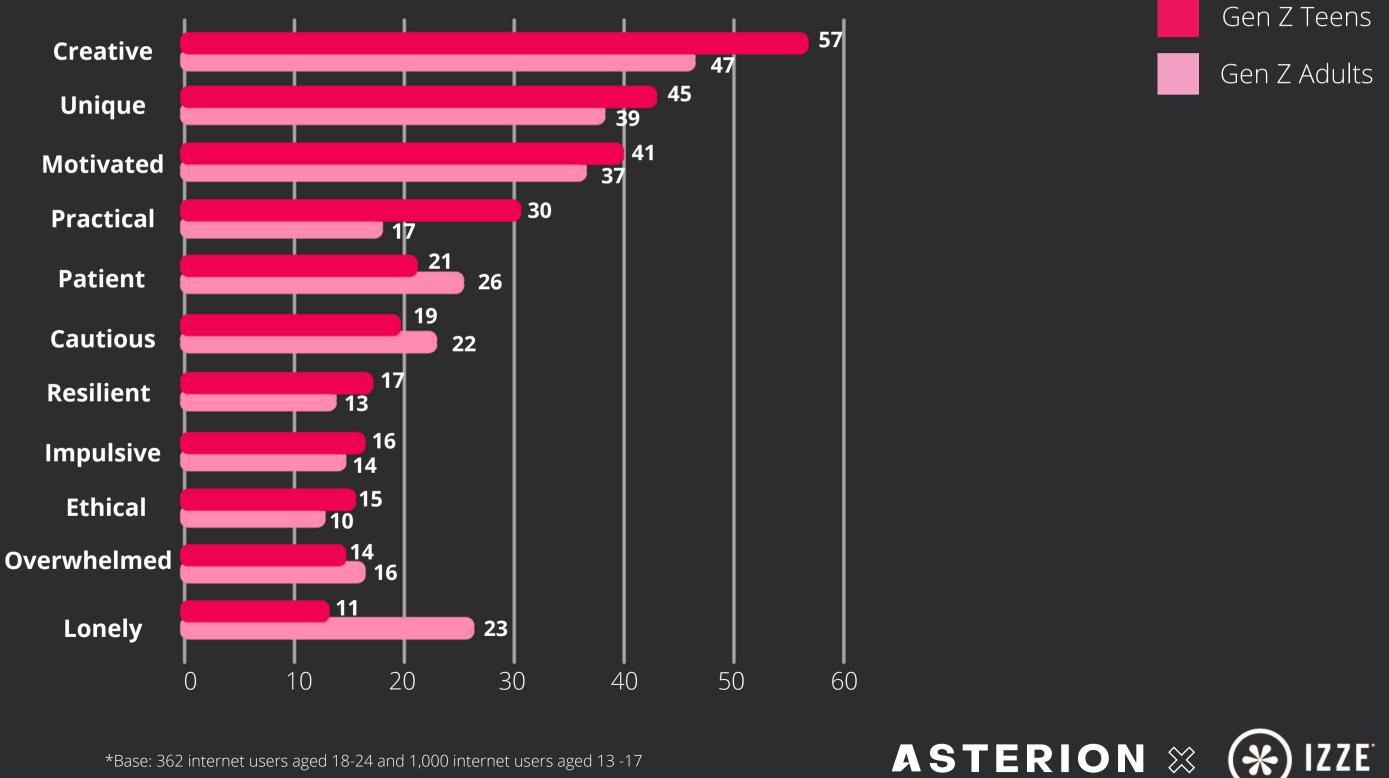
78%

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BY THE NUMBERS PT. II

Self-View, by Gen Z Segments, February 2021

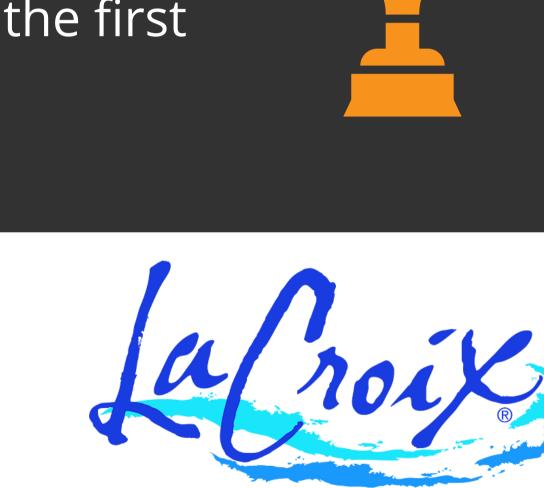
"Which of the following three words best describe you? Please select and rank up to three in order of the relevancy of the description."



Competitive Analysis

Competition is fierce as consumers are becoming more healthconscious. IZZE not only has the opportunity to champion themselves as the health-conscious option but to be the first choice of beverage among Gen Z







WHAT IS OUR STRATEGY?





KEY AUDIENCE



Teens Ages 13 to 17

Meet the "Me is We Generation"

In a world where they are supposed to take things very seriously, their ability to feel good is being limited by the pressure they feel to succeed, to improve, and to be the best version of themselves.



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THE KEY INSIGHT:

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GEN Z DEFIES LABELS AND FIXED IDENTITIES, SHIFTING BETWEEN CONTRADICTORY BEHAVIORS AND ATTITUDES, EXPECTATIONS AND REALITY.

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By positioning IZZE as the advocate for challenging the status quo.



HOW DO WE BREAK RULES?





BY BEING

UNAPOLOGETICALLY SPARKLING

Creative Territories



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MANFESTO

Smile more often.

Suck it up. Boys don't cry.

You'd be so pretty if you lost some weight.

Yeah. Thanks, but no thanks.

Why does everyone try to tell us what we should do and who we should be? We're young, but we're not stupid. We think we're doing just fine, especially given the circumstances.

College apps, midterms, picking a major?

A burning planet, an economic crisis, systemic racism?

Yeah. Before you try to tell us how we should live, why don't you let us take a stab at figuring it out first?

We're Gen Z, and we think it's time our time to shine.

IZZE. Unapologetically Sparkling.



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BRAND ACT

The New Hork Eimes IZZE's Philosophy is Simple: Be Unapologetically Sparkling. IZZE Inspires GenZ to Break Rules Through Rage Room Experience. **By Melissa Kirer** luly 21, 2021, 4:00 p.m.

MacBook

Gen Z is faltering under the pressure of a demanding and disapproving world. How can we help them reclaim their voice and their time while unloading some pent-up emotion?

With a brand activation as bold and expressive as they are: the **Unapologetically Sparkling Rage Room Experience**.

//23



teenvogue.com **teen**vogue Identity **IZZE is Breaking** Barriers (Literally).

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3



link: https://youtu.be/UFHIteG3Tv4





//24

This video is a visual mood board to help the viewer fully understand our inspiration. Neon, **bright** lights are a favorite for Gen Z. A **euphoric** vibe is eyecatching to the target audience. In addition, it is said that Gen Z is "bringing back **Rock**," so we decided to use Willow Smith's, "Transparent Soul."

SCRIPT + MOODBOARD

Open on a group of teenagers walking. The teens represent unrepresented Gen Z archetypes (someone plus size, someone gender nonconforming, someone with colored hair, etc.)

They march up to a funhouse wielding mallets in one hand and cans of IZZE in the other.

Cut to the inside of the funhouse, followed by successive shots of the mirrors inside. In colorful paint, we see hurtful, dated statements written in the mirrors:

> There are only two genders. Smile more often. Boys can't wear skirts. Art isn't a career. Braids are unprofessional.

Cut back to the teens entering the funhouse. CU on the leader of the group as a mischievous smile spreads across their face. A rebellious but catchy tune like Transparent Soul by Willow Smith starts to play.

Cut to a montage of the teens smashing the mirrors with their mallets. Interspersed with all the shots of destruction, we see the teens laughing, dancing, and taking selfies as they take swings of and toast with their IZZE cans.

VO: It's time to break from what's expected.

SUPER: Unapologetically sparkling. LOGO: IZZE.









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CONTENT CALENDAR

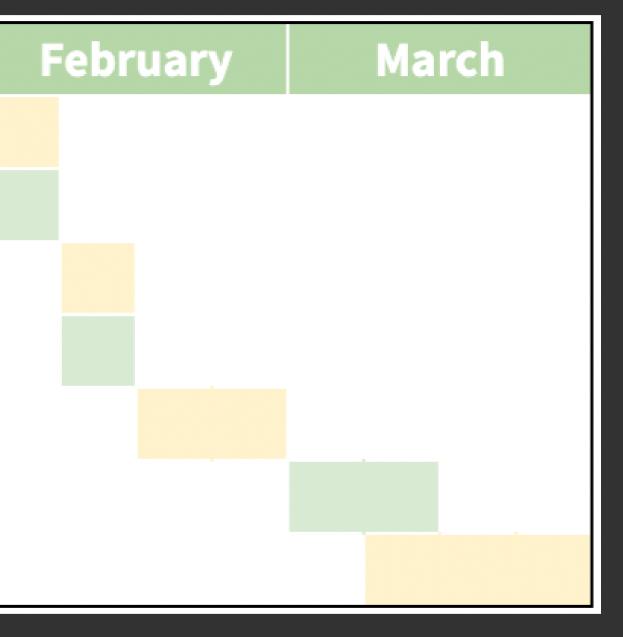
Platform	Medium	January
IG	Teaser - Carousel	
IG	Teaser - Story	
IG	Day Of - Post	
IG	Day Of - Influencer	
SC/IG/MG	Recap - Story	
IG	Social Good - Post	
TT/MG	Product Range - Video	

IG - Instagram Ad SC - Snapchat Ad MG - Mobile Game Ad TT - TikTok



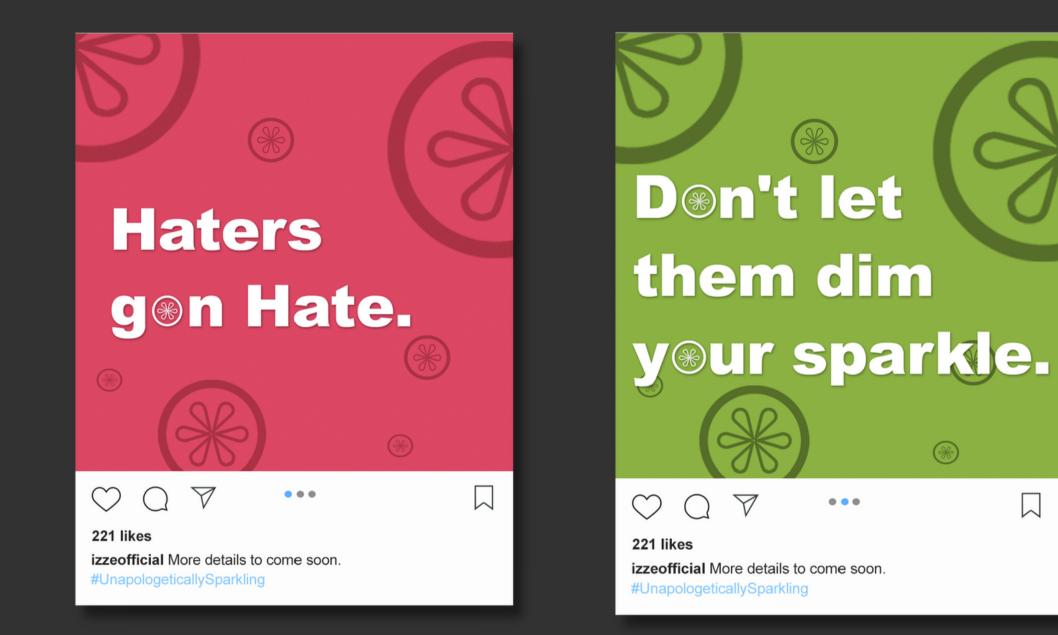
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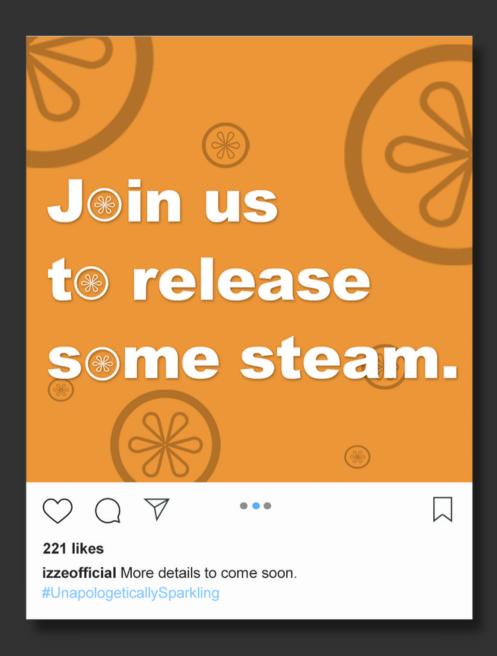
PAID SOCIAL MEDIA POSTS

Teaser IG Carousel





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OPAID SOCIAL MEDIA POSTS **Teaser Story**











OPAID SOCIAL MEDIA POSTS

Day of Posts



201 likes

izzeofficial Pop off at our pop up rage room experience today at 12pm. Be sure to tag your posts with #UnapologeticallySparkling for a chance to be featured on



To help amplify the idea, we will partner with the unapologetically sparkling YouTuber and drag performer Benny Drama. His content uses humor to subvert social and gender norms in a bold and audacious way that resonates with Gen Z.

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Benny Drama

bennydrama7 📀



 \bigcirc \bigtriangledown

201 likes

ZZE

bennydrama7 Growing up queer wasn't easy. Tbh, sometimes it sucked . Excited to partner with @izzeofficial today to help kids blow off steam and own their + sparkle +. #UnapologeticallySparkling

+

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Recap Story PAID SOCIAL MEDIA POSTS AND UGC **O**



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IZZE



Recap Story 23



PAID SOCIAL MEDIA POSTS AND UGC



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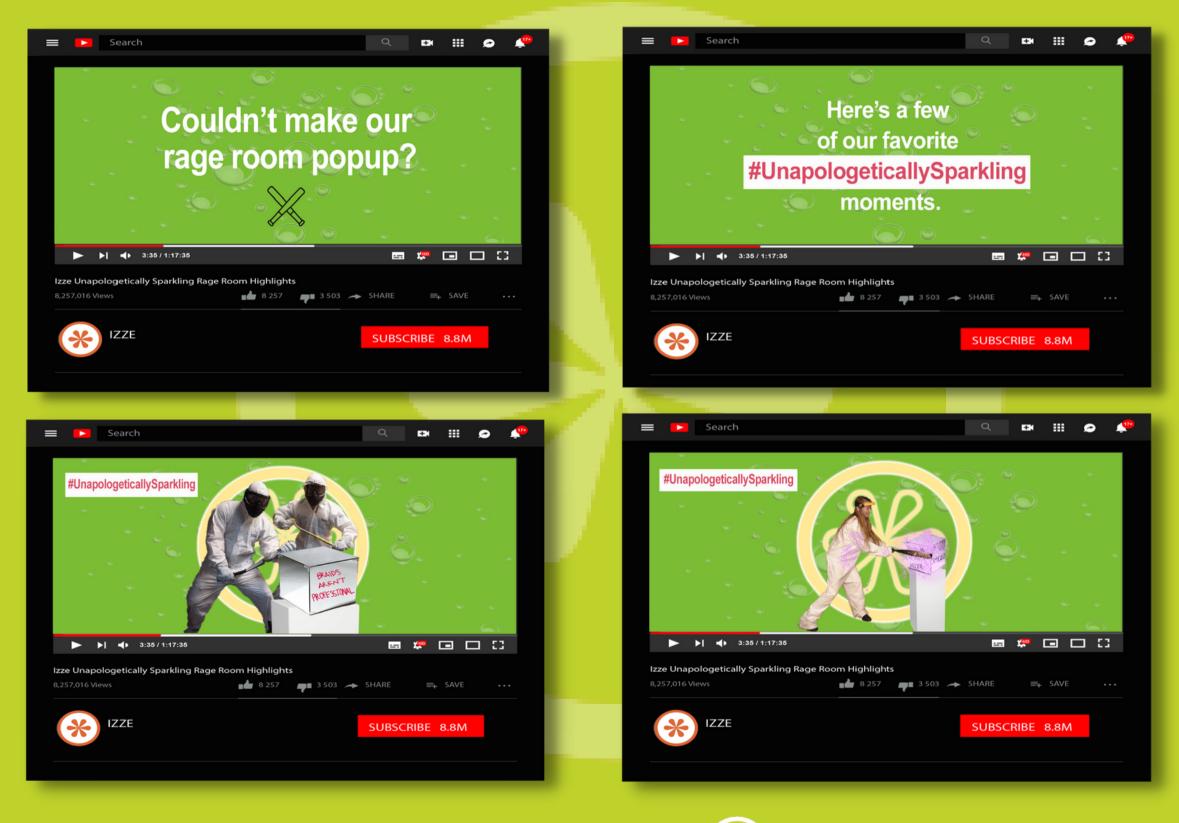
#UnapologeticallySparkling

IZZE

(*)



Recap Post YT Paid social media posts



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Social Good

PAID SOCIAL MEDIA POSTS O

3 IN 10

Gen Z members are LGBTQ+ (Mintel), which is why we recommend partnering with the Trevor Project for year-round events and promotions.



izzeofficial Everyone deserves to love unapologetically, year-round. That's why we donate a small portion of our sales to the @trevorproject every year. #UnapologeticallySparkling

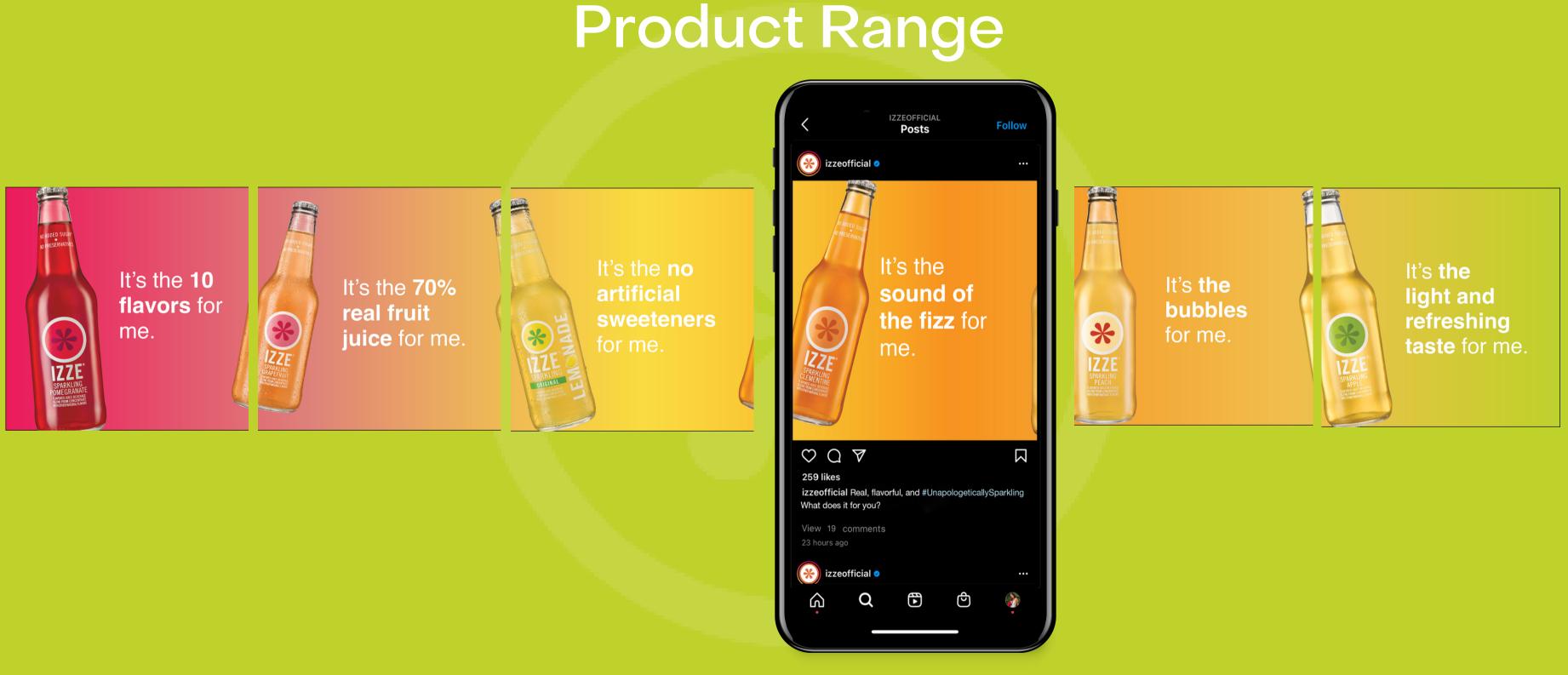




Saving Young LGBTQ Lives

The Trevor Project is a nonprofit organization focused on suicide prevention efforts among the LGBTQ+ youth. This partnership would not only encourage trial by aligning our brand with a community so many Gen Z members belong to and support. It would also reinforce our brand position as the advocate for unapologetic self-love and expression.

© PAID SOCIAL MEDIA POSTS Product Range







19:44 * Folk				L'		19:44 7 Following For You	70% real juice for me.	@IZZE Real, flavorful, and #UnapologeticallySparkling. What does it for you?	J Promoted Music Learn More > Image: Constraint of the second
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IN-STORE KEY VISUAL



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(*) IZZE

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It's the sound of the bubbles for me.



IN-STORE KEY VISUAL







MINDFUL MEDIA





Production Budget

Production Summary	Details	Cost
Rage Room Rental	11 Locations (\$5,000/Location)	\$55,000
Creative Agency	Photo/Video/Film Production, Creative Design, Copywriting	\$150,000
Sony Music Licensing - Willow Smith	3 Month Royalty	\$7,000
Influencer Marketing - Benny Drama	1 Sponsored Instagram Post	\$25,000
TOTAL COST		



\$250,000 client budget

Media Justifications

YouTube

Generation Z is 43% more likely than the average population to have used YouTube in the past 30 days. 70% of consumers bought products from a brand after seeing it on YouTube. These factors make YouTube a great method to share our message with Gen Z.



Snapchat

Snapchat has been used by 90% of 13-24-year-olds making it a prime platform to reach our audience. Its immersive and engaging nature makes it a prime platform for reaching our audience.



TikTok

TikTok has garnered 37.3 million Gen Z users who have used the app at least once every month. Its short-form content focus is perfect for Gen Z's 8second attention span.



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Instagram

Instagram is used daily by 65% of Generation Z. Since Gen Z is a visual-oriented group, Instagram's image and video based platform is an effective medium to reach them through.







Twitch

Twitch is used by 41% of Gen Z men, and 90% of Gen Z identify as gamers. Twitch users often visit Twitch three or more times a day.

Mobile Game Ads



One of the top entertainment activities for Generation Z is playing video games with 55.4% of Gen Z having used mobile gaming apps in the past month. They will gladly watch ads to receive in-game rewards and thus makes advertising in mobile app games a strong platform.

In-Store Key Visual

With 80% of consumer buying decisions made in store, the in-store key visuals help to drive impulse decisions and encourage customers to buy IZZE.

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Media Justifications

Rage Room



Rage rooms offer high-schoolers an opportunity to release stress by breaking items, an activity that would normally get them in trouble. Gen Z craves real, tangible experiences and with stress levels that exceed the national average, rage rooms provide a unique way to ease stress while having fun.



Influencer - Benny Drama



44% of Gen Z have made a purchase decision due to a social influencer's recommendation. Benny Drama has 1.3 million followers on Instagram, with a large portion of Gen Z followers, and posts content specific to the generation. Benny perfectly represents the pillars of our campaign as a queer, drag performer that has unapologetic non-binary expression that the audience resonates with.



User-Generated Content

User-generated content increases engagement with the IZZE social media accounts and provides an authentic endorsement to each person who posted's followers. It's a great avenue to promote the product to generate buzz.

Social Responsibility

Most consumers would switch from a product they normally buy to a new product if it's from a purpose-driven company. With such a large component of a company's public reputation relating to their social responsibility practices, IZZE's social responsibility efforts can help differentiate it from competitors and garner new customers.

Media Budget

Medium	Туре	Details	Media I	Menu	Impressions	Cost	Spend By Channel
Instagram	Social		\$6.70	CPM	20,000,000	\$134,000	20.00%
TikTok	Social		\$10.00	CPM	15,000,000	\$150,000	22.39%
Snapchat	Social		\$5.00	СРМ	7,000,000	\$35,000	5.22%
YouTube	Video	:30 Spot	\$8.00	СРМ	15,000,000	\$120,000	17.91%
Store Displays	In-Store	10,000 Stores, 70 per day	\$15.00		63,000,000	\$150,000	22.39%
Twitch	Added Value	:30 Spot (Same as YT)	\$8.00	СРМ	7,000,000	\$56,000	8.36%
In-App Mobile Games	Added Value	(Same as some social)	\$5.00	СРМ	5,000,000	\$25,000	3.73%
TOTAL					132,000,000	\$670,000	100.00%

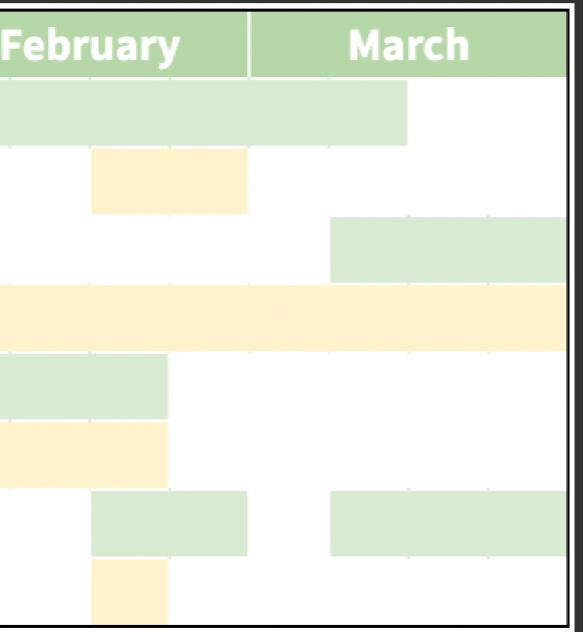
\$670,000 spent

132,000,000 impressions

Media Schedule

Туре	Medium	January	
SOC	Instagram		
SOC	Snapchat		
SOC	TikTok		
INS	Store Displays		
VID	YouTube		
VID/AV	Twitch		
AV	In-App Mobile Games		
BA	Rage Room		

SOC - Social INS - In-Store Display VID - Video AV - Added Value BA - Brand Activation





Key Market Areas







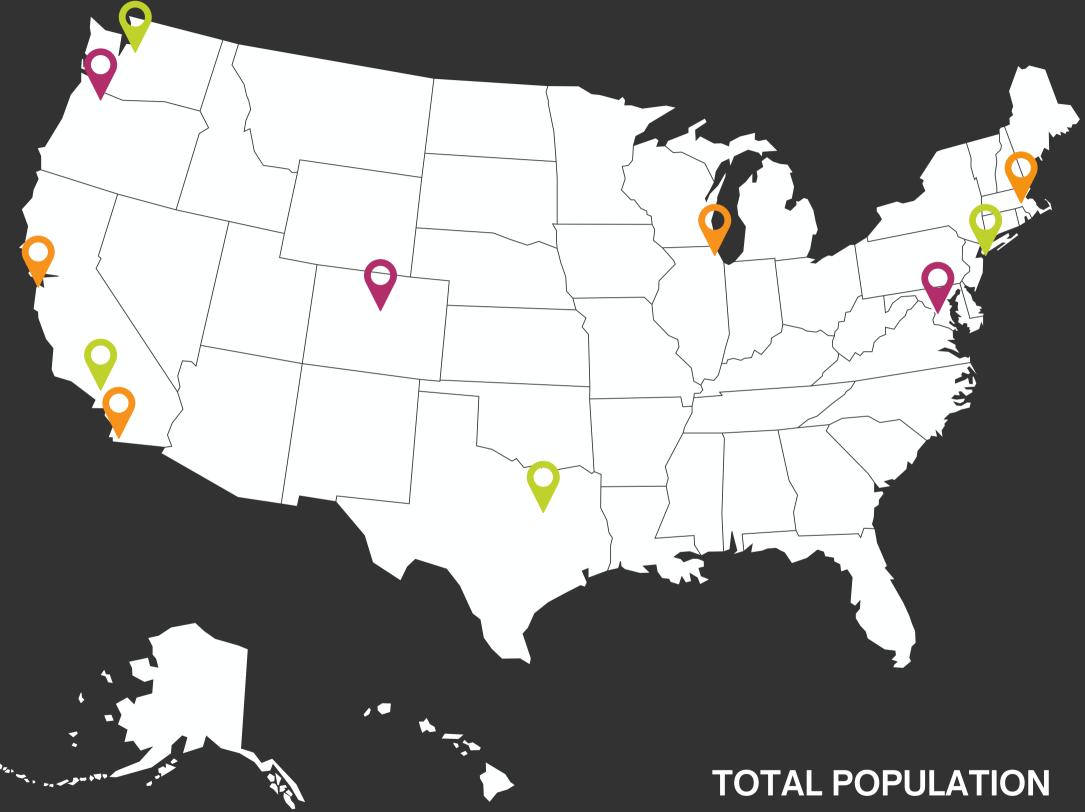
ZE

11 KMAs

- Portland, OR
- Seattle, WA
- San Diego, CA
- San Francisco, CA
- Los Angeles, CA
- Denver, CO

- New York, NY
- Washington DC
- Boston, MA
- Chicago, IL
- Dallas, TX

The KMAs were selected based on a variety of different factors. IZZE is a healthier drink, so some of the most health-conscious cities were selected. Since IZZE is a colorful and bright brand, some of the cities are among the most colorful cities in the US. Gen Z is one of the most diverse generations, which led to a selection of cities with a diversity of people. Lastly, certain cities were selected from a list of the best cities for Gen Z to live in. These 11 specific cities were chosen for falling into at least two of these categories, to best reach the audience most likely to purchase IZZE.



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TOTAL POPULATION **21,952,550**



KP



KP

- UGC
- SEO and SEM
- Social interaction with partner post and posts to do with our current campaign
- Number of people using our hashtags
- Amount of articles written and the impressions those articles receive
- Number of products sold after campaign launch



THANK YOU

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