

SPRING 2024

UNIVERSITY OF MIAMI

ADVERTISING CAMPAIGNS

CLEARLY
CANADIAN



24
fizz

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EXECUTIVE *Summary*

SITUATION

Clearly Canadian is a sparkling water company recognized by millennials as a part of their youth, but is not recognizable amongst Gen Zers who have a wide range of sparkling water choices. Within this context, the brand is seeking aggressive growth amongst Gen Z, while still capitalizing on its strong positioning with millennials. Clearly Canadian is distributed nationally through grocery and c-store channels.

PROBLEM

The initial challenge that Clearly Canadian has faced is not being able to understand the tendencies and behaviors of Gen Z as a target market. Clearly Canadian's primary objective is to build Brand awareness amongst Gen Z audiences nationally, while still appealing to Millennials who hold the brand near and dear to their hearts. To date, the brand has mastered continuing to appeal to Millennials through a nostalgia-driven approach, primarily via social media, but has failed to diversify their media channel reach in a way that engages and re-engages Gen Z authentically.

GOAL

Clearly Canadian's goal is to drive brand awareness amongst Gen Z without deterring Millennials strong Brand affinity through a lifestyle-driven campaign. In comparison to other beverages that are competitors, Clearly Canadian is currently not resonating well with Gen Z and Millennials. Clearly Canadian will value the importance of spreading awareness about the feeling of bliss that the consumer can experience through drinking the product. Attributes of the brand include bold taste, cool factor, shareability, and a soda alternative which are other ways the brand will resonate with Gen Z and will be highlighted through campaign efforts.

SOLUTION

By positioning the brand as a bold and flavorful lifestyle sparkling water, targeting Gen Z, and diversifying media channels to amplify reach, Clearly Canadian will establish itself as a relevant option with Gen Z consumers who are not aware of the brand. The media diversification will offer further flexibility to continue to target Millennials and all those who know the brand but have not considered it recently. Through this campaign, the positioning for Clearly Canadian will be more than just sparkling water, but a product that provides an experience and feeling of bliss unlike the rest of its competitors.



JOIN THE FIZZY SIDE

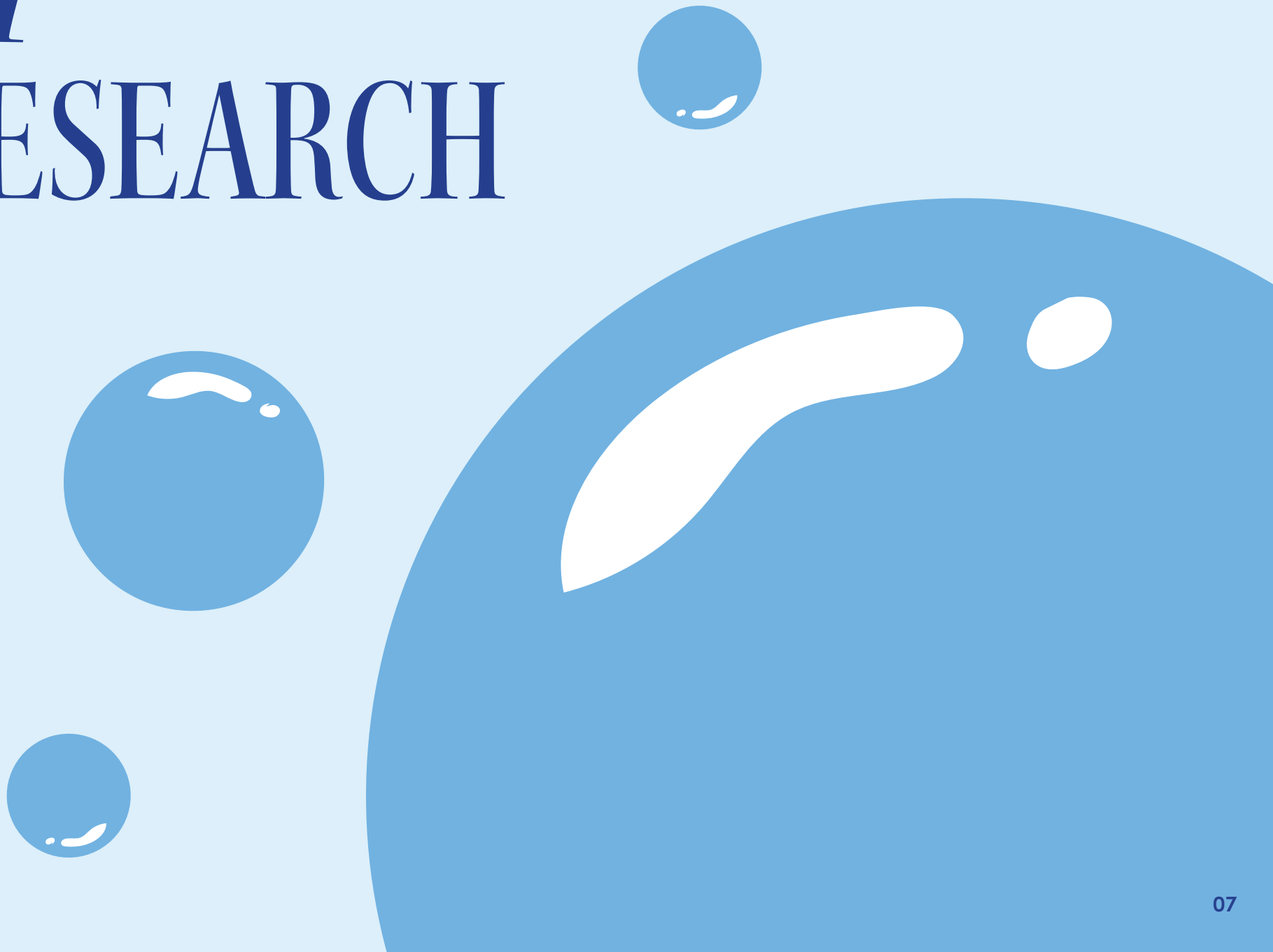
At 24Fizz, we approach creative development with a glass-half-full attitude. We welcome and overcome obstacles. We embrace community. We always remain positive.

And we refresh your strategy to take your brand to the next level.

We believe that every brand can tell a story that sparkles. With the perfect combination of creativity and strategic thinking, we can help you reach (and even exceed) all of your campaign objectives.

Don't let your campaigns fall flat — join the fizzy side.

01 RESEARCH





CAMPAIGN OBJECTIVES

OVERALL CAMPAIGN OBJECTIVE

The overall campaign objective is to establish the brand as the premier sparkling water choice, renowned for its superior taste and iconic status, aiming for a future valuation of \$1B.

TARGET AUDIENCE & MARKET POSITIONING

The campaign seeks to boost awareness among Gen Z by 20%, and educate the consumers about the health benefits and cocktail potential of the product.

The target audience comprises the legacy targets, millennials, alongside the recruitment targets, Gen Z.

MEDIA OBJECTIVES

Media objectives entail growing the TikTok following to 35k and the Instagram following to 150k, diversifying the current media channels being used, and increasing engagement among all social media platforms. The KPIs include obtaining 35k followers on TikTok, 150k followers on Instagram, 5M impressions, 10M video views, and 150k engagements.

SALES AND REVENUE TARGETS

Sales objectives involve acquiring new customers through media efforts, increasing brand sales among Gen Z by 30%, and fostering a 20% rise in repeat customers through media initiatives.

ROI

With the \$1M campaign budget, the expected ROI is \$5M, aligning with the 5x business valuation objective which is based on how their competitor La Croix is performing and data gathered from PitchBook.



CONSUMER *Personas*



PRIMARY TARGET: GEN Z

MEET SARAH

Meet Sarah, a 21-year-old college student studying economics at the University Of California, Los Angeles (UCLA). She focuses on utilizing natural, convenient, and trending products. She is trying to live a healthier lifestyle by switching from soda as she has recently begun her fitness journey. She is very socially connected to her peers and uses streaming platforms regularly. Sarah prefers experiences over possessions in order to make memories while searching for the best beverage option.

Uses Instagram, TikTok, Netflix, Hulu, Youtube TV
Socially Conscious

SPENDING HABITS

Experiences Over Possessions

PURCHASE HABITS IN THE PRODUCT CATEGORY

Likes: Sustainability initiatives, Wellness trends
Dislikes: Inauthentic marketing

ATTITUDE TOWARD COMPETITION

Open to New Brands
Searching for best option

SECONDARY TARGET: MILLENNIALS

MEET CINDY

Meet Cindy, a 40-year-old working professional in Miami and parent of three residing in Coconut Grove. She typically enjoys sparkling water bought from Whole Foods to hydrate during the day. She is interested in exploring sustainable options within the sparkling water category.

Uses Instagram, Pinterest, listens to Apple Music
Family Oriented

SPENDING HABITS

Quality Conscious

PURCHASE HABITS IN THE PRODUCT CATEGORY

Health-Conscious
Likes: Convenience, quality
Dislikes: Overly complex products

ATTITUDE TOWARD COMPETITION

Brand Loyalty
Value for Money



BRAND DISTRIBUTION

The brand enjoys a global presence, with 95% of their current distribution focused in the U.S.. Clearly Canadian utilizes direct-to-consumer channels. The brand is distributed in over 15,000 retailers in North America. Also, they have an indirect distribution channel through an agreement with the American Bottling Company. The bottles are distributed in grocery and convenience stores and can be found at Kroger, Publix, and Circle K nationally.

COMPANY

Clearly Canadian was founded in 1987, in British Columbia, Canada. Popular in the 1990s in North America, popularity declined in the late 1990s.

Clearly Canadian is unique because they use high quality ingredients and natural flavors. They include Wild Cherry, Orchard Peach, Mountain Blackberry, and Country Raspberry.

The company's profit patterns are based on production costs, pricing strategies, competition, and market demand.

PRODUCT

Clearly Canadian product development started in Tillicum Reservoir on Silver Star Road in the Monashee Mountains, over 30 years ago. The distinctive blue glass bottle of the sparkling water sets it apart from competitors, making the brand instantly recognizable and unique.

The product boasts several strengths, such as its rich historical background and well-established brand name, which appeal to nostalgic consumers. Additionally, its diverse range of product lines caters to various tastes, health preferences, and individual needs.

However, weaknesses lie in its limited online visibility and the necessity for repositioning efforts to combat negative perceptions associated with an older target demographic. Clearly Canadian can emphasize its unique features and characteristics that set it apart from competitors. This may include factors such as its use of natural spring water, real fruit flavors, and its distinct, sparkling water based beverages.

In the upcoming summer of 2024, the brand plans to introduce new additions to their existing lineup, expanding the range of flavors available to customers. The new products are expected to stay true to the brand by focusing on the original, bold flavor Clearly Canadian offers.

SITUATION ANALYSIS

COMPETITION

Primary competition in the sparkling water category include Sparkling Ice, La Croix, Waterloo, and Spindrift. Additionally, Bubly poses a competition due to their similar use of joy for the company's brand positioning. They all share a common goal: hydration, flavor, and effervescence. Secondary competition represents Gen Z's sources of bliss: social media, streaming platforms, music, and relationships. Statista revealed Sparkling Ice's market share at 22.1%, La Croix at 14.2%, and Bubly at 10%. Limited data is available for Waterloo and Spindrift. Product-wise, Sparkling Ice offers 17 flavors in plastic bottles and canned caffeinated energy. Waterloo offers 12 canned sparkling and still flavors. La Croix offers 28 canned flavors and lastly Spindrift offers 16 canned flavors, unsweetened tea, and spiked products. The advertising efforts from the competition vary. For example, Sparkling Ice is anything but subtle, La Croix is social and casual, Waterloo is artistic, and Spindrift is confident.



STRENGTHS



BRAND RECOGNITION

The brand boasts a rich history and resonates with dedicated, nostalgic consumers.

PRODUCT OFFERING

The unique glass bottles, bold flavors, and natural ingredients position the products as premier options

Strong equity with their bottle lines.

BRAND EXPANSION

Proactive efforts, including the recent introduction of cans, and zero sugar options aim to engage new consumers and enhance market presence.



WEAKNESSES



BRAND RESSURECTION

Entails the ongoing task of continuously establishing trust with consumers.

BRAND PERCEPTION

Clarifying the misconception that the brand is exclusively tailored for a mature audience.

LIMITED GROWTH

Focusing on the nostalgic consumer base hinders growth with the primary target market.

Challenges in establishing a robust online presence.

OPPORTUNITIES



HEALTH AND WELLNESS

Aligning product offerings with heightened consumer interest in natural ingredients.

Substitute for regular soda drinkers.

Tap into the consumer trend of greater hydration consciousness.

PRODUCTS AND PARTNERSHIPS

Collaborating with other brands to enhance visibility and broaden market reach.

Launch the products specifically to appeal to the Gen Z consumer base.

ENVIRONMENTAL CONSCIOUSNESS

Capitalizing on increasing environmental awareness by focusing on the sustainability of the recyclable glass bottle.



THREATS



MARKET SATURATION

Requires strategic differentiation amid numerous players.

Other hydrating options including still water, sports drinks, reusable cups, and energy drinks pose a threat to acquiring new consumers.

ECONOMIC SENSITIVITY

Reduced consumer spending during economic downturns, especially for non-essential products such as, sparkling water.

BRAND IMITATION

The risk of new entrants attempting to replicate products diminishes the brand's unique selling proposition.

Clearly Canadian is currently using Instagram and TikTok as their preferred social media platforms. There are other accounts, as well as some of Clearly Canadian's old accounts, on TikTok and Instagram with account names similar to "clearlycanadian," but the brand is currently only active on one Instagram and one TikTok account. The official Instagram page is @clearlycanadian with 105k followers. The brand is currently focusing on growing their TikTok account, @drinkclearlycanadian, which as of this writing, has 14.1k followers, and has been consistently posting and following trends.

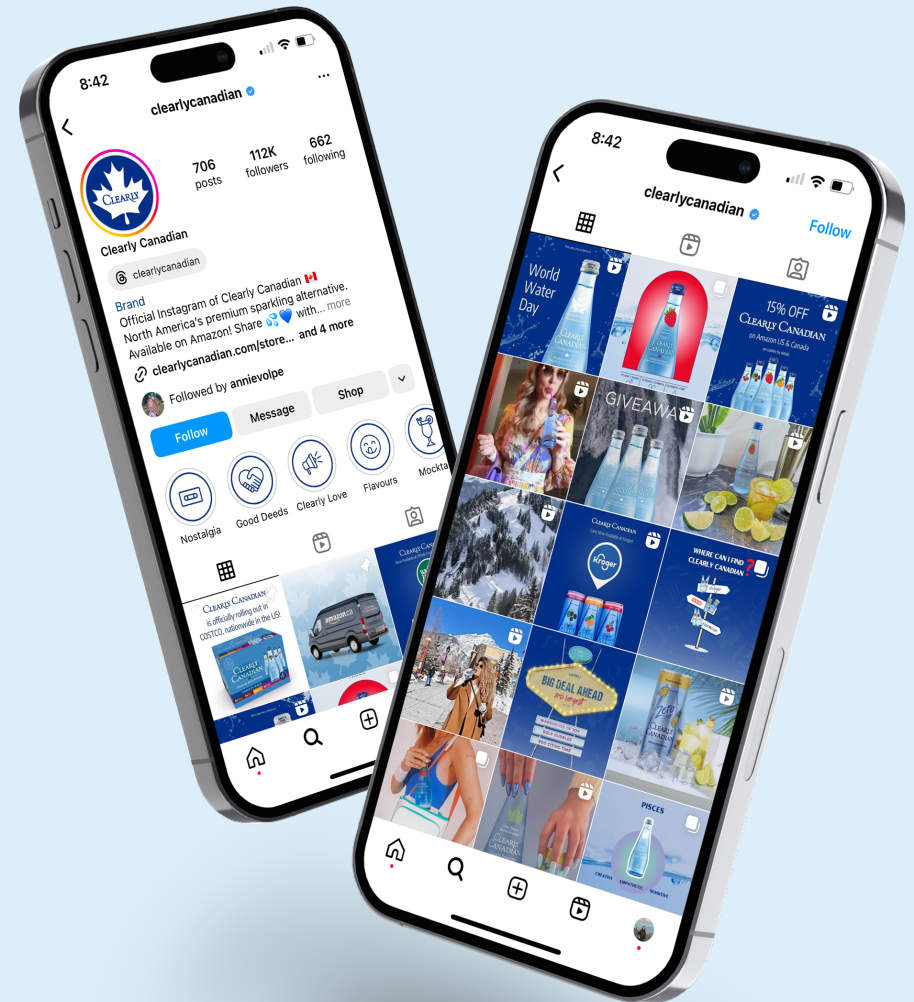
The brand leaves their social media page visitors with **the message that their flavored sparkling water is superior to their competition**. The comments say this because they use fresh Canadian spring water and all natural ingredients and flavors. However, the company will need help with strategizing a way to convince target consumers that Clearly Canadian is the optimal beverage choice.

Clearly Canadian's primary target audience is Gen Z, who use Instagram and TikTok frequently. The secondary target group are Millennials who are moving

from Facebook to Instagram. It is crucial for Clearly Canadian to have a strong brand presence on Instagram and to continue to grow on TikTok as it has greatly increased in popularity within younger generations.

Moving beyond Instagram and TikTok, our target consumer uses other media forms. Spotify is one of the highly used media platforms for our primary target to listen to music and podcasts on. Also, utilizing media tactics such as Search Engine Optimization (SEO) and Programmatic Advertising is beneficial in order to increase brand awareness.

Also, it is important for Clearly Canadian to utilize traditional media such as digital billboards and commercials. Billboards will increase brand awareness from people similar to the secondary target persona, Cindy, when she is commuting to work. On the other hand, traditional commercials would increase awareness among the primary audience, Sarah, who regularly watches media on streaming services.



MEDIA Research

INTRODUCTION & *Research Objectives*

A survey questionnaire was conducted to investigate target consumers' purchasing behavior about sparkling and non-sparkling beverages. There are 28 questions in the survey, aiming to collect information on demographics, purchasing behavior, and participants' perspectives about sparkling.

The main purpose of this survey was to:

1. Understand the primary and secondary market's media usage and consumption behaviors
2. Understand the primary and secondary market's beverage consumption behaviors
3. Investigate what factors are crucial to consumers when buying sparkling water

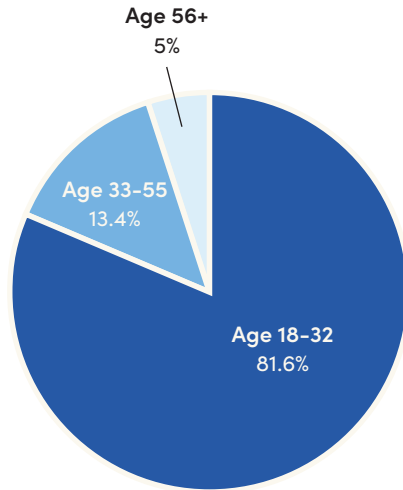
METHODOLOGY

In total, there were 320 responses to the survey. 82% of the participants were individuals between the ages of 18 and 32, with an average annual income of less than \$25,000. Female participants outnumbered males by nearly 30%. For the sampling procedure, the survey was distributed through Internet resources and social networks, such as friends, family, and extended networks to gain as many respondents as possible. The procedure brought diverse responses, with participants spreading across the country, but mostly in the Southeast, presumably Florida.

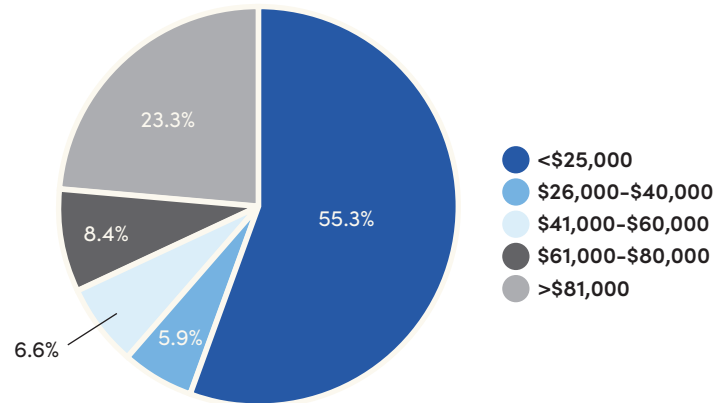
Designed to gather insights from both sparkling water consumers and non-consumers, the questionnaire comprised 21 questions for consumers, including demographic ones, and 15 for non-consumers, with an average completion time of three minutes. The broader topic discussed in this survey was the sparkling water industry at large, including consumer preferences, health, origin factors when choosing sparkling water, consumption context, media usage, and demographics. In consideration of the respondent's skew to females and are primarily from FL, all results are considered directional.

SURVEY Results

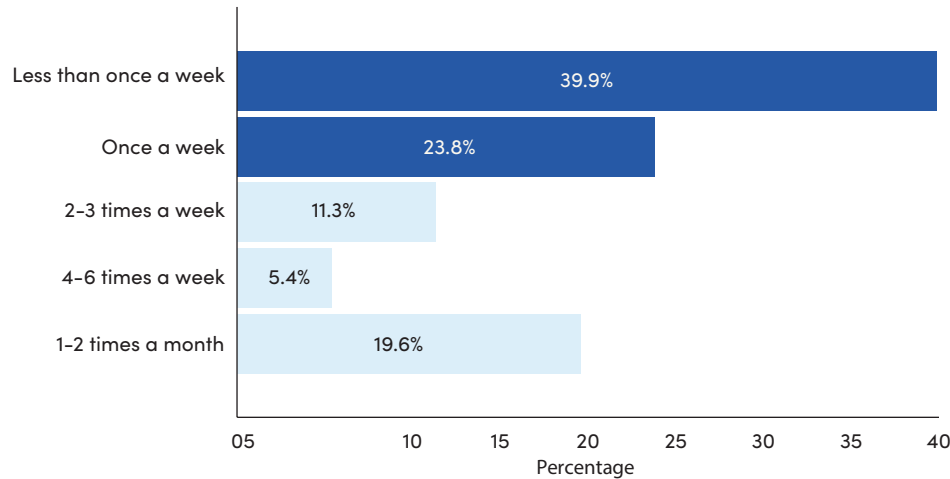
HOW OLD ARE YOU?



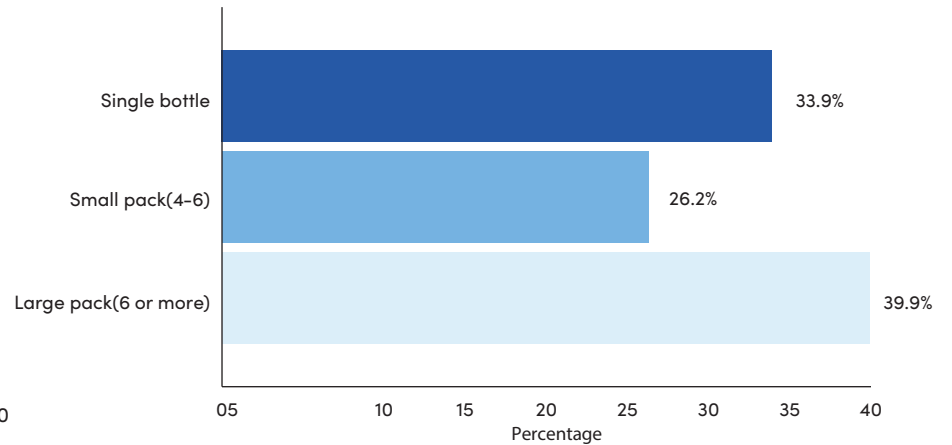
WHAT IS YOUR AVG INCOME?



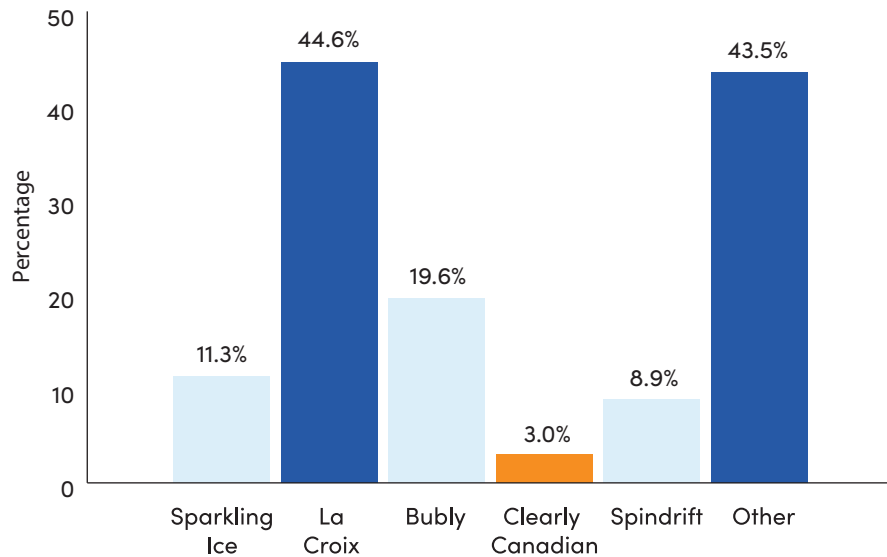
HOW OFTEN DO YOU BUY SPARKLING WATER?



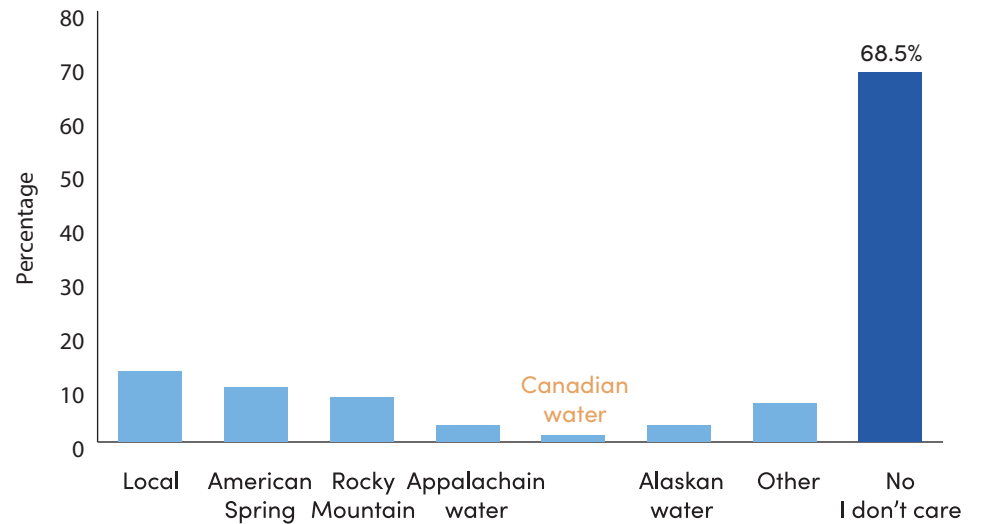
WHEN YOU PURCHASE SPARKLING WATER, WHICH OF THE FOLLOWING DO YOU CHOOSE?



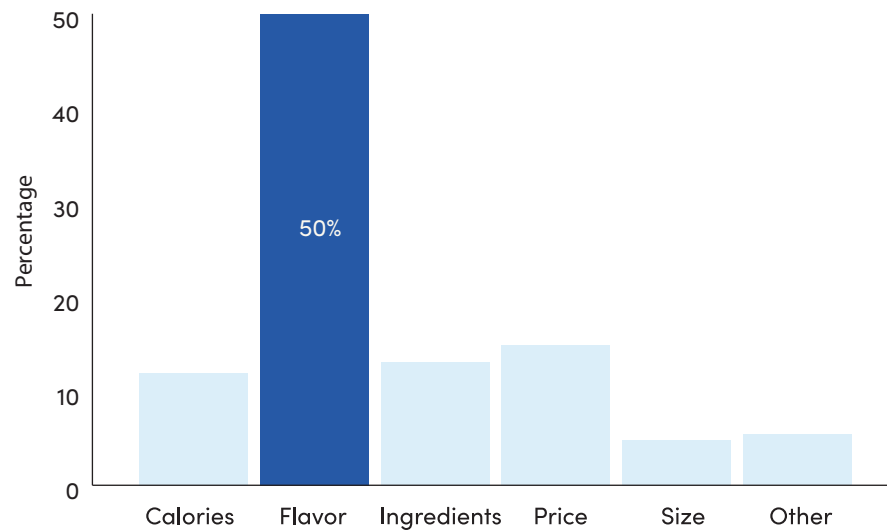
WHEN YOU PURCHASE SPARKLING WATER, WHICH OF THE FOLLOWING DO YOU CHOOSE?



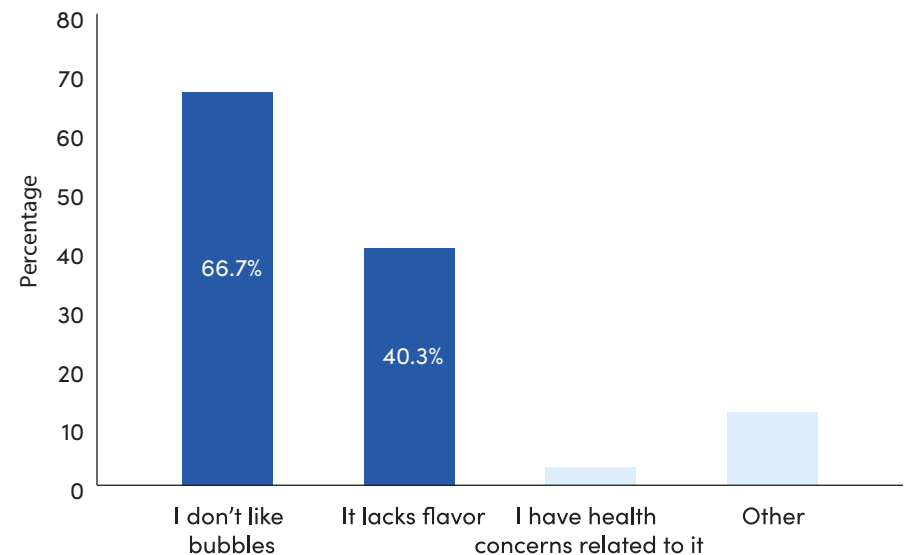
IS THE ORIGIN OF WATER IMPORTANT WHEN PURCHASING? IF YES, THEN WHICH DO YOU PREFER?



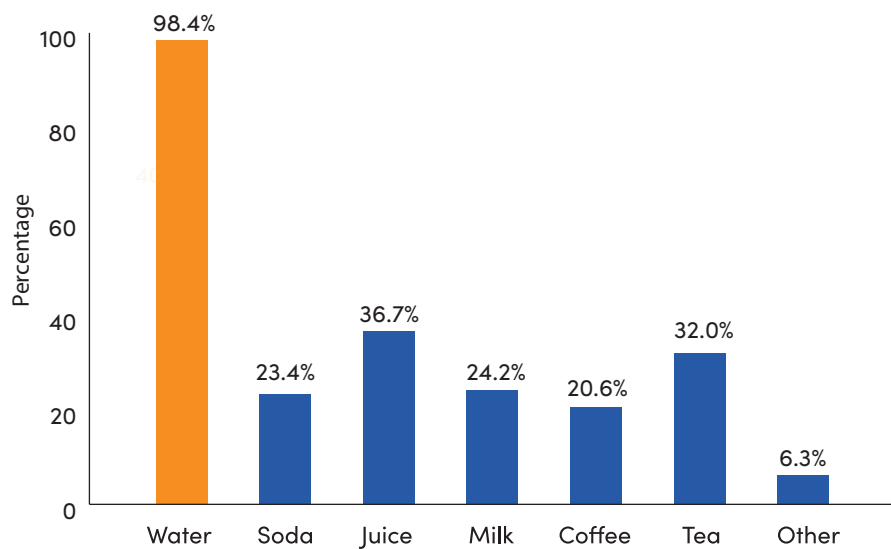
WHAT GRABS YOUR ATTENTION THE MOST WHEN PICKING OUT SPARKLING WATER?



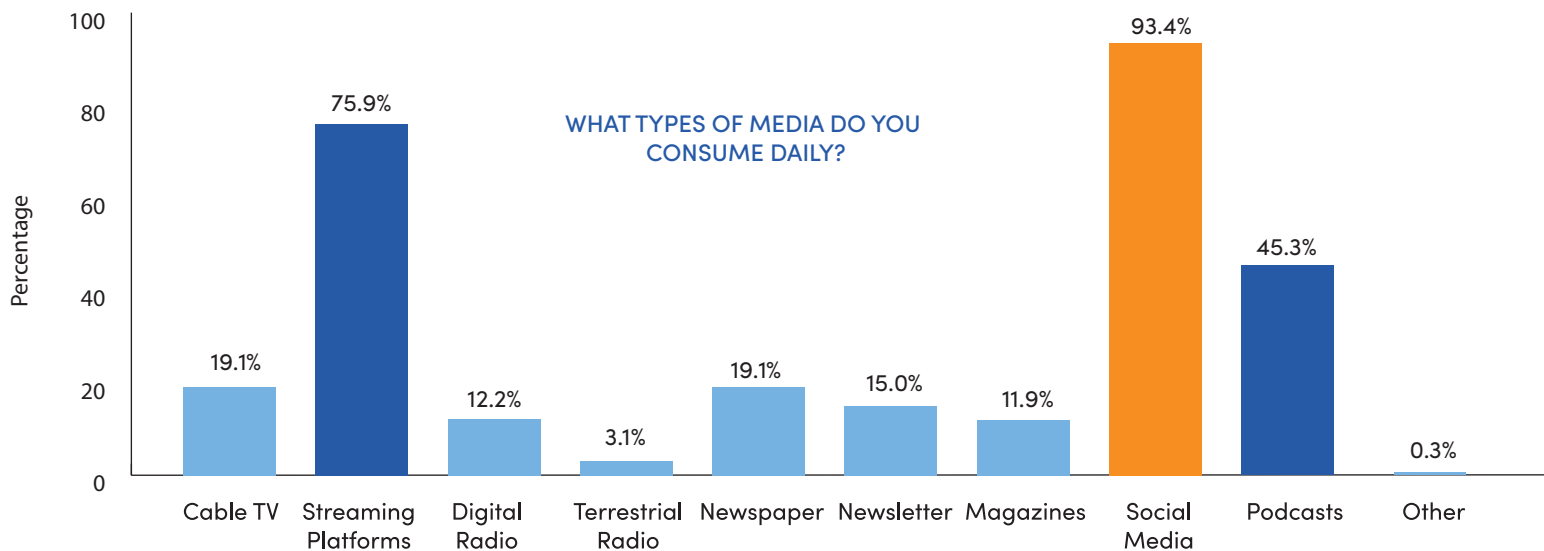
WHY DON'T YOU DRINK SPARKLING WATER?



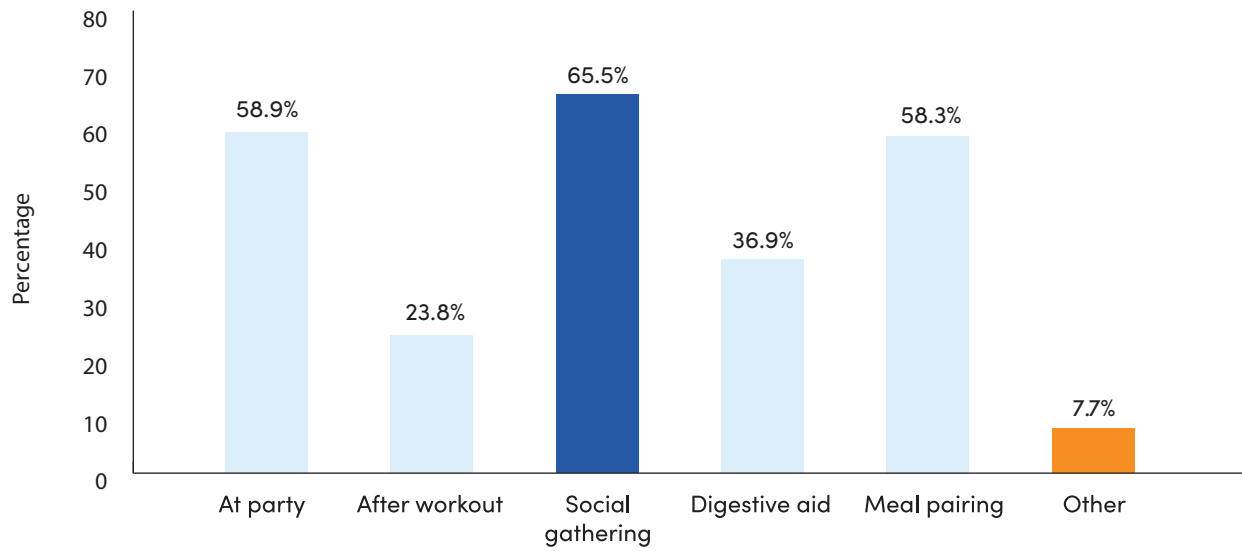
INSTEAD OF SPARKLING WATER WHAT ELSE DO YOU
DRINK TO HYDRATE?



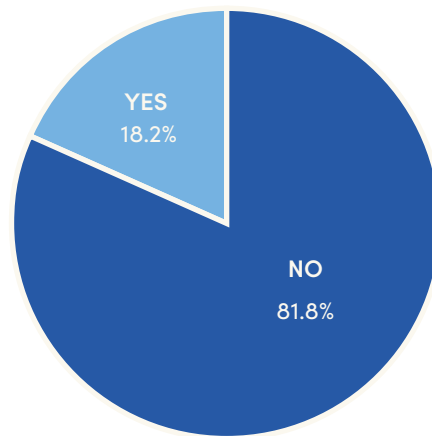
WHAT TYPES OF MEDIA DO YOU
CONSUME DAILY?



UNDER WHAT CIRCUMSTANCES WOULD YOU DRINK
SPARKLING WATER?



HAVE YOU HEARD OF CLEARLY CANADIAN BEFORE TAKING
THIS SURVEY?



THE FINDINGS

CONSUMER HABITS AND PREFERENCES (SPARKLING WATER CONSUMERS)

WHICH BRAND OF SPARKLING WATER DO YOU USUALLY PURCHASE?

Based on the responses of 168 respondents who drink sparkling water, we found that La Croix leads the market, with 44.6% of respondents preferring it, followed by 'Other' brands (44%), Bubly (20%), and Spindrift (9%). Clearly Canadian is chosen by only 3% of respondents, indicating a need for greater brand awareness and market penetration.

HOW OFTEN DO YOU BUY SPARKLING WATER?

40% of the respondents buy sparkling water less than once a week, while 24% make weekly purchases. A smaller segment buys 2-3 times a week (11%) or 4-6 times a week (5%), and 20% of respondents purchase 1-2 times a month.

WHEN YOU PURCHASE SPARKLING WATER, WHICH PACK DO YOU CHOOSE?

The most popular choice is large packs (6 or more bottles), preferred by 40% respondents. Single bottles are preferred by 34%, while 26% respondents choose small packs (4-6 bottles).

CONSUMER ATTITUDES AND PERCEPTIONS

To investigate crucial factors to consumers when buying sparkling water, we ask the respondents what gets their attention most when choosing sparkling water. We found that flavor is the most important factor influencing choice for 50% of respondents, followed by price (15%). When asked about if they care about the origin of the water, most respondents (67%) expressed indifference to the water's origin. Those who prefer local sources come next (13%), followed by American spring water (10%).

CONTEXT OF CONSUMPTION

UNDER WHAT CIRCUMSTANCES WOULD YOU DRINK SPARKLING WATER?

When asked when they would drink sparkling water, 66% of the respondents consumed it during social gatherings and 59% consumed it at parties. With the two choices combined, we can infer that the respondents view sparkling water as a facilitator in social settings.

CONSUMER HABITS AND PREFERENCES (NON-SPARKLING WATER CONSUMERS)

Among the 43% of respondents who don't purchase sparkling, we found that the primary reason for not consuming is that they don't like the bubbles (67%), and the secondary reason is that they think sparkling water lacks flavor (40%). For alternatives, 98% of those non-sparkling water consumers prefer water, with juice, tea, and milk being the next preferred options

MEDIA CONSUMPTION BEHAVIORS

Among the 320 respondents, 93% consumers engage with social media daily. Streaming platforms and podcasts come next, with 76%, and 45% of respondents consuming them daily. Upon deeper investigation, it was found that Instagram and TikTok were the most popular social media platforms among the respondents, while Netflix emerged as the most popular streaming platform.



FOCUS GROUP DATA

RESEARCH OBJECTIVES

We conducted two focus groups to gather insights on Clearly Canadian's primary and secondary target markets. The questions aimed to identify the key influencers contributing to participants' buying decisions within the sparkling water market.

Specifically, we focused on Gen Z to better understand their perception of Clearly Canadian and the extent to which brand values matter to them. It was essential for us to delve deeper into whether factors such as flavor, sugar content, and nutritional concerns are significant when deciding to purchase sparkling water.

Lastly, the research aimed to discover if the brand Clearly Canadian evokes a sense of joy among its consumers. These research objectives are designed to guide us in achieving our ultimate goal of formulating a relevant brand tagline, along with a lead and two backup alternatives.

THE FOCUS GROUPS

Our first focus group occurred on Zoom on February 8th, 2024, at 5:30 p.m. It included 13 participants, both males and females aged 35 to 45. These participants were recruited via Facebook and email. The session lasted for 22 minutes.

The second focus group occurred on February 12th, 2024, at 12:00 p.m. at the University of Miami campus. Participants were UM undergraduate students aged 18 to 22, consisting of 3 females and 5 males.

They were recruited via personal contacts and school-related chats. This focus group was very productive and lasted for 18 minutes.

LOCATION



ZOOM

13 PARTICIPANTS



MALE & FEMALE
AGES 35-45

RECRUITED VIA



FACEBOOK
& EMAIL

LOCATION



U MIAMI
CAMPUS

8 PARTICIPANTS



MALE & FEMALE
AGES 18-22

RECRUITED VIA



PERSONAL CONTACTS

THE FINDINGS

BRAND PREFERENCES AND VALUES

To kick off the focus group, participants shared their favorite brands, mostly in the clothing sector, with a range of different answers. When discussing their choices, the focus was on whether they have a positive or negative association in the news and image rather than explicit mission statements. These results suggest that participants may be more influenced by a brand's public perception and the values it projects through media rather than mission statements.

PRODUCT PREFERENCES

Pellegrino and La Croix were mentioned as preferred brands for sparkling water. This preference indicates a competitive market where brand identity and product quality are crucial since Clearly Canadian is considered to be a newer brand. In focus group one, the participants were familiar with the brand. However, in the second focus group, conducted with the primary target, the participants were not familiar with the products. When participants were asked whether they would pay more for sustainable products, the results showed that price sensitivity prevails, with most participants inclined to choose the cheapest option available.

TASTE TEST OBSERVATIONS

During the taste test, the participants in the primary target focus group were able to correctly differentiate the original product from the zero sugar. The feedback suggested a clear taste distinction between the zero calorie (B) and regular product (A).

All participants preferred the original product over the zero calorie.

PACKAGING & BRANDING FEEDBACK

The glass bottle packaging of Clearly Canadian was well-received, suggesting that it effectively enhances the product's appeal. While participants suggested the possibility of changing the font used for the brand's name, they appreciated the inclusion of berries in the design, showing that visual elements are positive to the brand and what Clearly Canadian is.

However, the name "Clearly Canadian" and the phrase "Clearly Canadian" were not seen as significant contributors to the brand's identity or appeal. The participants did not care that the water derived from Canada.

CONSUMER BEHAVIOR AND PREFERENCES

The findings show a consumer interest in the Clearly Canadian product line due to the bold flavor. Preferred retail outlets include Target and Publix as they are places where consumers tend to shop for sparkling water. There was also a significant indicator of interest in healthy alternatives, suggesting that health-conscious consumers are a key demographic for Clearly Canadian.

“THIS TASTES LIKE *soda*”

“GIRLS DEFINITELY CARE ABOUT
FINDING A *soda alternative*”

“‘*Unapologetically Canadian*’
WHAT DOES THAT
EVEN MEAN?”

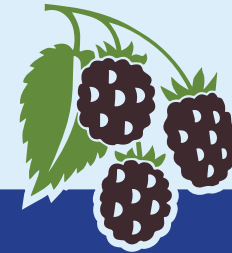


RESEARCH *Insights*



FOCUS GROUP FINDINGS

- Both primary and secondary targets care about health, specifically calories and sugar content when it comes to a hydrating sparkling water, therefore, Clearly Canadian would not be their top choice for a sparkling water but rather a fun flavorful drink.
- Participants view Clearly Canadian as a soda and a sweet treat rather than a hydrating sparkling water.
- Consumers do not associate Clearly Canadian with “joy” meaning that creative efforts should NOT be directed towards the feeling of joy.
- Both primary and secondary targets don’t care that the water is from Canada
- Aesthetics are a factor that draws in the primary consumer (branding, packaging, overall experience that the brand brings to them).
- Primary target favored the simplicity of the graphics on the bottle.



SURVEY GROUP FINDINGS

- Consumers correlate sparkling water to feelings of clean, healthy and joy, while they view Clear Canadian as fun and flavorful soda.
- Consumers think of sparkling water not just as refreshment, but also as a facilitator of social interaction and shared enjoyment, since they consumed it mostly during social gatherings.
- Consumers are seeking bold flavor in sparkling water.
- Origin of the water is not influential in decision of purchasing sparkling water.



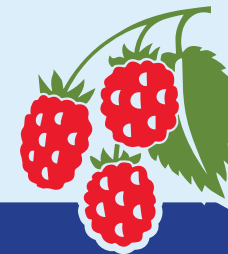
BRAND

- When Clearly Canadian resurrected, the brand missed the opportunity to thrive within Gen Z because they relied too heavily on their nostalgic consumer base.
- Clearly Canadian is not only for the older generation, the brand has the potential to thrive within Gen Z.
- Vintage charm is back yet the brand needs to modernize in order to resonate with all consumers.
- The primary consumer is not deterred from the idea of nostalgia, yet Gen Z needs the product to resonate with a blissful moment from their life.



PRODUCT

- Clearly Canadian's variety of bold flavors is associated with BLISS by providing an enjoyable experience that allows people to let loose and evade a complicated confined reality treating themselves through a tasty flavor.
- The product is not a health drink, yet provides the consumer with a natural alternative to soda.
- The Glass Bottle: Products that make people feel luxurious do not have to be expensive, they only have to leave the consumer with a feeling of sophistication.
- Consumers want to experience simplicity and ease in life. When shopping and identifying flavored products they want to be in a stress free, enjoyable, and simplistic environment.
- People enjoy the fruit design on the bottle because it represents simplicity in their choice.
- The product is consumed in social settings as an aid to connect with others through a shared experience.



CONSUMER

- People want to indulge in Clearly Canadian as a moment of bliss without guilt.
- When people want a moment of bliss, they celebrate with sparkling beverages.
- People want a beverage that provides them with a moment of bliss regardless of their situation.
- Consumers desire a product as an escape from reminders of blissful memories, as the past often seems simpler than the present.
- Consumers want to connect to those around them despite generational differences.
- Consumers are curious about the past despite never living those moments themselves.
- When a beverage elicits a feeling of bliss, it provides humans an escape from the commotion of everyday life.



CREATIVE *Brief*

Make Clearly Canadian sparkling water one of Gen Z's favorite beverages within the next 12 months by tapping into their desire for a refreshing and flavorful drink to elevate their day.

OBJECTIVE

Increase brand awareness among Gen Z by positioning Clearly Canadian as the ultimate go-to blissful soda alternative.

TARGET AUDIENCE

- They are switching from soda to bold and flavorful sparkling water.
- They treat themselves with sparkling water.
- They look to experience and enjoy guilt-free blissful moments.
- They enjoy sparkling water the most in social settings.

INSIGHT

Clearly Canadian offers Gen Z a sense of escape from the hustle and bustle of everyday life.

ORGANIZING IDEA

With each flavorful, sparkling sip of Clearly Canadian, the consumer will be transported into a moment of bliss.

BRAND POSITION

To Gen Z, Clearly Canadian is the trusted sparkling water alternative to soda that guarantees a blissful moment because of its bold fruit flavors.

PROOF

During the focus group with Gen Z, we discovered consumers view Clearly Canadian as a brand with bold flavored soda alternative options.

They are not only grabbing Clearly Canadian to quench their thirst; rather, they are drinking this beverage in order to experience a blissful moment in their day.



THOUGHT STARTERS

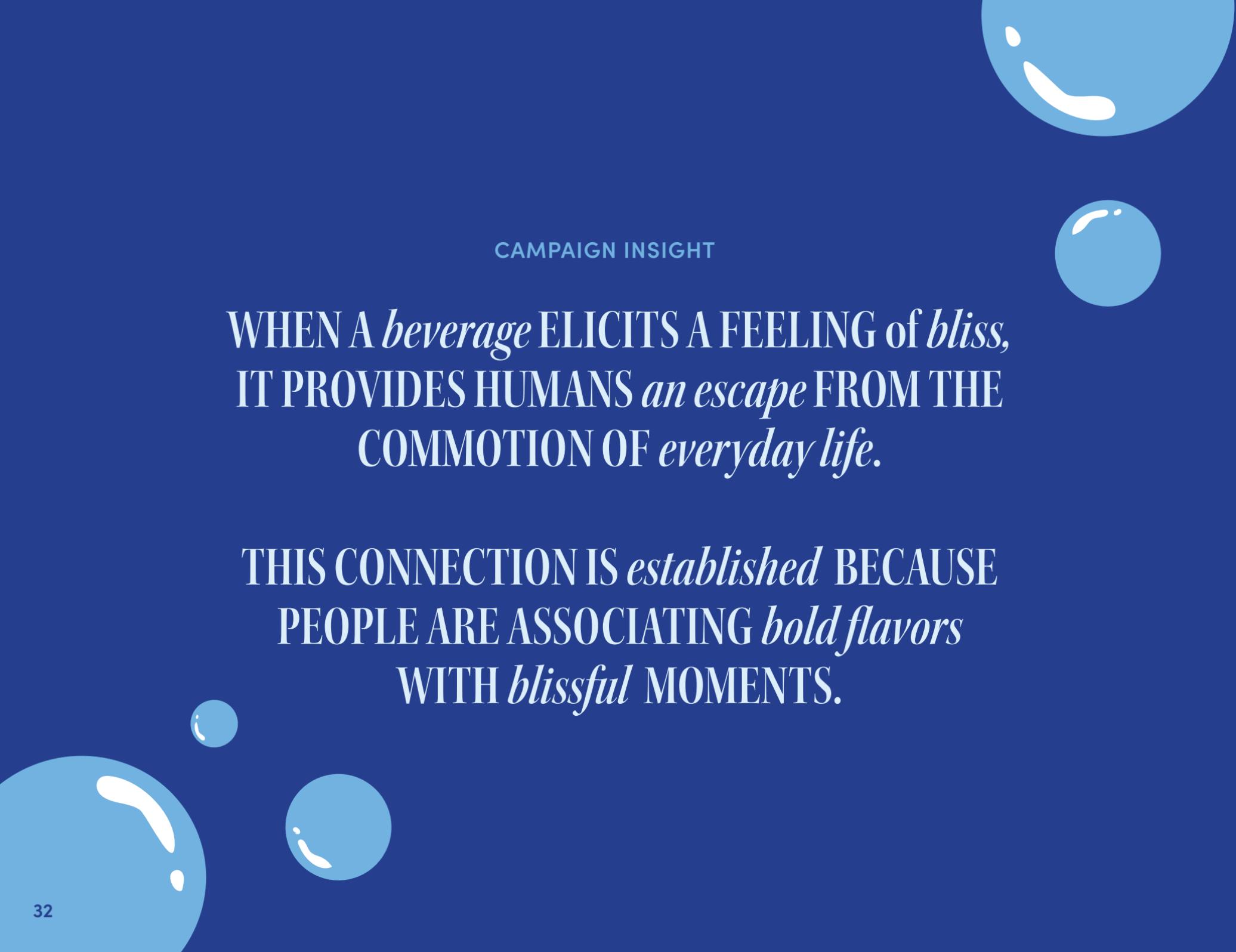
Create a campaign that associates Clearly Canadian with blissful moments.

Consider using curated hashtags such as #clearlyblissful to help drive brand awareness.

Inspire consumers with content that showcases a variety of blissful moments when Clearly Canadian is enjoyed.

Help Gen Z and Millennials find Clearly Canadian through a variety of digital and media tactics.





CAMPAIGN INSIGHT

WHEN A *beverage* ELICITS A FEELING of *bliss*,
IT PROVIDES HUMANS *an escape* FROM THE
COMMOTION OF *everyday life*.

THIS CONNECTION IS *established* BECAUSE
PEOPLE ARE ASSOCIATING *bold flavors*
WITH *blissful* MOMENTS.

02

CREATIVE



THE BIG IDEA

SIP SOMETHING

Bold



We're inviting people to **sip something bold.**

At Clearly Canadian, we believe in the power of taking a step back to enjoy the moment. Our brand is in the unique position of being both a creator in the category and a new product offering for current consumers. This allows us to tap into today's trends and consumer preferences and showcase Clearly Canadian as a refreshing and exciting choice in the sparkling water category.

Clearly Canadian allows consumers to unwind and indulge in moments of bliss by themselves or in a social setting. Our campaign communicates a sense of escape from the everyday hustle and bustle, inviting consumers to sip boldly and bask in the refreshing bliss of Clearly Canadian sparkling water.



CREATIVE *Strategy*

THE CHALLENGE

Clearly Canadian is an emerging brand among our target audience, with plenty of room to grow. Our goal is to increase brand awareness in order to drive sales. We want to position ourselves as a beverage that fosters shared experiences and provides a break from everyday life.

Addressing this challenge requires a campaign that will introduce the brand to our target audience by inviting them to escape into moments of bliss and connection.



EXECUTION

With the big idea in mind, we captured the essence of Clearly Canadian through the use of bright colors, beachy outfits, and a vintage-inspired look to curate true moments of bliss, all while weaving Clearly Canadian's signature blue throughout.

We shot both in studio and on location, establishing a refreshed brand image that appeals to aesthetically-minded Gen Zer.







1

BASK IN
The Bliss



 FIND US IN THE NEAREST STORE

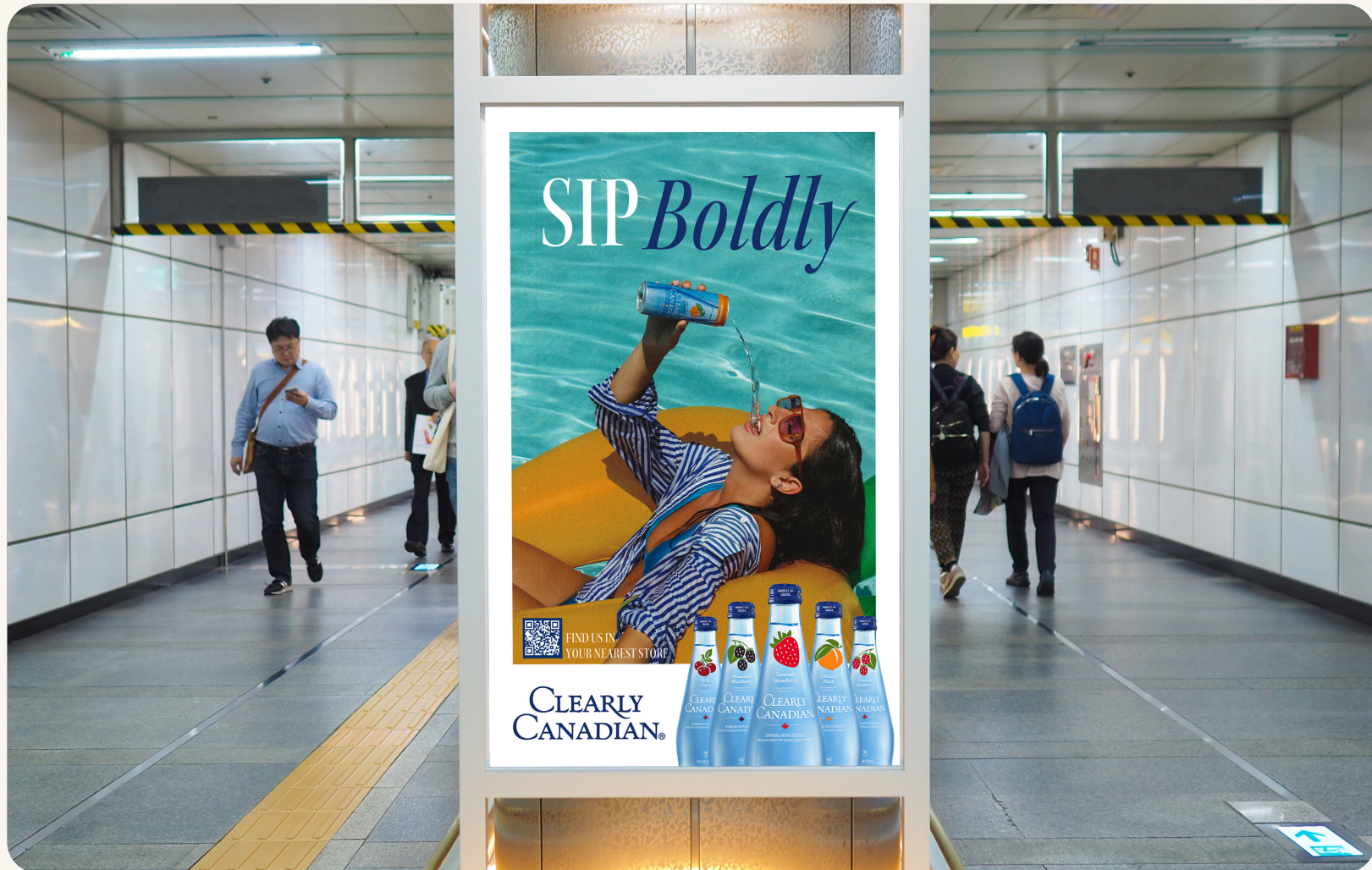
CLEARLY
CANADIAN®

024-003

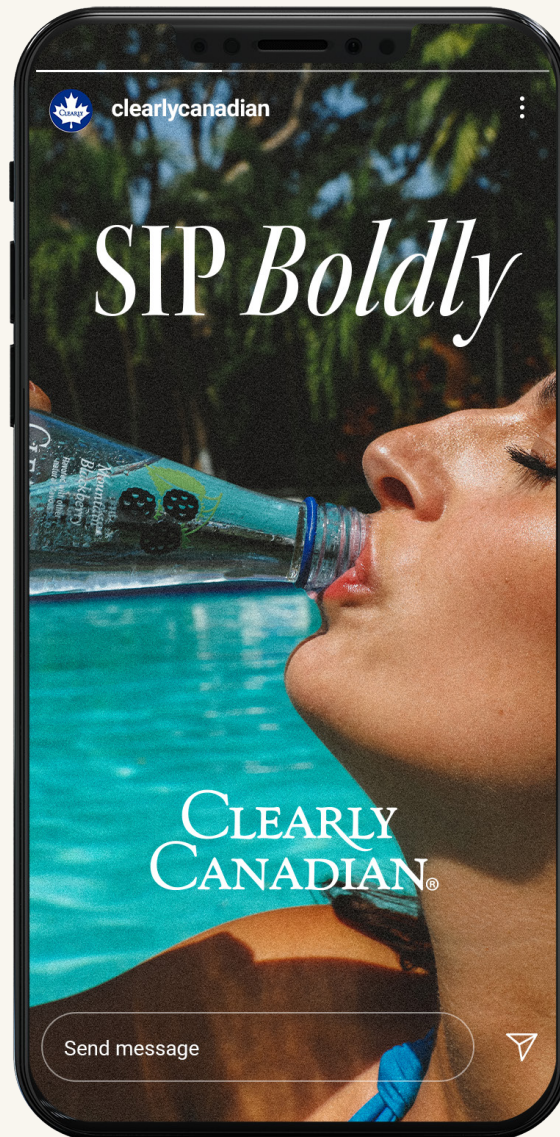
Clearly Canadian water bottles in various flavors: Cherry, Blackberry, Strawberry, Peach, and Raspberry.

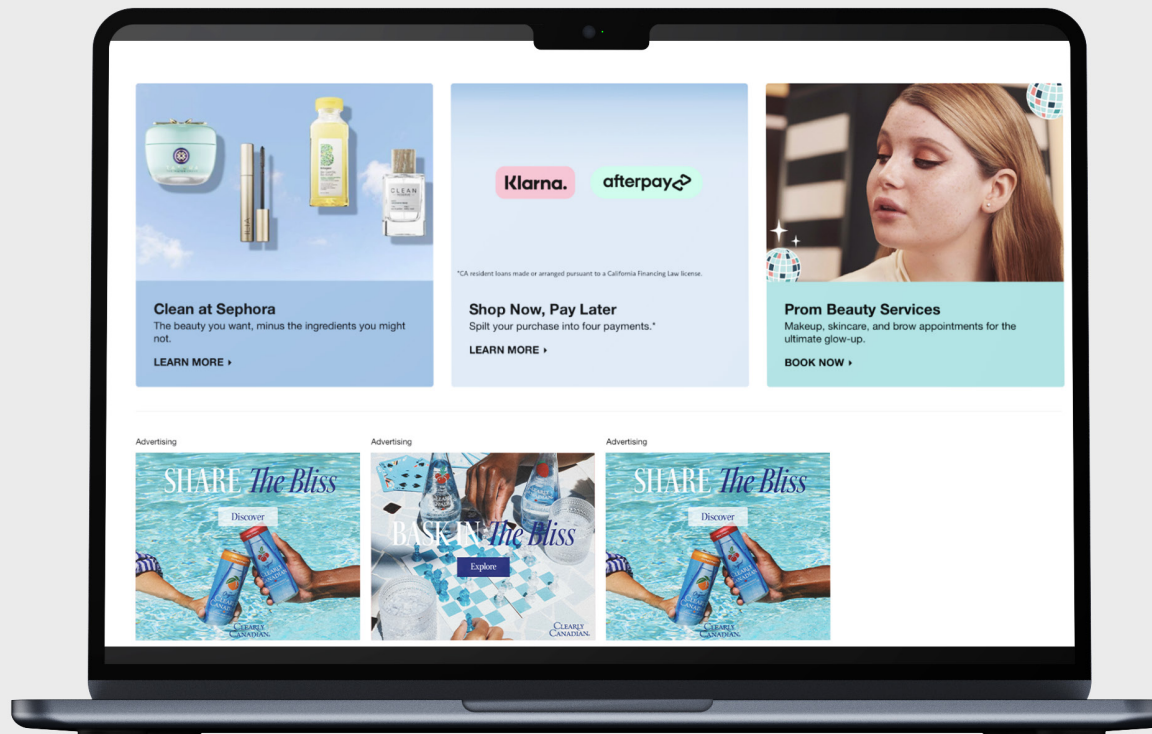
OOH

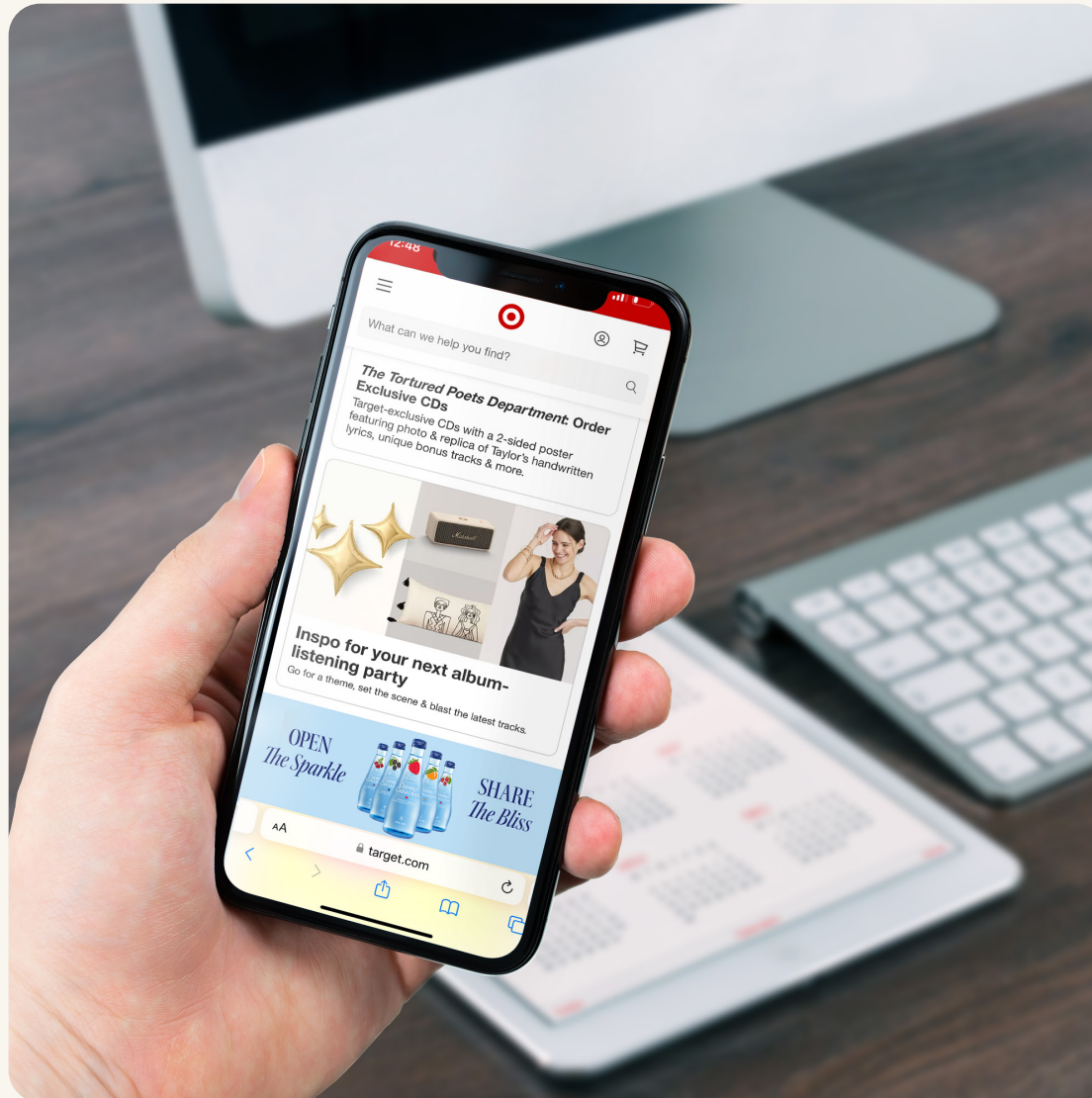
METRO 2/2











EXAMPLE SCRIPT

VO

SFX

<p>It's movie night at the apartment. The popcorn is popping.</p> <p>You're sharing a blanket with your friends, and homework is starting to feel like a distant memory.</p> <p>There's only one thing missing.</p> <p>And just like that, the real fun begins</p>	<p>SFX: *popcorn popping*</p> <p>*muffled talking and laughing*</p> <p>Friend #1: "I kind of want something sweet." Friend #2: "I think there's Clearly Canadian in the mini-fridge"</p> <p>"Ooo get me one" "I want one!" "Is there any raspberry left?"</p>
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90s OUTDOOR *Movie Night*

As part of our extended campaign, we invite Gen Z to share blissful moments with friends, unwind, and sip on our boldly flavored sparkling water as they enjoy a night of movies on the lawn. Step back into the '90s featuring classics like "Pretty Woman" and "Ferris Bueller's Day Off". Snuggle up in Clearly Canadian blankets and our buttery popcorn, creating a space where moments of bliss are shared and enjoyed with Clearly Canadian.





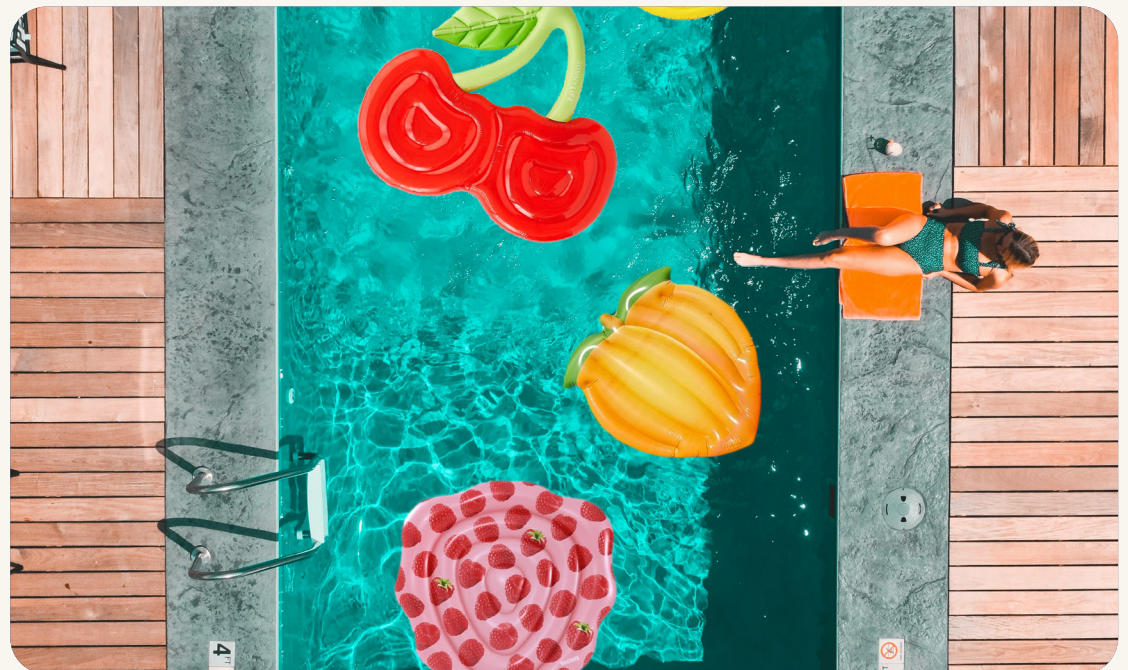
Snowmobile SNOW CONE TRUCK

Introducing the Clearly Canadian Snowmobile. This snow cone truck will feature Clearly Canadian's signature flavors transformed into snow cones and bring a unique experience to consumers all over the country.



Sparkling Splash POOL PARTY

We will pop up in different cities during the summer months with our Clearly Canadian pool parties. Attendees will sip on Clearly Canadian cocktails and mocktails as they lounge on our themed floaties. Everyone will be encouraged to post their day in the sun on social media, giving us plenty of UGC to increase brand awareness.





SOUTH BEACH *Food & Wine*

Clearly Canadian will host a pop-up at Foodiecon's Happy Hour for the South Beach Wine & Food Festival. Hosted by Neil Patrick Harris, this event is tailored perfectly to the Gen Z market and offers a fun and relaxing experience. Whether event-goers want to sip on some refreshing flavored seltzer water, or try a mixed drink with one of Clearly Canadian's many flavors, this is sure to pique the interest of all who attend.



MODELO x *Clearly Canadian*

We will partner with Modelo to send DTC cocktail kits to consumers. Beer and Clearly Canadian is an unexpected but delicious combination. We will promote this through our social media channels and encourage consumers to share reviews - we know they'll love it!



03

SOCIAL MEDIA

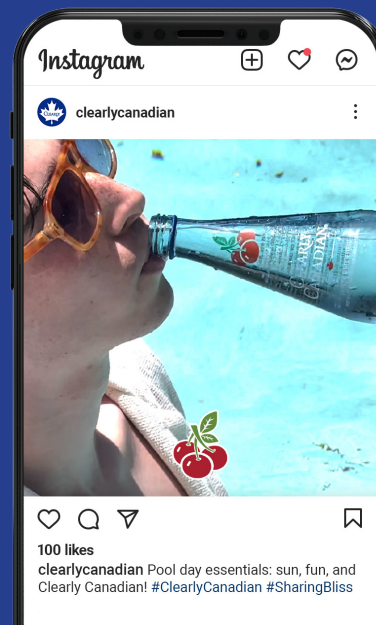
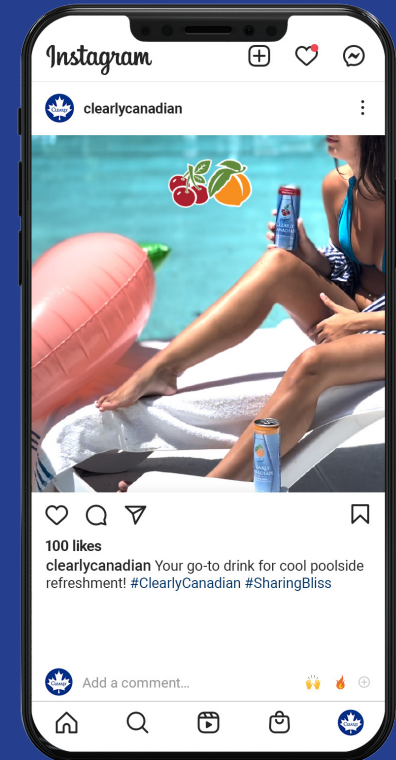
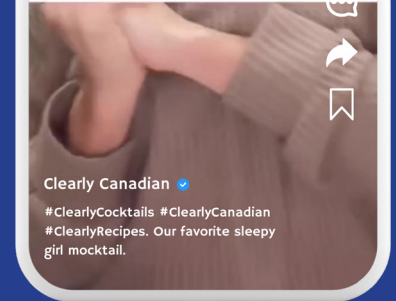
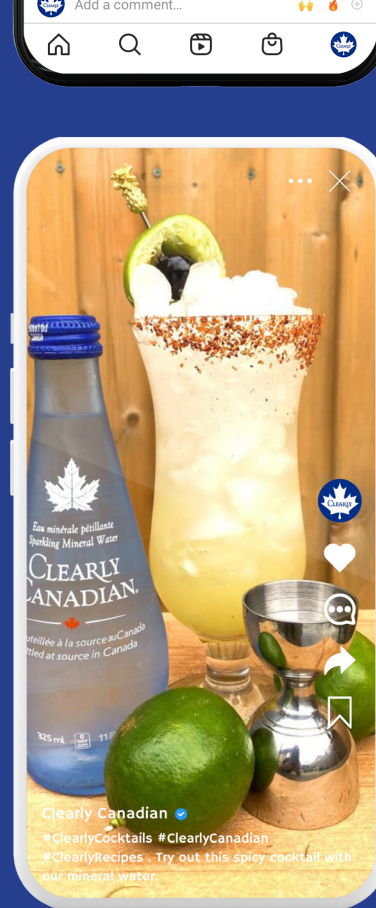


SOCIAL MEDIA *Strategy*

Social media efforts should be primarily on Instagram and TikTok to reach Gen Z. Content creation requires considering the primary and secondary consumers and positioning Clearly Canadian as a sweet escape from daily life.

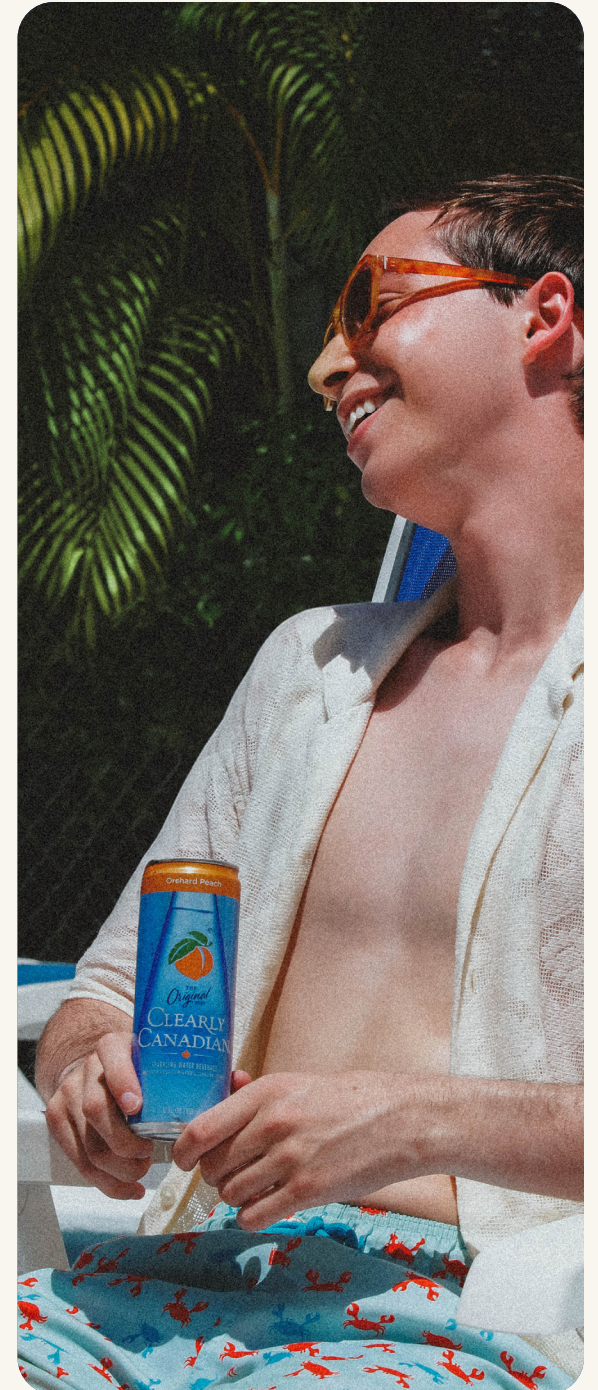
The campaign will promote blissful moments by adding new content themes and continuing to post consistently.

The campaign will also rely on user-generated content from relatable influencers in the food, beverage, and entertainment spaces. Through these strategic partnerships, Clearly Canadian will form lasting relationships with influencers who reflect their values and voice.





“CLEARLY CANADIAN WANTS
CONSUMERS TO EXPERIENCE A
SENSE OF ESCAPE THROUGH THEIR
SWEET, BOLD DRINK.”



ONLINE BRAND *Persona*

TONE

Confident

Approachable

Humorous

LANGUAGE

Lively

Friendly

Conversational

PURPOSE

Excite

Engage

SOCIAL MEDIA *Goals*

INCREASE BRAND ASSOCIATION WITH BLISS & ESCAPISM

Content:

Post images and stories that evoke bliss and escapism, featuring happy moments with Clearly Canadian.

Metrics:

Track engagement on these posts and monitor sentiment in comments.

Followers:

Aim for a monthly increase in followers interested in bliss and escapism.

DRIVE BRAND AWARENESS & PREFERENCE IN GEN Z

Overall Social Media Health:

Followers:

Target a 5-10% monthly growth rate.

Engagement Rate:

Aim to maintain or exceed a 1-3% engagement rate.

Brand Sentiment and Conversion:

Regularly analyze comments and track conversions from social media.

SHOWCASE CLEARLY CANADIAN AS A LIFESTYLE CHOICE

Content:

Collaborate with influencers who embody a vibrant lifestyle.

Engagement Metrics:

Focus on interaction rates like comments and shares.





SUGGESTED *Platforms*

INSTAGRAM

Reaches primary
and secondary audiences

Current Following: 112K

TIKTOK

Reaches primary
and secondary audiences

Current Following: 18.3K

CONTENT *Themes*



BLISSFUL MOMENTS

Showcase social events and shareable moments.

Use of photos and videos from campaign shoot to convey that Clearly Canadian can enhance everyday life.

#ClearlyBliss
#ClearlyMoments
#SharetheBliss

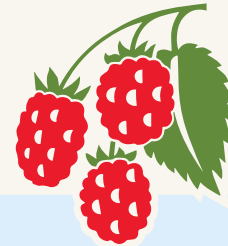


TASTE & FLAVOUR

Introduce funny challenges and activities that highlight Clearly Canadian's unique taste and flavors.

Incorporate TikTok filters to personify the bottles, giving them eyes and mouths that react to different situations, adding a playful touch to the brand.

#ClearlyComedy
#TuesdayTasteTest
#ClearlyTaste



THE CLEARLY CLIQUE

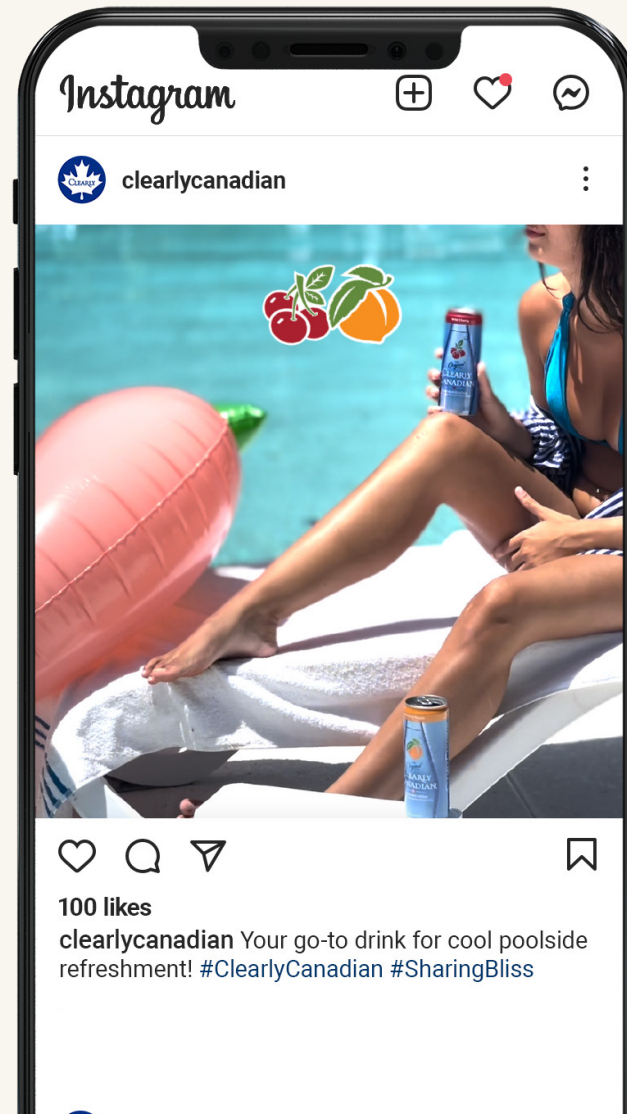
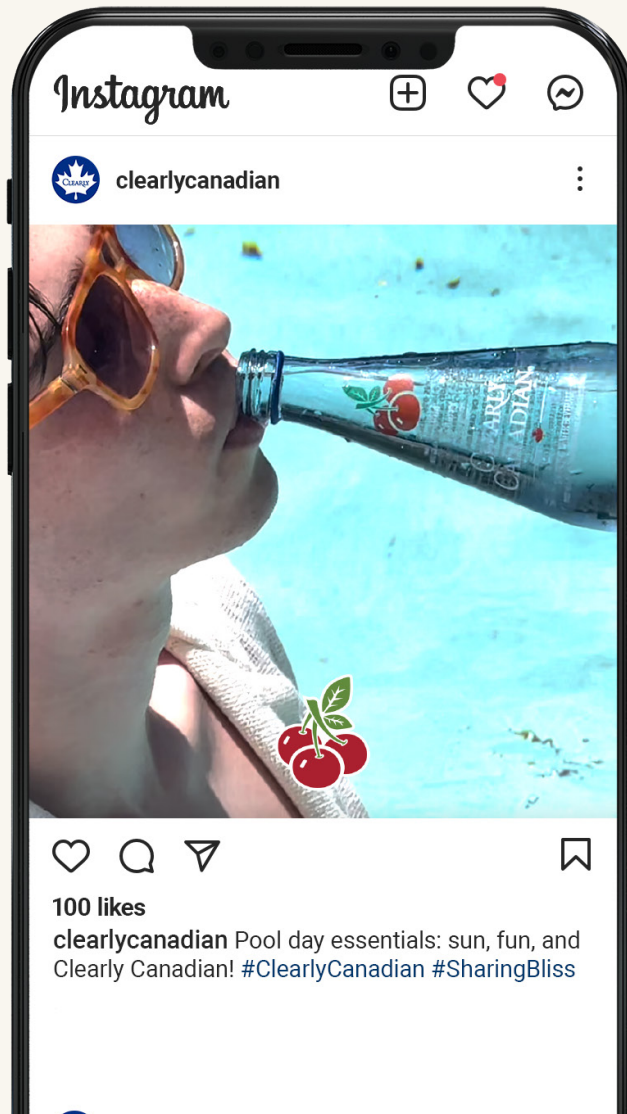
User-generated content features videos of individuals creating cocktails, mocktails, or interesting drinks.

Users are seen enjoying Clearly Canadian throughout their day.

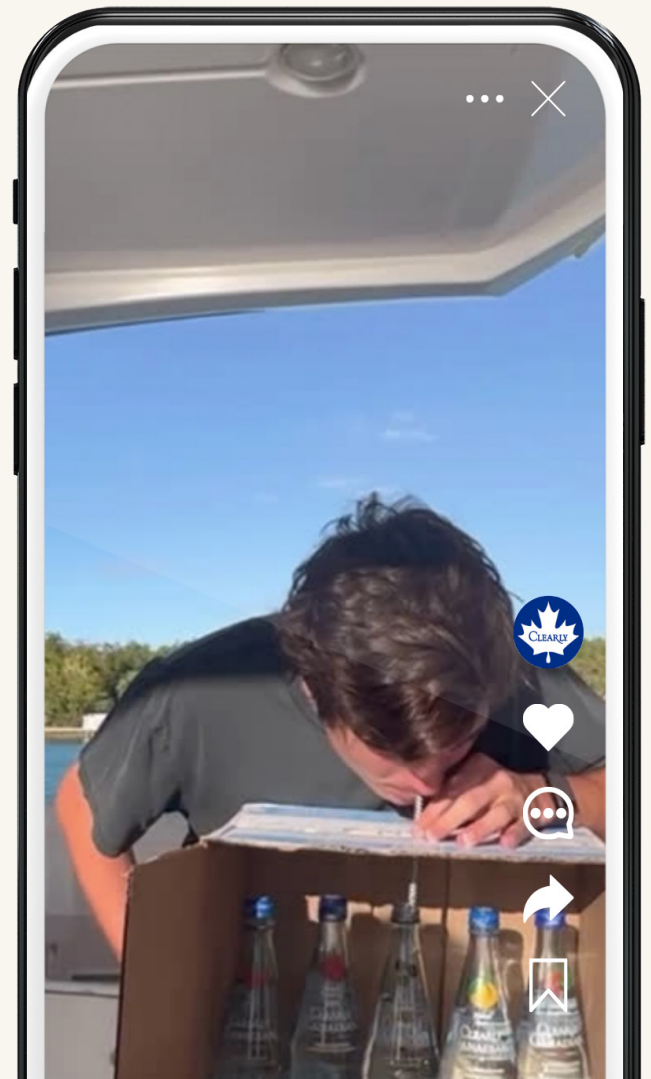
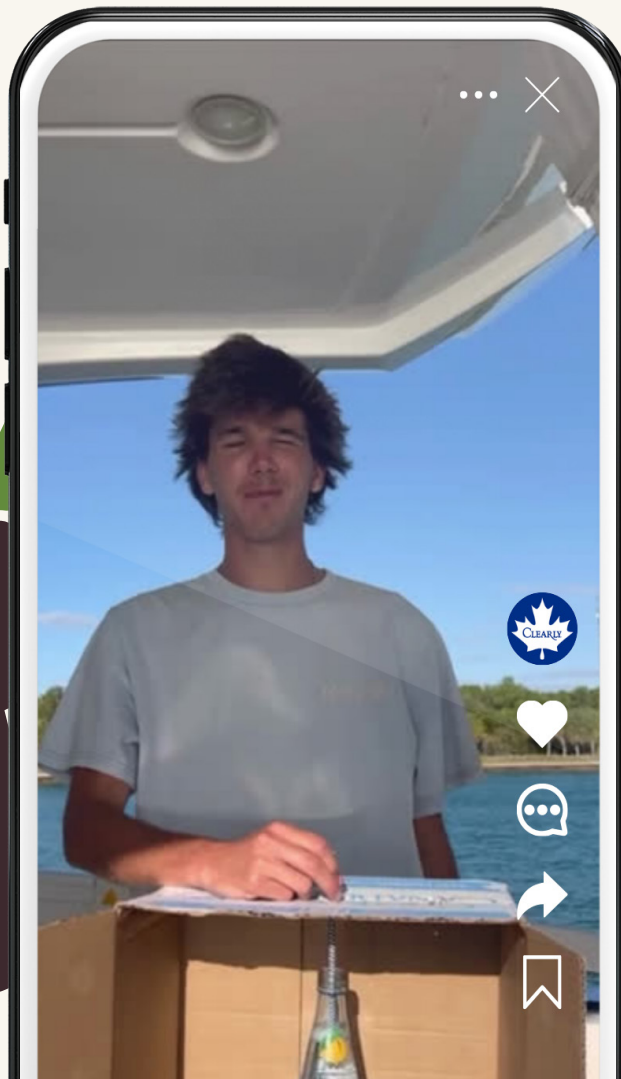
It's a refreshing and versatile beverage that adds a touch of enjoyment to various moments in their daily routines.

#ClearlyConnections
#ClearlyCocktails
#ClearlyCommunity
#ClearlyRecipes

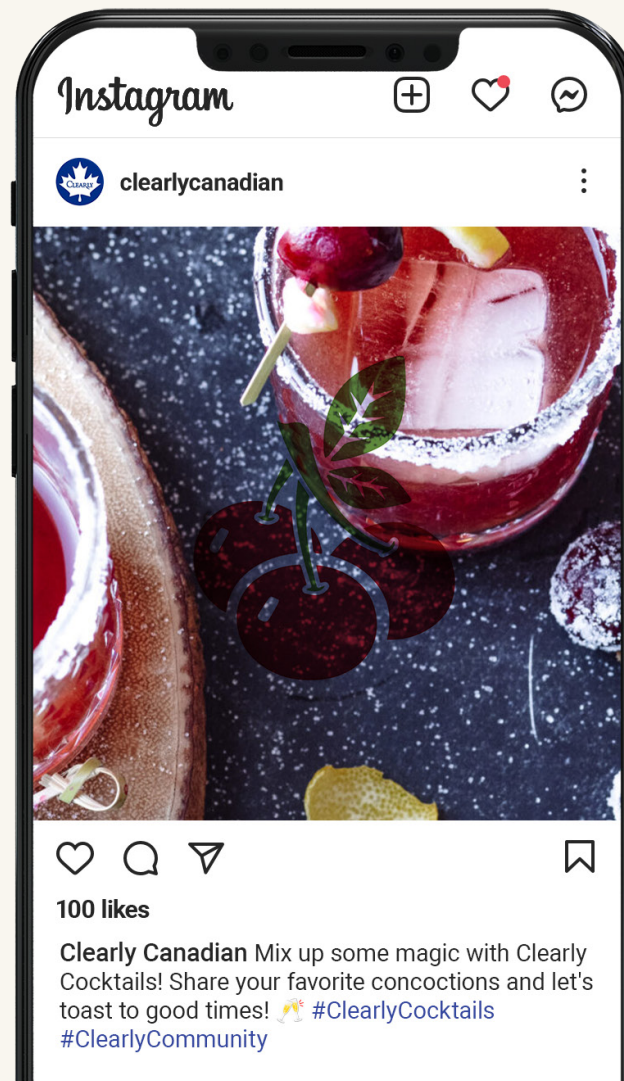
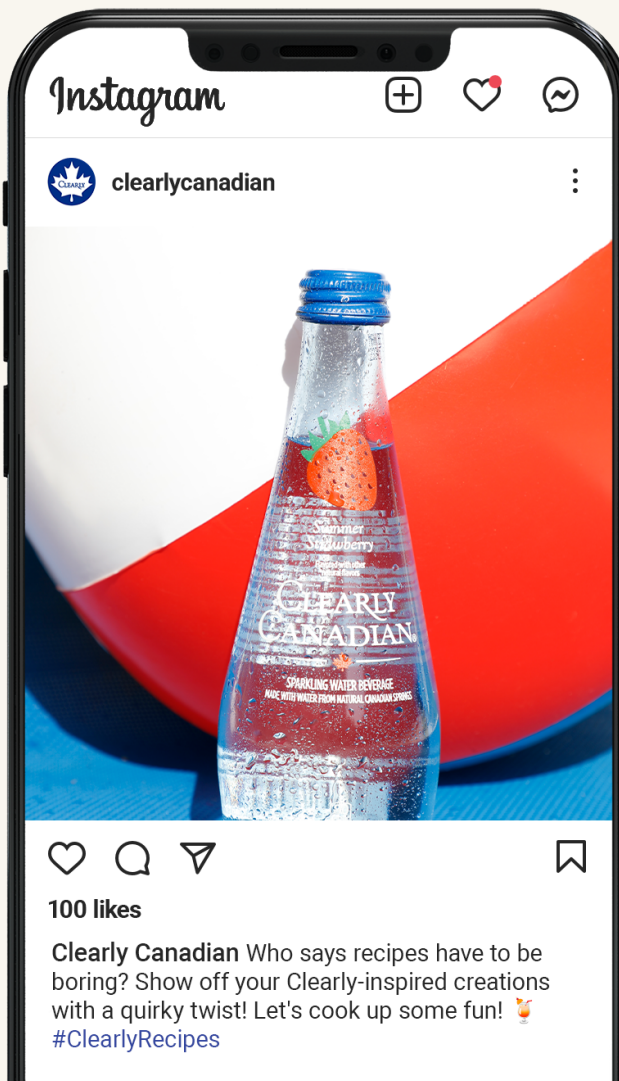
BLISSFUL *Moments*



CANADIAN *Taste & Flavor*



THE CLEARLY *Clique*



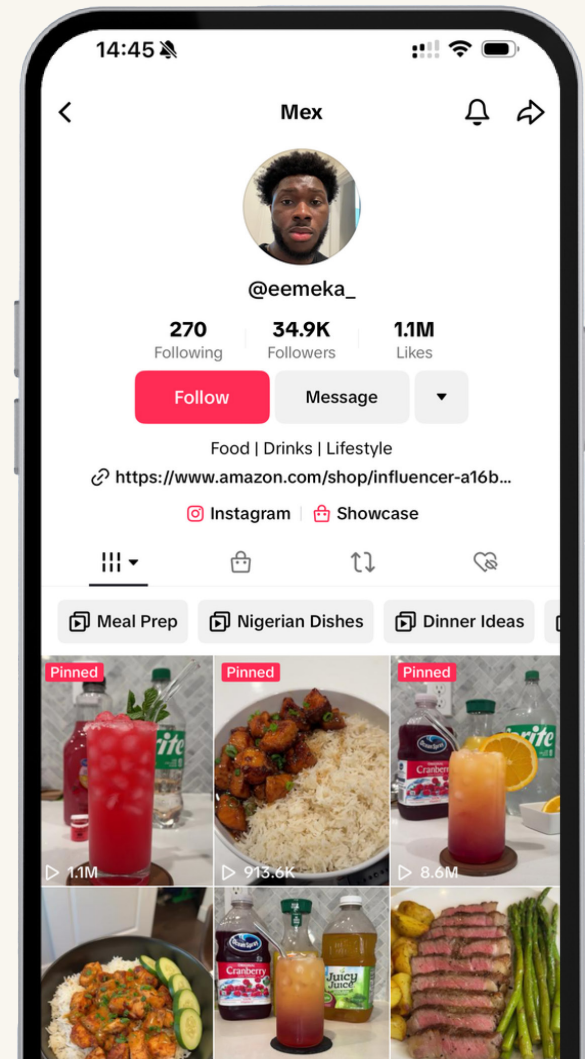
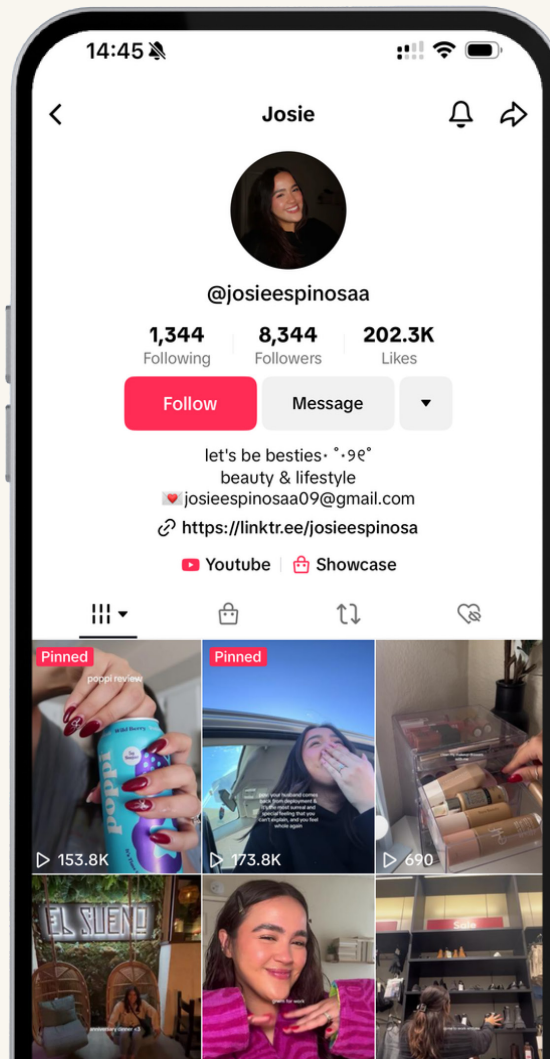
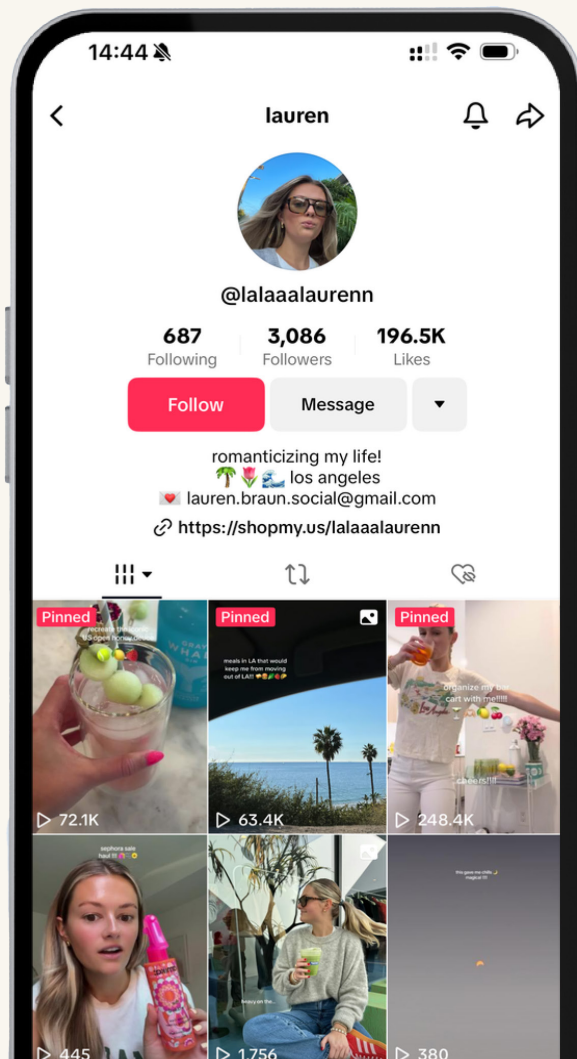
INFLUENCERS

TIKTOK

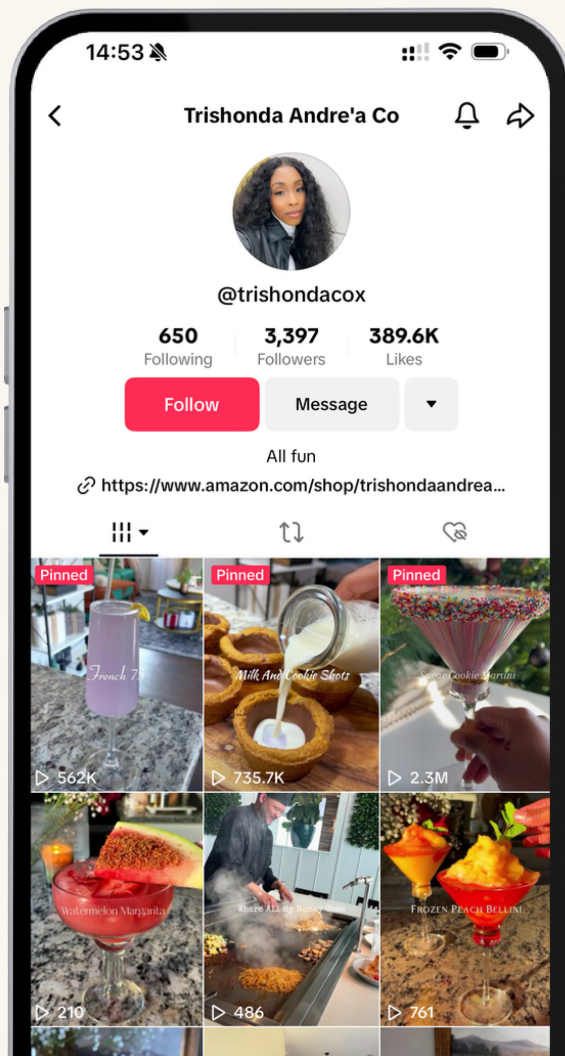
TASTE TESTS / LIFESTYLE

DAILY VLOGS / LIFESTYLE

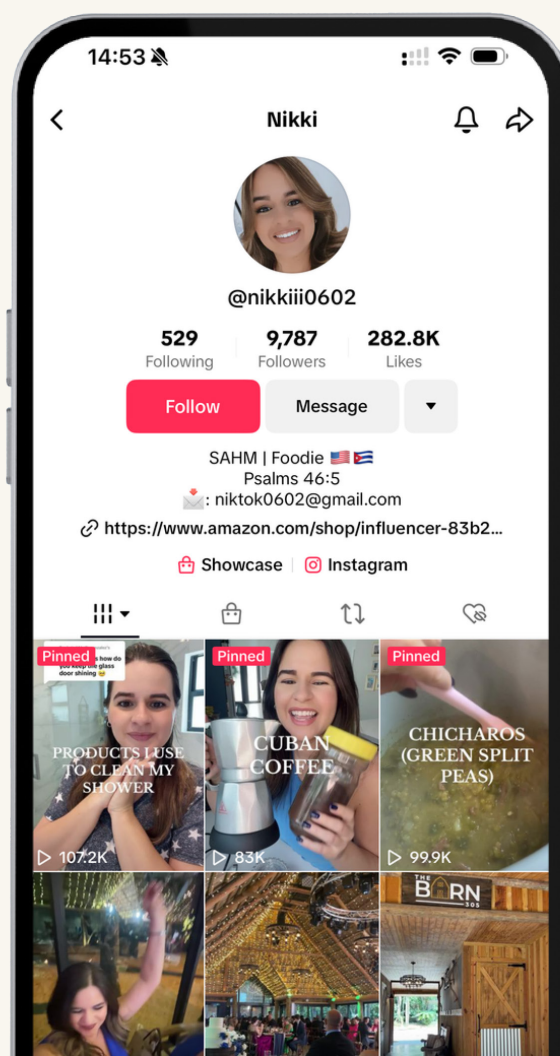
LIFESTYLE, FOOD & DRINK



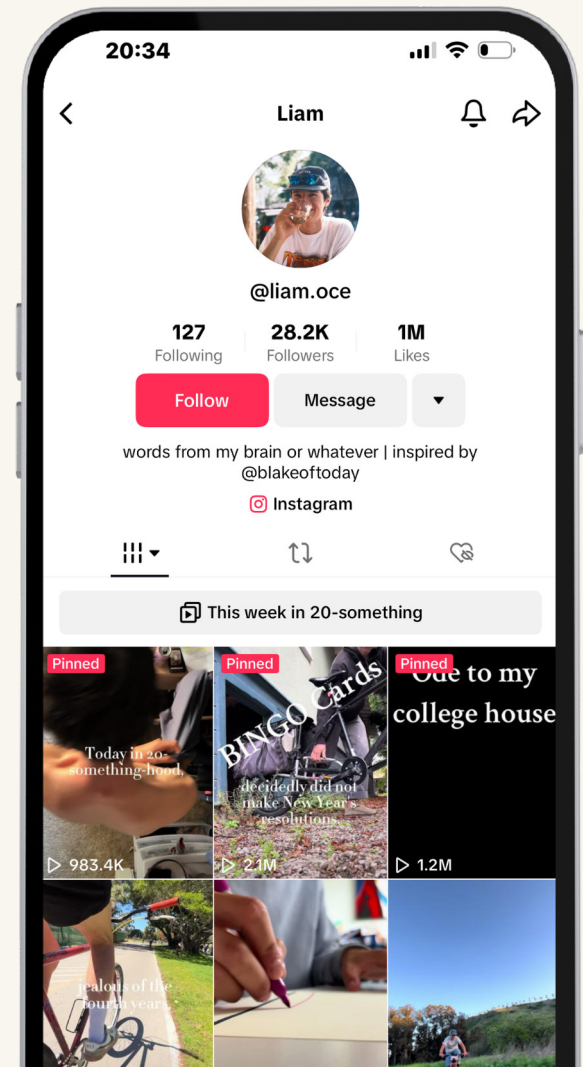
COCKTAILS & MOCKTAILS



FOODIE / COOKING



LIFESTYLE / OUTDOOR



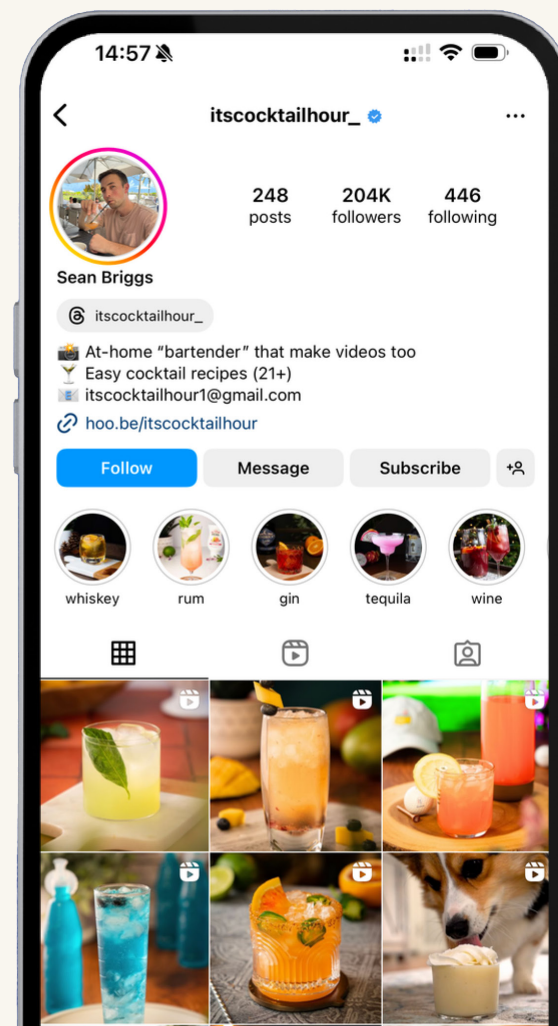
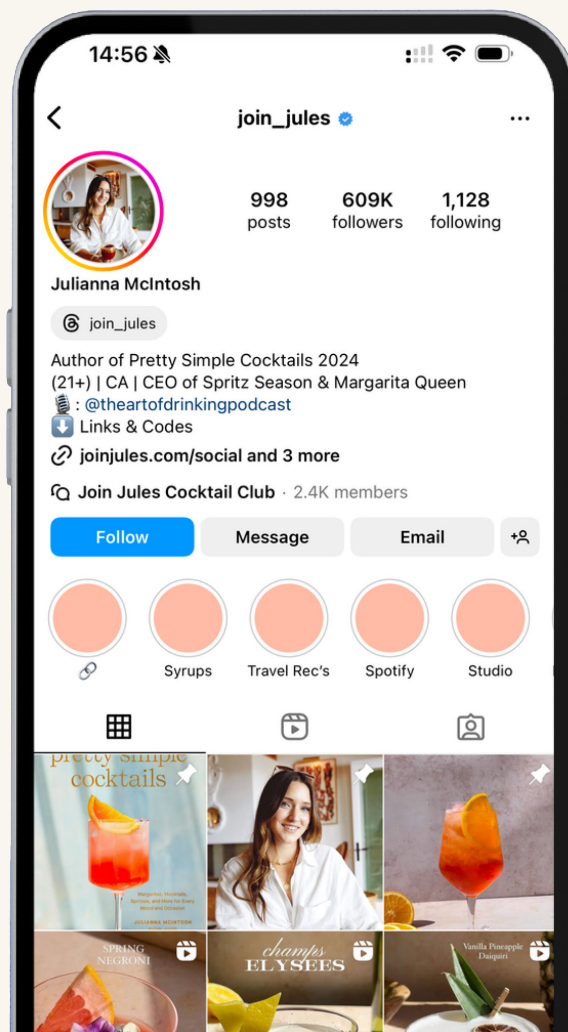
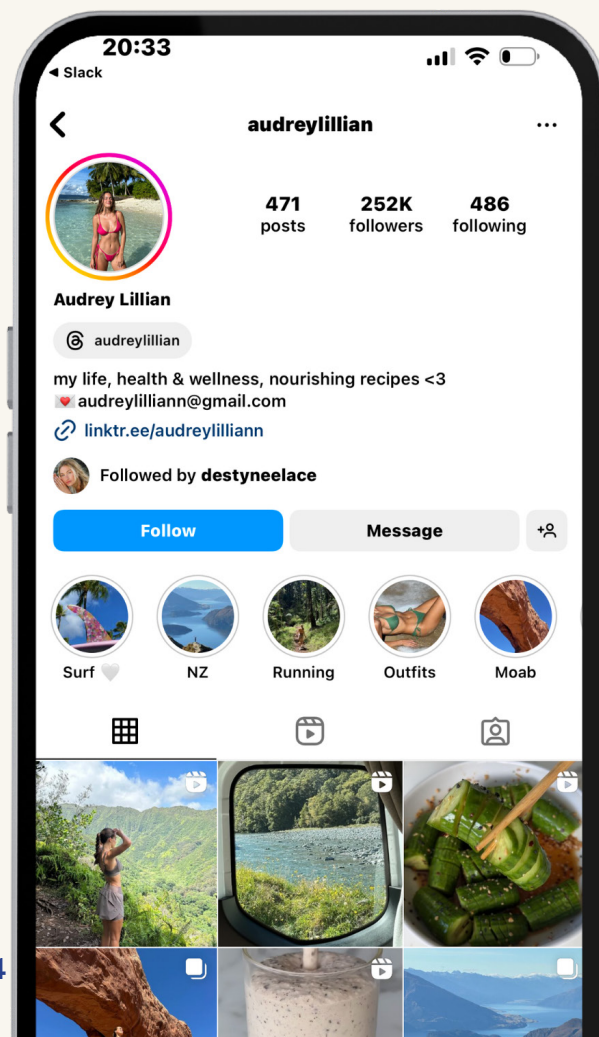
INFLUENCERS

INSTAGRAM

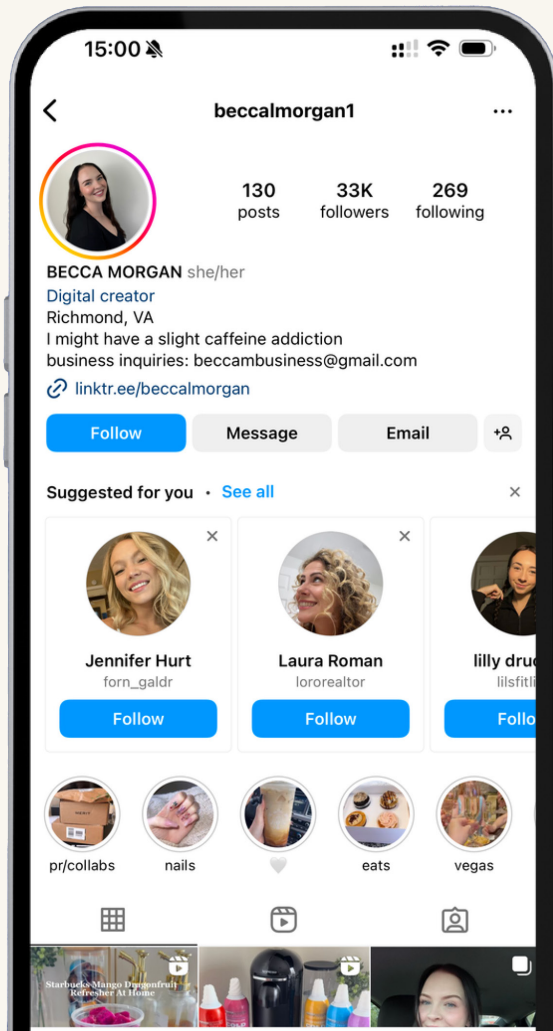
LIFESTYLE / HEALTH / FOOD

COCKTAIL RECIPES

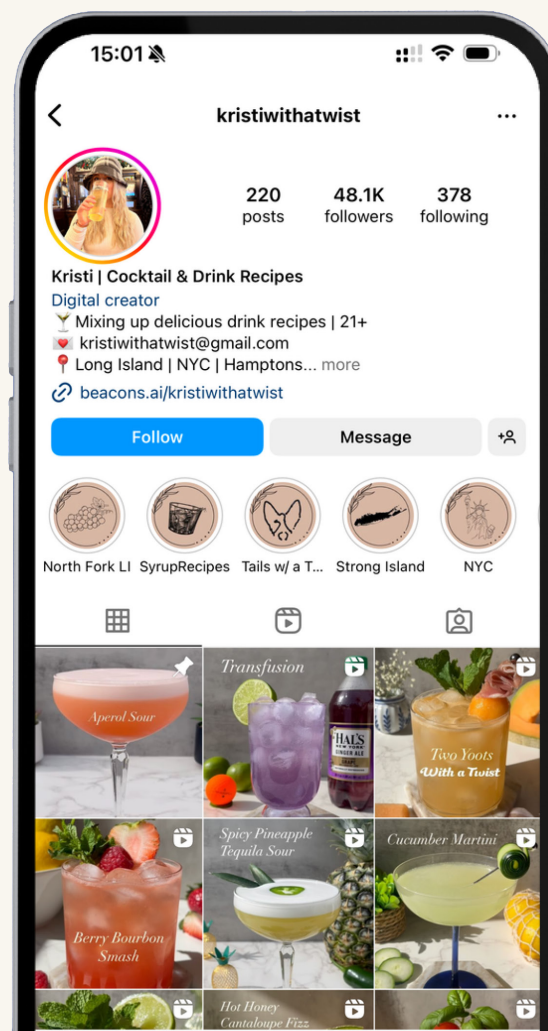
BARTENDER / COCKTAILS



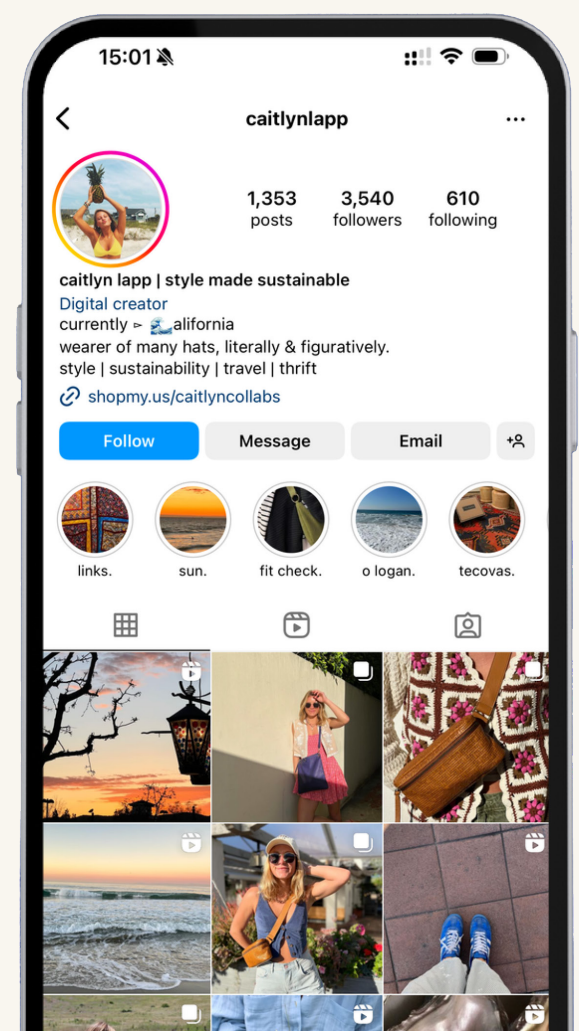
COFFEE / COCKATILS



AESTHETIC POSTS / LIFETSYLE



TRAVEL / LIFESTYLE



04 MEDIA



TACTICAL MEDIA

Recommendations

OOH

Billboards
Metro Signage

SOCIAL MEDIA

TikTok
Instagram

AUDIO

Spotify

STREAMING

Hulu

PROGRAMMATIC ADS

Mobile & Desktop
Banner Ads

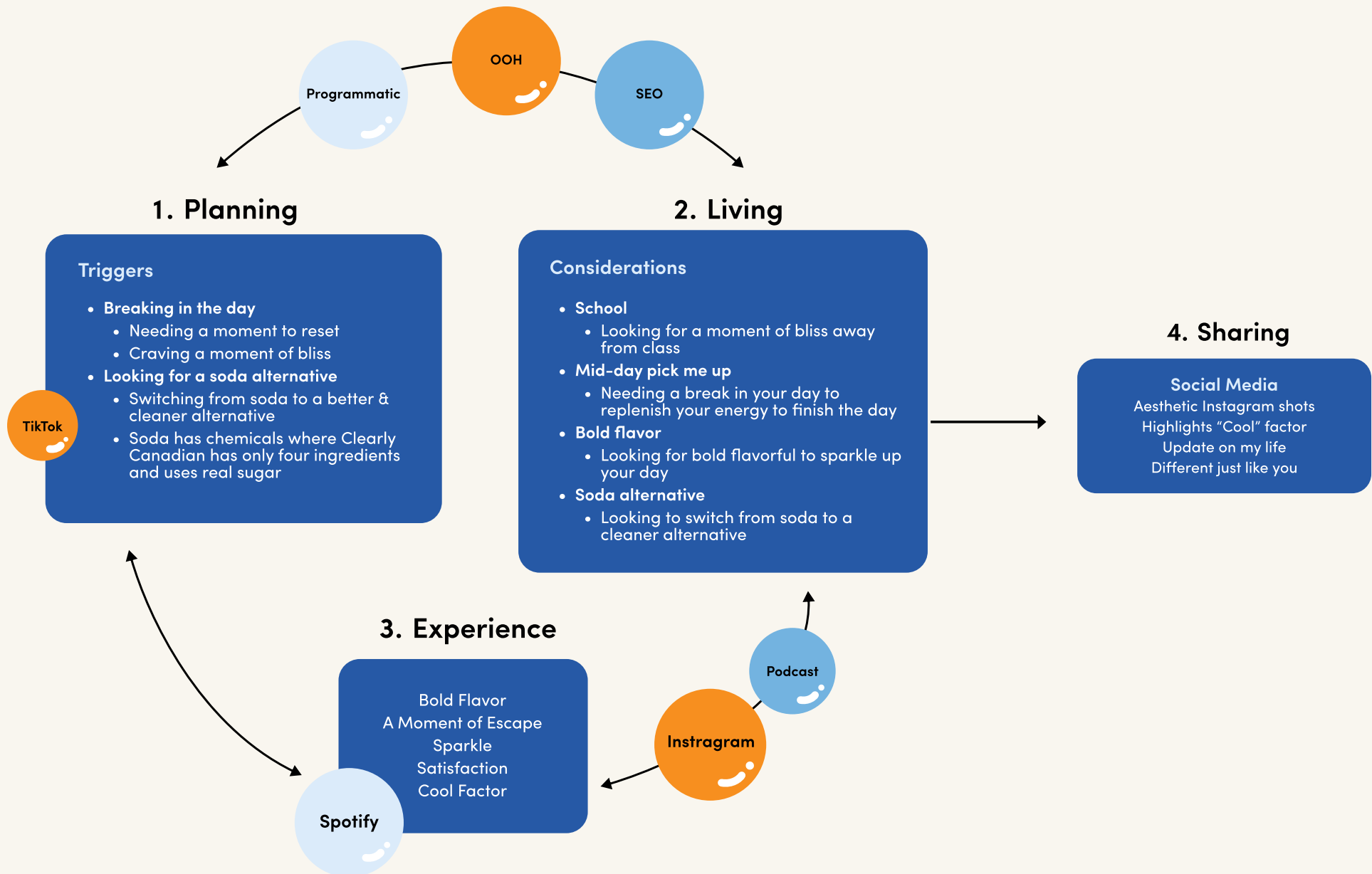
PODCAST

Spotify
Youtube

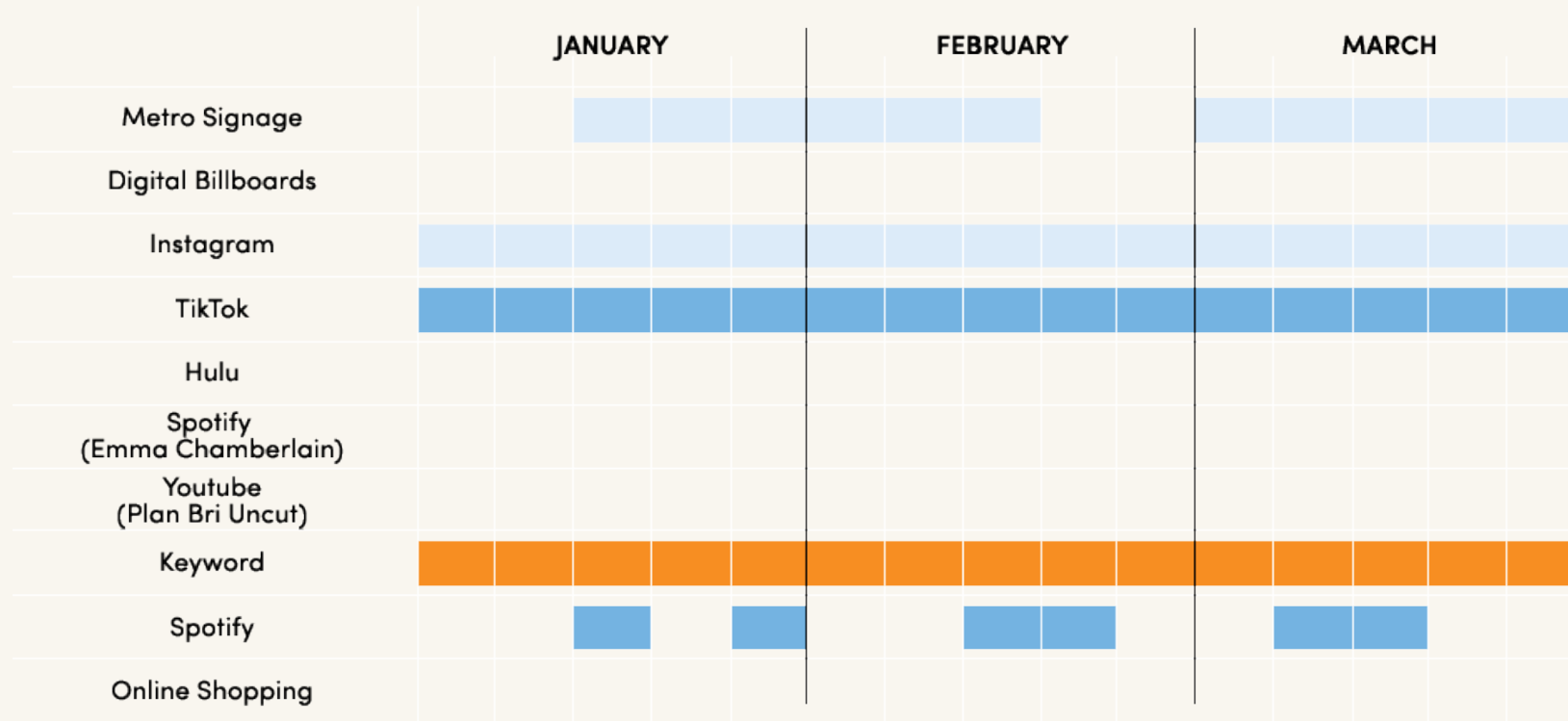
SEO

Keywords

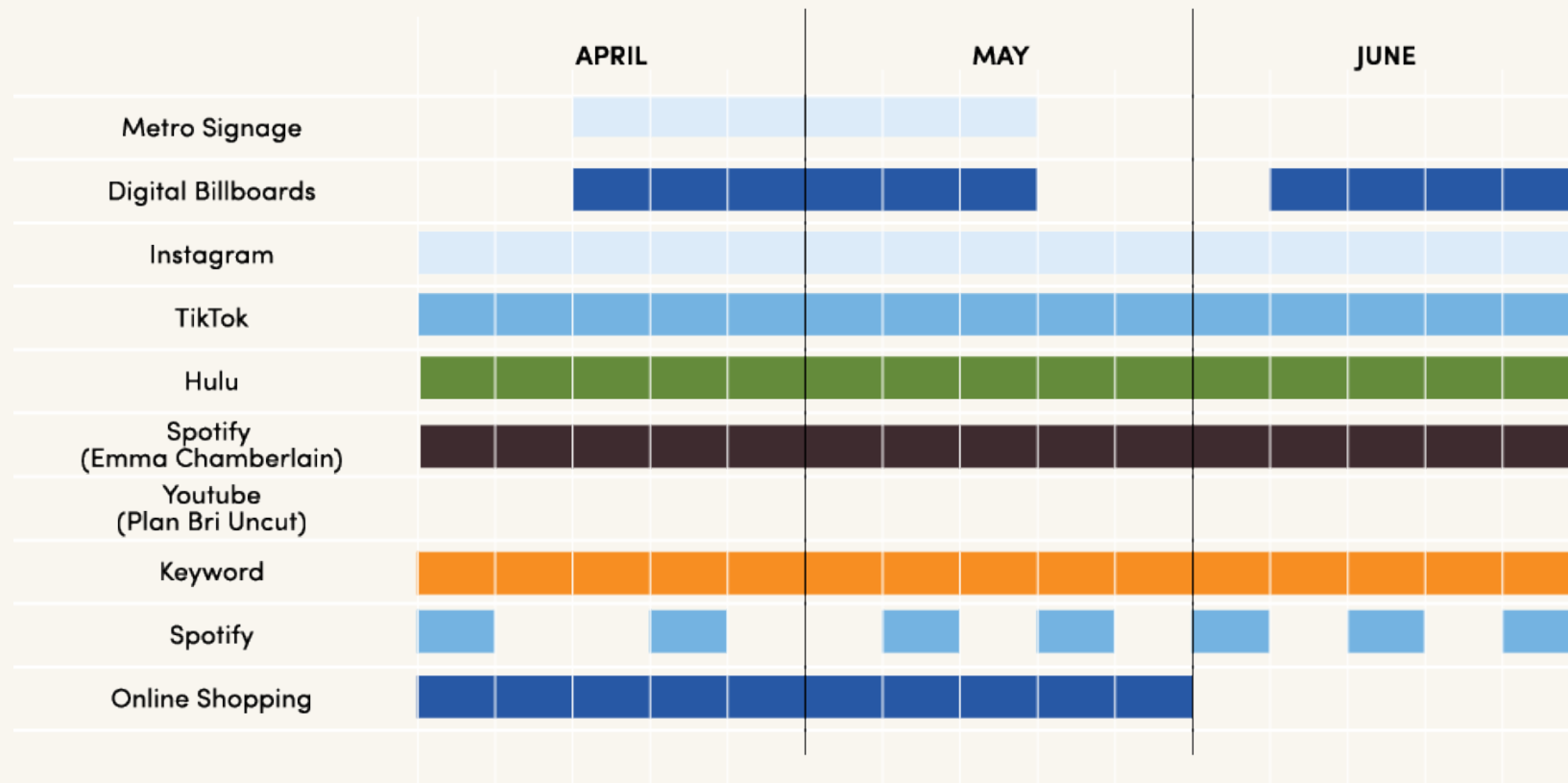
CONSUMER *Journey Map*



MEDIA ACTIVATION *Calendar*



QUARTER 2



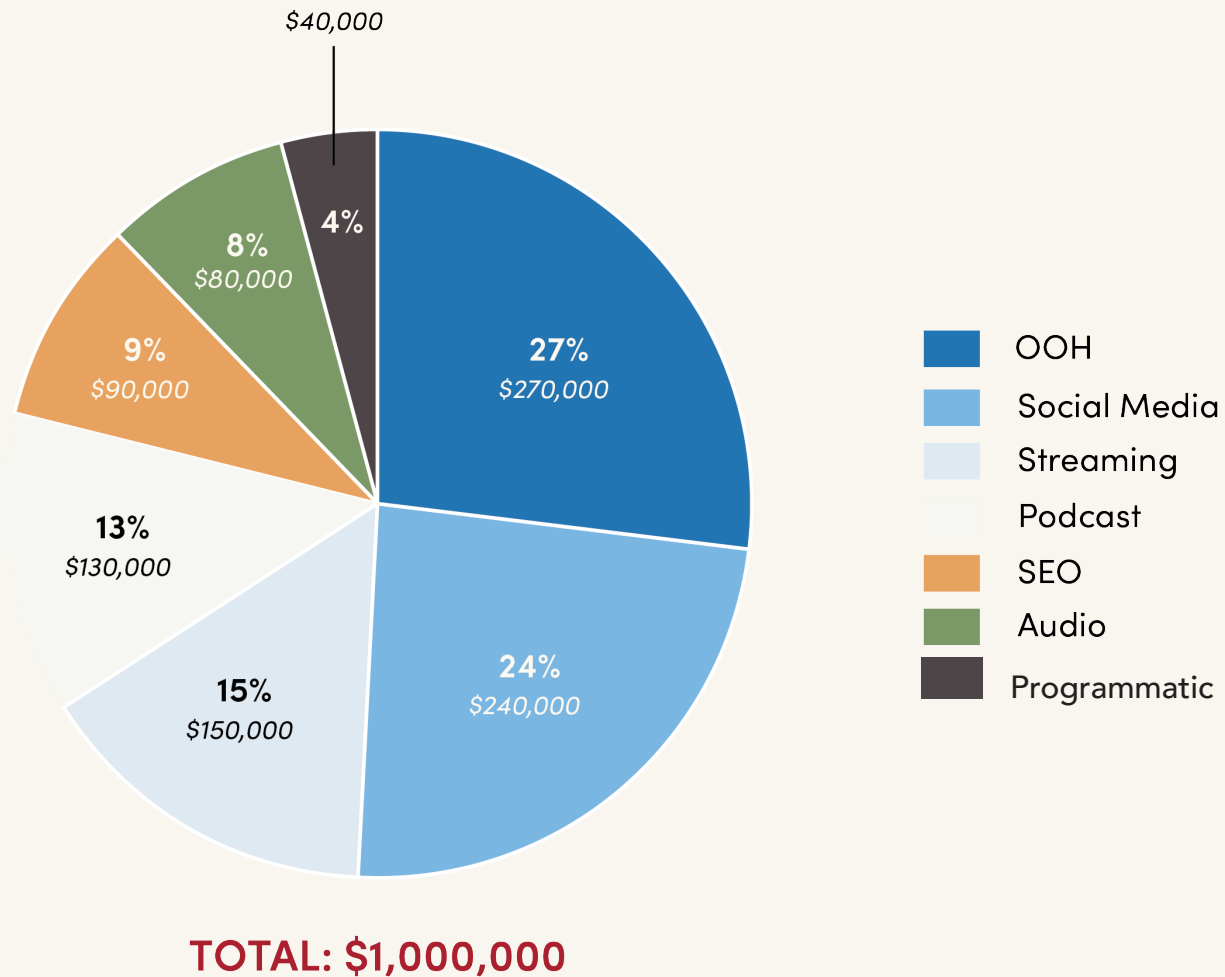
QUARTER 3

	JULY					AUGUST					SEPTEMBER				
Metro Signage															
Digital Billboards															
Instagram															
TikTok															
Hulu															
Spotify (Emma Chamberlain)															
Youtube (Plan Bri Uncut)															
Keyword															
Spotify															
Online Shopping															

QUARTER 4

	OCTOBER					NOVEMBER					DECEMBER				
Metro Signage															
Digital Billboards															
Instagram															
TikTok															
Hulu															
Spotify (Emma Chamberlain)															
Youtube (Plan Bri Uncut)															
Keyword															
Spotify															
Online Shopping															

MEDIA *Budget*



CAMPAIGN *Objectives*

CAMPAIGN OBJECTIVES

Increase brand awareness among Gen Z by 20%, positioning the brand as the premier choice for sparkling water, known for bold flavor and blissful experience, aiming for a future valuation of \$1B. Through diversified media outreach, we aim to engage consumers across multiple touchpoints for enhanced brand recognition.

MEDIA OBJECTIVES

Grow TikTok following to 35k, Instagram following to 150k, diversify current media channels, and boost engagement on both platforms.

SALES OBJECTIVES

Acquire new customers through media efforts, increase Gen Z sales by 30%, and foster a 20% rise in repeat business.

KPIs

Achieve 35k TikTok followers, 150k Instagram followers, 5M impressions, 10M video views, and 150k engagements.

ROIs

With a \$1M campaign budget, expected ROI is \$5M, aligning with the 5x business valuation objective, based on La Croix's performance and PitchBook data.

SALES OBJECTIVES

Acquire new customers through media efforts, increase Gen Z sales by 30%, and foster a 20% rise in repeat business.

Our national campaign targets Gen Z (18–24) and Millennials (35–45) seeking bold-flavored alternatives to soda. Geographically, we focus on areas with high college campus density and influencers who resonate with social events, daily life, and drinking culture.



CAMPAIGN *Evaluation*

OUT OF HOME

BILLBOARDS + METRO SIGNAGE

- Impressions: potentially seen by individuals
- Reach: estimate of total audience exposed to ad
- Scan rates: Monitor how many times the metro signage that includes the QR code to the website is scanned

PODCAST

SPOTIFY +YOUTUBE

- Promo code redemption: offer unique promo codes mentioned in the podcast ad and track how many listeners redeem them
- Listener surveys: conduct surveys among listeners to gather feedback on brand recall and perception after hearing the ad
- Engagement metrics: monitor likes, streams, views, comments, shares, and follows after the episode

AUDIO

SPOTIFY

- Impressions: times ad is heard by users
- Completion rate: users who listen to entire advertisement
- Click through rate: click on ad for more information

SOCIAL MEDIA

INSTAGRAM/ TIKTOK

- Sentiment analysis: analyze impressions and engagement to gauge audience sentiment towards brand
- Influencer impact: evaluate impact of influencer collaborations on brand awareness by tracking metrics such as follower growth, impressions, and specific discount code tracking
- A/B Testing: test our campaign against your current social campaign in order to determine which performs better

STREAMING

HULU ADS

- Impressions: number of times ad is viewed by users
- Ad recall surveys: measure ad recall among hulu viewers

SEO

KEYWORDS

- Organic search traffic: measure number of visitors who find the website through search engine results
- Keyword ranking: monitor brand ranking for target keywords
- Click through rate: percentage of users who click on website link after seeing it in search results
- Competitor benchmarking: compare brands keyword performance against competitors to assess visibility in search engine results

PROGRAMMATIC

BANNER ADS

- Impressions: number of times ad is displayed
- Click through rate: number of users who click on the ad
- Traffic source analysis: analyze website traffic to determine the proportion of visitors coming from banner ads

CREDITS

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Book Designer, Designer

Trevor Reilly
Designer

Maya Zahavi
Designer

Danielle Shoykhetbrod
Designer

Julia Marotta
Designer



Wild Cherry



THE
Original
1987
**CLEARLY
CANADIAN**

SPARKLING WATER BEVERAGE
MADE WITH WATER FROM NATURAL CANADIAN SPRINGS

12 FL. OZ. (355 mL)

Orchard Peach



THE
Original
1987
**CLEARLY
CANADIAN**

SPARKLING WATER BEVERAGE
MADE WITH WATER FROM NATURAL CANADIAN SPRINGS

