

Assignment write-up Unit 3, assignment 2

For this assignment I was asked to devise, brand and promote a new soft drink for Coca-Cola to be sold in the UK market.

1. The brand I came up with is called 'Extra time' it is a mixed fruit flavored sports drink aimed at people who play team sports.

2. Its USP is its mixed fruit flavor, which makes it one of a kind in the sports drink market. The benefits of this product include its ability to give you energy even after you have had a hard work out. For example when a game has gone to extra time and you need that last blast of energy to see you through to the end of the match. It comes in a 500ml plastic bottle and is green in colour.

I had considered making an energy drink but found that most people I surveyed preferred a sports drink and were concerned about the high levels of sugar and caffeine in energy drink and the long term effects on their health.

3. My soft drink is aimed at the sports drink market, however I have identified three market segments that I plan to target my brand at, these are:

1. Members of sports teams, male and female, aged 14 – 29 years old. They are typically full time students or workers, like to train in the week and play sport at the weekends. They have a 'work hard, play harder' philosophy.
2. Gym goers, female, aged 30 – 60 years old. Typically these are part time workers or full time mothers who go to the gym in the day time. They attend gym classes as well as using the equipment. They are tough and hardworking, not afraid to break a sweat or a finger nail.
3. Health conscious professionals, typically male aged 30 – 60 years old. These tend to be full time workers in busy jobs. They do not have much time for themselves and only get to the gym or the sports pitch on rare occasions. To make up for their lack of fitness they require a drink that gives them an extra boost of energy when they need it without adding too many calories.

I chose these three segments as they had similar wants and needs from a soft drink and could be targeted using the same promotional campaign.

4. My brand's personality is a top sportsman similar to David Beckham or Johnny Wilkinson. If my brand was a person it would be the kind of person who is naturally good at every sport that they do, captains every team, leads by example and has the ability to motivate others. I decided to use this personality as I want people to be drawn to my product, like people are drawn to the personality of the celebrities I mentioned previously. I believe that by creating this brand personality my target market will not only buy my product once, but keep buying it over and over again giving me the customer's loyalty and repeat business I need to survive in this market.
5. The objectives for my brand are as follows:
 - a. Survive my first year trading. I want to ensure that my product makes enough sales that it does not get discontinued by Coca-Cola within its first year of sale.
 - b. To have a positive customer feedback of 90% or more based on primary research for surveys and focus groups. This will indicate most of my customers will buy the product again.
 - c. To achieve recognition within the market. I want to ensure that 70% of soft drink consumers are aware of my product within the first three months of trading.
 - d. To take sales away from my competitors. This will increase my revenue and decrease the revenue of my rivals.
 - e. To be sold by retailers nationwide. I will not sell direct to customers (B2C) so I need to ensure that I persuade retailers to stock my product (B2B).

I have also created a set of SMART promotional objectives for the business, attached to the report in Appendix D.

6. The logo I have chosen for my product is a strong arm holding a bottle of my product, it is a black and white design similar to a sports team crest. I chose to keep the design simple fitting in with the current trends for sports teams such as premier league football teams to simplify their club badges. Other ideas I considered include my brand's name in bright colorful font, however my questionnaire feedback indicated that this was not suitable for a sports drink. My other design idea was a silhouette of a football player, I

decided against this as my market research indicated that this design did not appeal to females.

7. For my brand I have chosen to use the following three methods of promotion:

- a. TV adverts
- b. Radio advert
- c. Magazine advert

I have chosen this mix of advertising as I believe it will be the most cost effective way to deliver my message effectively to my target market. For full details of each campaign, including timings and costing, please see Appendix F.

8. I have used the AIDA model to communicate my message clearly to customers. This can be best seen via a poster I created (Appendix G). As you can see on this poster I have first gained the attention of my target market (**A**) through showing the low price in large lettering. Secondly I have held the interest and provided further information about my product (**I**) with a catchy slogan and brief passage highlighting my products USP. I have next made my target market desire to try my product by including an image of an athlete clearly being refreshed which drinking a bottle of extra time™ (D). Once they have seen my advert, I anticipate my many of my target market will wish to take action, buy going out and making a purchase of my soft drink (**A**). To help facilitate this I have included the names and logos of all retailers who stock my product on the bottom of the poster so they are aware of where to go to make the purchase.

9. The first branding technique I used for my product was a questionnaire to survey the opinions of a sample of the soft drink market in the UK. I questioned the sample on their personal circumstances, drink preferences and shopping habits regarding soft drinks to help me gain a better understanding of the wants and needs of the UK soft drink market. I copied the information up into charts and graphs (appendix H) to clearly demonstrate the results. I have used this information to identify a niche in the market and created my brand Extra time™ to fill this niche. The brand personality I have created, as discussed earlier, was designed to appeal to

those market segments targeted as identified via the survey. Other techniques I employed in this process include the marketing mix, to ensure my brand was cohesive. I also wanted to be innovative and not copy the big brands already on the market to give my brand the best chance of long term success. Finally I have put together a promotional campaign including TV, radio and newspaper advertising as well as direct marketing and Public relations to get the message of my brand and its personality out to my target market.