



MY Water. MY Choice.

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**MYAquafina**

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**2008 IMC Campaign**

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# Situational Overview

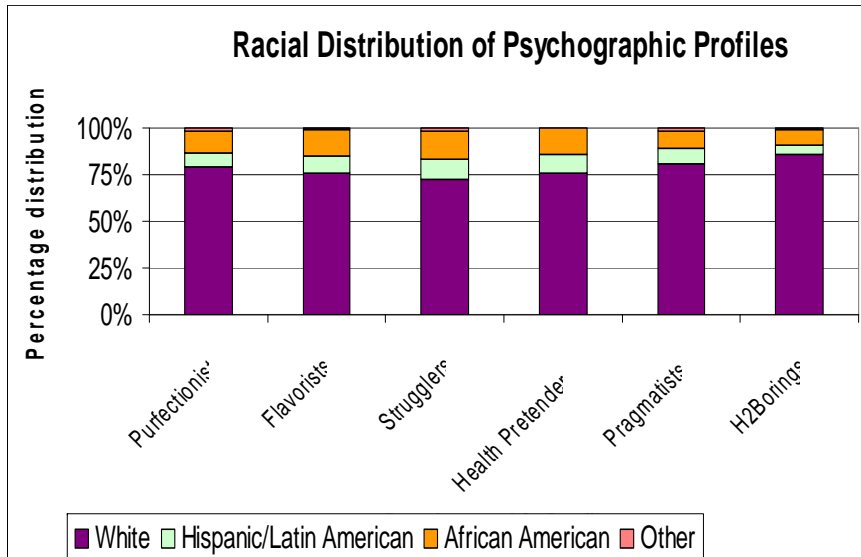
- Current Market Condition:
  - Strong recognition of masterbrand among consumers
    - Weak awareness of sub-brands
    - How to balance?
  - No product differentiation from competitors
    - Currently the “everyman’s water”
    - How to communicate?
- Conclusion: No sustainable avenues for growth as a commodity product



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# Demographics



- Predominantly white with growing minority presence

Purefectionists

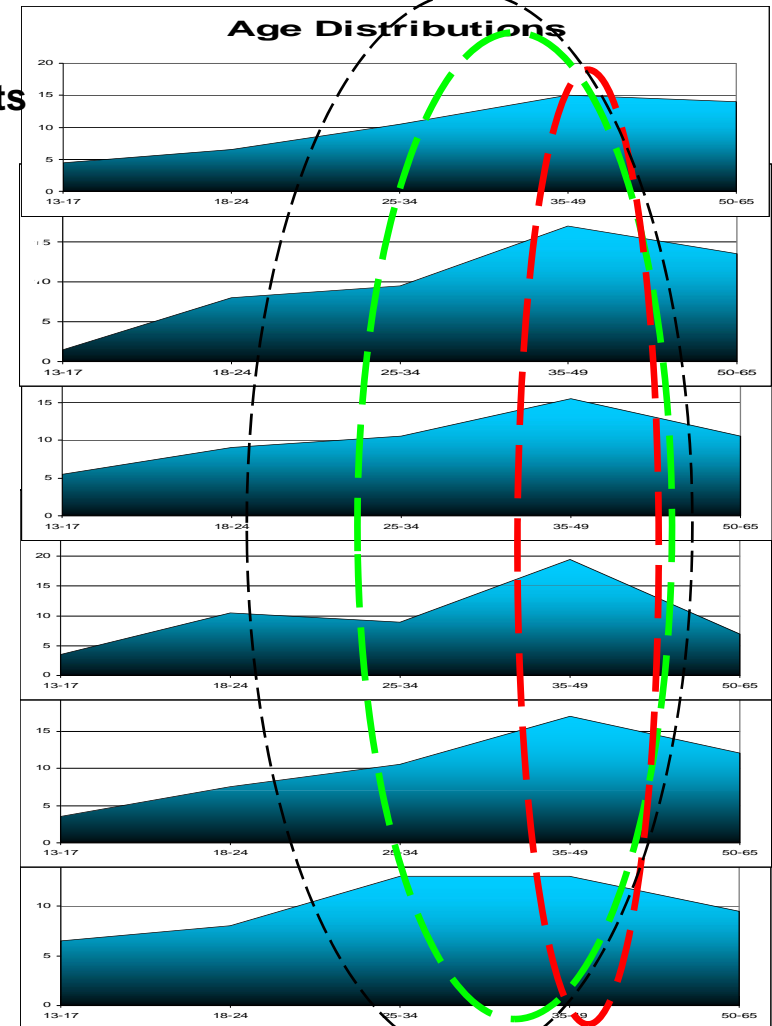
Flavorists

Strugglers

Health Pretenders

Pragmatists

H2Borings



- Largest age-group is 35-49, followed by 25-34 and 18-24



# Creative Landscape

- **Budweiser Beer**

- **Strong preference** for Bud in taste tests, but virtually no difference in *blind* taste tests
- Sells the **emotional/social benefits** of the brand, not the functional benefits
- **Resonates** with target market

Memorable ads maintain top market share





# Strategy: MY Water. MY Choice.

- Experiential Marketing:
  - Introduce Aquafina as a **necessary companion** for all of life's activities
    - More than just bottled water
  - Build the **social & emotional relationship**
  - Promote user **advocacy** (consumer to consumer)
  - Encourage the creation of an **“Aquafina community”**
- Filling the **Creative Gap**:
  - Vitamin Water: SUPER human
  - Propel: SUPER active
  - Aquafina: ?



## IMC Objectives

- Print:
    - Establish the “Aquafina Experience” and integrate the sub-brands into the masterbrand
  - Television:
    - Animating the “Aquafina Experience” by depicting the product use and benefit
  - Internet:
    - Build “Aquafina community” with user ownership of the brand by encouraging co-creation of brand meaning
- Message is **consistent & complementary** across all vehicles



## IMC Objectives

- Out of Home:
  - Encourage purchase on-the-go
- Sponsorship:
  - Fulfill exhibited need for the “Aquafina Experience” for a broad consumer base
- “My Choice” Sweepstakes:
  - Reinforce the link between “My Choice” and “My Aquafina”

→ Message is **consistent & complementary** across all vehicles



## Media Executions

- Phase I:
  - Grab attention and drive traffic to website
  - Start building “experiential” campaign
  - Use people that are representative of target segments
  - Encourage submission of personal Aquafina stories
- Phase II:
  - Build Aquafina community
  - Encourage viral marketing of the Aquafina experience
  - Use REAL people in REAL situations



## Slide 8

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r2

I dont think the headline of this slide should be Media Executions: Print & OOH. I think is should just be Media Executions becasue this is the strategy for the overall plan. The next two slides would fall under Print and OOH.

rluser, 4/10/2007

# Print: Masterbrand



**MYAquafina** “conquers afternoons.”

Bob, 32  
New York City, New York

What's your [Aquafina](http://www.aquafina.com) story? Tell us at [www.aquafina.com](http://www.aquafina.com).

# Print: Sub-brand

**AQUAFINA**  
Pure Water. Perfect Taste.

**AQUAFINA**  
FlavorSplash  
RASPBERRY

**MYAquafina** Flavorsplash “adds color into my life”

Marie, 42  
Marlboro, New Jersey

What's your **Aquafina** story? Tell us at [www.aquafina.com](http://www.aquafina.com).



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## Print

- Four character types
  - Fitness girl
  - Office worker
  - Fun seeker
  - Expectant Mother
- REAL opinions
  - Advocacy, not selling

MY Water. MY Choice.

"As flexible as me."

"A pat on the back."

My AQUAFINA is...

"Always ready for action."



"There for every kick."

**MYAquafina**

**AQUAFINA**  
Pure Water • Perfect Taste

What's your Aquafina story? Tell us at [www.aquafina.com](http://www.aquafina.com).

# Television

Real Persona	Location	MYAquafina ...
Home-maker		...makes me the speed queen of lane 8.
Gym Lover		...helps me run just a little longer.
Cubicle Warrior		...my secret to not falling asleep at my desk.
Fashion Guru		...makes me feel as good on the inside as I look on the outside.

r1

## Slide 12

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r1 Maybe another word other than 'what'. The problem is that it messes up the formatting

Also add song

ruser, 4/10/2007







## Events

- State Fair Sponsorship
  - California
  - Pennsylvania
  - Ohio
- ‘My Choice’ Sweepstakes
  - Labels drive consumers to website
  - Code under cap
  - Customizable Trip

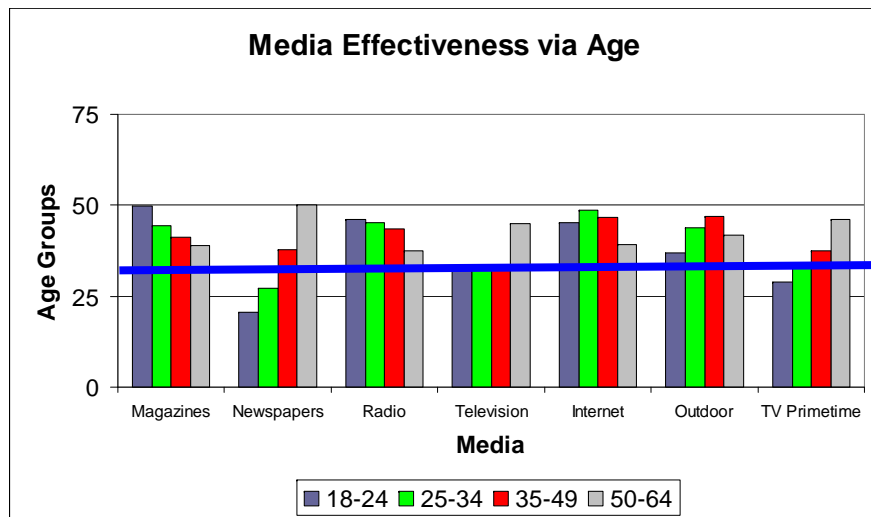






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## Media Mix: IMC



- Age
  - Internet
  - Magazines and Outdoor
  - Television
  - Radio

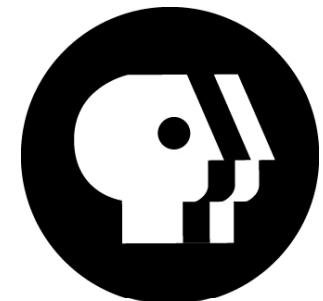
Cum. GRP allocation across 2008					
	18-24	25-34	35-49	50-64	
<b>Rch</b>	15	43	50	15	<b>TV</b>
<b>Freq</b>	6	16	16	6	
<b>GRP</b>	90	688	800	90	
<b>Rch</b>	12	40	50	12	<b>Print</b>
<b>Freq</b>	4	16	16	5	
<b>GRP</b>	48	640	800	60	
<b>Rch</b>	39	49	54	40	<b>Onl.</b>
<b>Freq</b>	2	4	4	2	
<b>GRP</b>	78	196	216	80	
<b>Rch</b>	23	40	50	23	<b>Rad.</b>
<b>Freq</b>	2	3	3	2	
<b>GRP</b>	46	120	150	46	
<b>Rch</b>	28	40	50	25	<b>Out.</b>
<b>Freq</b>	6	12	12	6	
<b>GRP</b>	168	480	600	150	



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## Specific Examples

- Print
  - Conde Nast Traveler: Median reader age: 42
- T.V
  - Sci-Fi channel : Top 10 among 25-54 market
- Outdoor
  - Solitary Freeway and Urban locations
- Online
  - PBS.org: 124 strength index score for 35-49
- Radio
  - Clear Channel Radio Traffic: 142 diverse markets



**PBS**

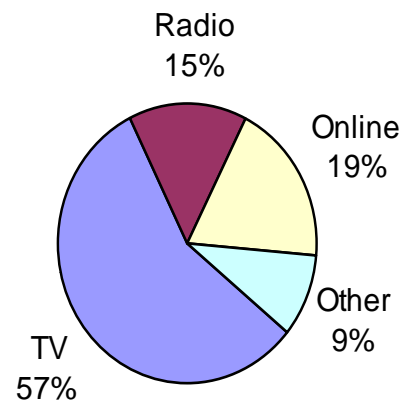


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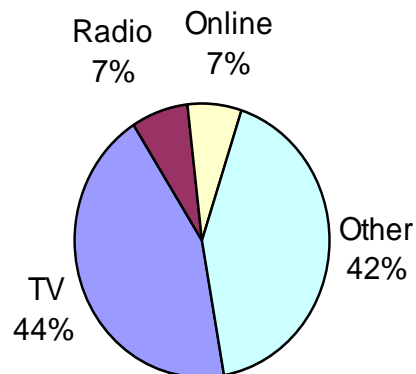
## Budget

Aquafina A&M (\$MM)	2007	2008
TV	\$ 30	\$ 25
Radio	\$ 8	\$ 4
Online	\$ 10	\$ 4
Other	\$ 5	\$ 24
Out of Home		\$ 7
Print		\$ 17
<b>Media</b>	<b>\$ 53</b>	<b>\$ 57</b>
Ad Production	\$ 6	\$ 5.66
Innovation	\$ 15	\$ 3
Account Specific Promotions	\$ 4	\$ 0
Sponsorship: Fees	\$ 5	\$ 3
Sponsorship: Execution	\$ 3	\$ 2.10
Insights	\$ 5	\$ 2.24
Labels Design and Commercialization	\$ 2	\$ 2
<b>TOTAL</b>	<b>\$ 93</b>	<b>\$ 75</b>

### 2007 Ad Expenditure



### 2008 Ad Expenditure





# Evaluation of Campaign Effectiveness

- Sales Goals
  - Sweepstakes code entry
  - Overall Sales
- Perceptual Shift Goals
  - Online submissions
  - Focus groups



# Strategy Summary

- Unify the masterbrand and sub-brands
- Overall focus the consumer and their experiential relationship with Aquafina
- Increase emotional/social appeals
- Emphasize product ownership by REAL people



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## Questions & Answers



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## Media Timeline

- = Phase I: Drive traffic to website, build experience/relationship
- = Phase II: REAL users create Aquafina community

		2008											
		Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
1	Market Testing												
2	Website												
3	Magazine												
4	Television												
5	Radio												
6	Out of Home												
7	State Fair Sponsorship												
8	Personal Story Emails												
9	Vacation Sweepstakes												
10	Youtube Videos												



# Evaluation of Media Effectiveness

- TV/Radio:
  - Nielsen People Meters
- Print:
  - Starch Ad Readership Surveys
- Internet:
  - ACNielsen/NetRatings Audience Measurement Service
- Multimedia:
  - Simmons National Consumer Survey