



# BUBBL'R

## Marketing Campaign

Project C Part 01 : Client Brief

*Jeanne Salmon*

Branding and Media Strategies  
October 23, 2022





## *Client Brief Overview*

- Who is BUBBL'R?
- What does BUBBL'R do?
- Client Demographics
- What makes BUBBL'R special?
- Unique to BUBBL'R
- Brand Attributes
- Competitors





## Who is Bubbl'r?

BUBBL'R is a lightly caffeinated sparkling water that comes in 10 flavors. It contains only 5 calories, no artificial sweeteners, flavors, or coloring, and 69 grams of naturally sourced caffeine, about the same amount as a cup of coffee. Rich in vitamin A and B, plus antioxidants, BUBBL'R is also gluten free and all are vegan, with the exception of the flavor *passion fruit wond'r*.

First released in 2017, BUBBL'R has been dubbed, "water's bubblier and more energetic best friend!" This sparkling beverage is more than a refreshing pick-me-up, it has grown a cult following among college students who are known to stay up late at night, and has an extensive "Campus Ambassador" network. It appeals as a soda alternative, and can be enjoyed by teens and adults alike.

BUBBL'R is a subsidiary of WIS-PAK, a Watertown, WI canned beverage manufacturer owned by Pepsi-Cola. WIS-PAK was founded in 1969 when a 64,000 square foot filling plant was erected. It has since become one of the largest cooperative companies in the nation, "with 8 filling plants, a transportation company, a beverage brands company, and [one] for centralized administration."

**WIS-PAK Mission:** Our mission is to provide maximum quality, minimum cost products and services; and to grow profitability through WP Beverages.

**WIS-PAK Values:** Integrity: We always do the right thing, even when no one is looking. We act in an honest and trustworthy manner, following through on our promises.

Customer Focus: We measure our success by the success of our customers. Our goal is to create long-term value and exceed expectations.

Stewardship: We are caretakers of our organization striving to leave it better than we found it.

Continuous Improvement: We challenge ourselves daily to find ways to improve our work and ourselves.

Teamwork: We are strongest when we work together and unite our diverse backgrounds and ideas.

Passion: We are proud brand ambassadors and strive for product and service excellence in the marketplace.





## What does Bubbl'r do?

### Beverage Distribution

BUBBL'R expanded its distribution in 2020 to be available in nearly every state in the country. It is now sold through chains such as Target, Walmart, CVS, Albertson's, Circle K, 7Eleven, Kroger, Kwik Trip, Kum & Go, and many smaller locally owned establishments. A 6-pack generally runs about \$6.99, though not all flavors are available at all locations. It has been strategically marketed as a healthier alternative to soda and coffee.

### College Ambassadors

Partnering with college students around the nation, BUBBL'R has created a college ambassador program to help promote the product. According to their site, "As a BUBBL'R campus ambassador, you will work with our BUBBL'R marketing team to continue building brand awareness, infusing BUBBL'R into your college campus networks, and sharing amongst your social followings!" Some ambassadors receive an hourly pay to attend events and engage attendees, among other duties.

### Merchandise

When your brand strategy revolves around a strong social media presence, having fun, exciting merch is crucial. BUBBL'R's offerings include t-shirts and hoodies; hats, socks, lanyards, sunglasses, and scrunchies; can coolers, chest coolers, mini-fridges, and seasonal items like Halloween costumes or pool floaties. There's even a dog accessory section for BUBBL'R's four-legged cheerleaders to represent the brand.

### A Lifestyle

Looking through the prolific social media accounts BUBBL'R operates, it's apparent that there is a cultivated community surrounding the beverage. While the College Ambassador program generates a massive amount of content, other people include BUBBL'R in some of their most important life moments such as graduating, traveling, even getting engaged or married. BUBBL'R promotes a lifestyle full of idyllic people in idyllic places. It is an adventurous brand enjoyed by active people.





## Client Demographics

### Gender

BUBBL'R is marketed mainly towards women, though men are featured in their images. The colors, illustrative style, and typography are rather feminine, but not so much so that men wouldn't buy it.

### Age

18-28 year olds. This product appeals to college age adults and young working professionals. The marketing is aimed towards Gen Z and younger Millennials, who generally tend to be active and fit. This would appeal to older adults as well, but is not marketed towards them.

### Race

Looking through the social media accounts of BUBBL'R, it seems to be pretty racially diverse both in the people featured in photos and their numerous followers. This is reflective of the wider diversity of Gen Z.

### Income Level

Running about \$1.20 per can when purchased as part of a pack, BUBBL'R is not as expensive as a cup of coffee from a cafe, but is far more expensive than a can of soda from a case. Mid to high level income consumers.

### Geographic Area

With distribution through Target and Walmart, BUBBL'R is able to reach countless customers across the country. Their real bread and butter though is college campuses, where ambassadors engage their peers, creating new customers at every gathering.

### Dog Owners

BUBBL'R is loudly and proudly a dog friendly company. They've created toys and accessories for their furry friends, and feature them often on social media. Dogs don't drink BUBBL'R, but their owners love it.





## *What makes Bubbl'r special?*

### Testimonials

In a world of seemingly endless sparkling water options, BUBBL'R stands apart with its unique flavors and addition of naturally sourced caffeine. Here is what customers who buy BUBBL'R have to say.

"I absolutely love this product! I'm not a fan of most sparkling waters because I feel like they all have a strange taste to them. Bubbl'r doesn't have that issue. The flavor is amazing. It's not overpowering, but is stronger than water that was in the same room as a fruit (like some other sparkling waters). It has a lot of natural ingredients, is only 5 calories and includes 69mg of caffeine. These are my absolute favorite and I recommend them to everyone!!"

-Rebecca B.

"These are sooo good! I do not like other sparkling waters because of the bitter taste but these are so flavorful and refreshing. [Triple Berry] is my favorite flavor!"

-Ash

"This is some awesome sparkling water! I currently am drinking the blood orange flavor. I like that it offers a good amount of vitamins, antioxidants, zero sugar and caffeine!! I have tried other energy drinks and they tend to hurt my stomach. I'm perfectly fine with Bubbl'r, thankfully! I'm a fan!!"

-Angela L.

"I love this stuff! I tried it for free as a Saturday morning sampler item at Jewel Osco and it was delicious, just the perfect amount of sweetness and caffeine! I've purchased this again after trying. I think it is a great product and can't wait to try all the flavors! I believe it is priced right and at most times on sale for \$1."

-Kristen G.

"BUBBL'R is one of my favorite go to drinks! I have started replacing my daily coffee with BUBBL'R as it's a much cheaper and healthier option!"

-Brittany C.





## Unique to Bubbl'r

### Recipes

Most people think of wine when they think of pairing a beverage with food, but BUBBL'R has created a database of recipes which can be paired with specific sparkling water flavors. The recipes are broken into two categories, "Snack'rs," including appetizers, entrees, and desserts, and "Mix'rs," alcoholic cocktail recipes. Seasonal and holiday recipes are also included, each shown with a beautiful photograph of a BUBBL'R can and the food.

### Halloween Costumes and More

BUBBL'R is on top of their merchandise game, and knows their college age clientele like fun accessories. This year for Halloween, BUBBL'R released a can shaped costume in the Twisted Elixir flavor. BUBBL'R has previously sold pool floaties that are printed to look like a can of the product. They capitalize on seasonal and holiday merchandising to keep customers coming back to the e-commerce shop year round to find the latest limited edition merch like ugly Christmas sweaters.

### Part of the Club

BUBBL'R's College Ambassador program has become a highly coveted position for those who want to try their hand as social media influencers. It's fascinating that BUBBL'R has managed to capture so much talent who avidly support their products, and have become a club that people want to be a part of. BUBBL'R sells themselves as a lifestyle, and with the purchase of a case, you can be part of the club too.

### Forever Young

The wonderful thing about marketing to college aged customers is that a company and brand can age, but the customer base never does. While a drink can't make you younger, BUBBL'R's products embody the ideals of the Fountain of Youth, making you feel better, more energized, and healthier when you drink it. By encouraging college students to imbibe BUBBL'R and share pictures of it, they keep their social media content fresh and youthful.





## Brand Attributes

### Typography

**LOGO- WOODCUTTER HAND 2015**  
**Headers- Montserrat Bold**  
**Body- Montserrat Regular**  
**Accent Text- Oswald Bold**  
*Accent Text- Funkydori Bold*



### Logo



### Symbols



Immune  
Support



Soy  
Free



Low  
Glycemic

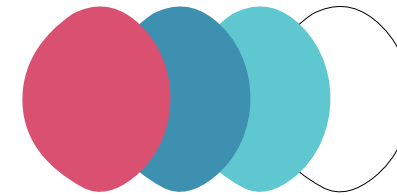


Gluten  
Free



Vegan  
Product

### Colors



Main Colors: Pink, Blue, Teal, White

### Imagery

Fruit



Bubbles



Flavors & Color Schemes





## Competitors

### Bubly Bounce

Caffeinated Sparkling Water, 8-Pack, \$3.99



A budget option for those looking for caffeinated sparkling water, Bubly is widely distributed and favored by a less flashy, older age demographic than BUBBL'R. Available in most grocery stores plus Walmart, Target, and Instacart, Bubly is a fierce competitor.

### Soda

Caffeinated, carbonated beverages, usually 12-pack, \$3.99



One of the most popular beverages in the world, the soda industry is estimated to rake in \$318 billion in 2022. Despite BUBBL'R being owned by Pepsi-Cola, every soda is a major competitor to the caffeinated sparkling water market.

### Coffee & Tea

Caffeinated, sometimes sweetened beverages, Double Shot 4-pack, \$6.79



It is generally agreed that tea has been around since the 9th century, and coffee the 13th, so as an industry they are the Goliaths of the energizing beverage world. Starbucks and other companies have released canned espresso coffees for easy, quick consumption.





# BUBBL'R

## Marketing Campaign

Project C Part 02 : Concept Sketches

*Jeanne Salmon*

Branding and Media Strategies  
October 30, 2022



## Concept Sketch 01

### PHOTO APP FRUIT FILTERS

#### Location

Instagram, Facebook, Other Photo Apps

#### Duration

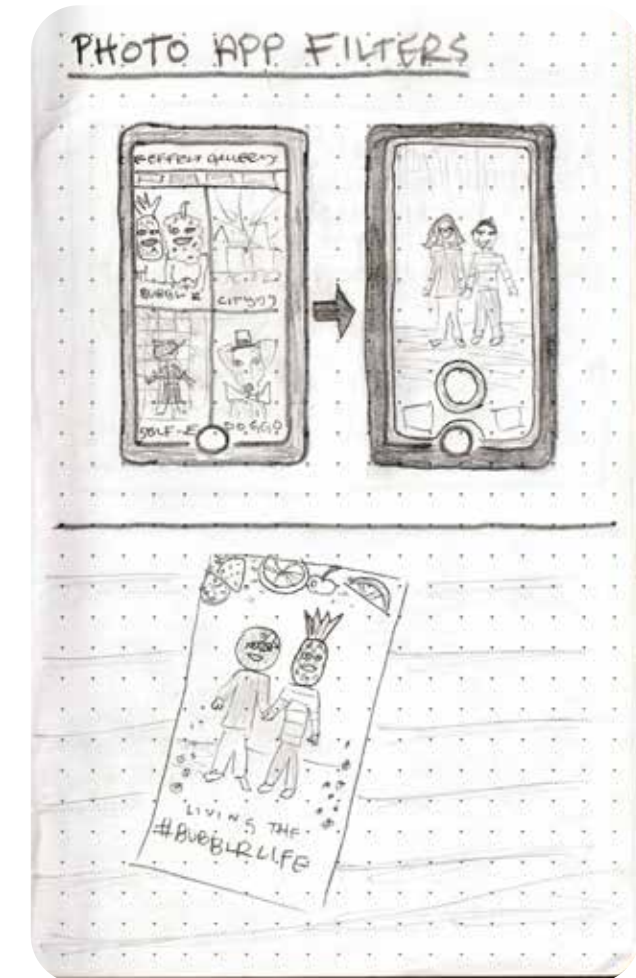
Ongoing

#### Concept

A series of photo filters that turn your head into a different fruit featured on the cans of BUBBL'R. This will be a still photo and a video app filter, and will also allow users to add fruit and bubble borders and BUBBL'R hashtags. A special sticker set will be designed to be used digitally.

#### Additional Considerations

App developers will be hired to write the code.





## Concept Sketch 02

### HALLOWEEN COSTUME SCHOLARSHIP

#### Location

On social media.

#### Duration

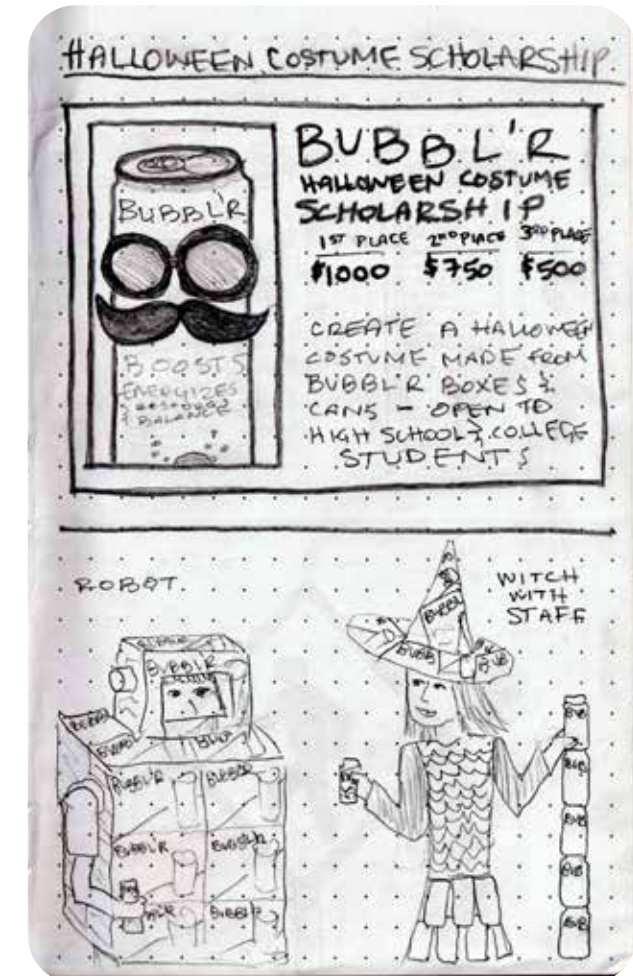
Annually in October

#### Concept

High school and college students have an opportunity to create Halloween costumes using BUBBL'R cans and boxes and will be entered into a scholarship contest. Entrants must be wearing their costume and be holding a can of BUBBL'R. Top prize is a \$1000 scholarship; 2nd prize \$750 scholarship; 3rd prize \$500 scholarship.

#### Additional Considerations

Very specific rules will be created for this contest so it doesn't get out of control. Submissions will require approval to ensure appropriate content.





## Concept Sketch 03

### PED-X PIRATES

#### Location

Nationally around the US, and wherever there are pedestrian crossing signs that Ambassad'rs visit.

#### Duration

Ongoing

#### Concept

College Ambassad'rs can request to receive a package of specially sized BUBBL'R stickers that are meant to be placed in the hand of the figure on pedestrian crossing signs. This is a passive guerrilla marketing tactic to get people thinking about BUBBL'R as they are passing through a city or town.

#### Additional Considerations

Safety is the number one priority, Ambassad'rs shouldn't place these on hard to reach signs.





## Concept Sketch 04

### MASCOT DANCE BATTLE

#### Location

Hosted at a college football stadium

#### Duration

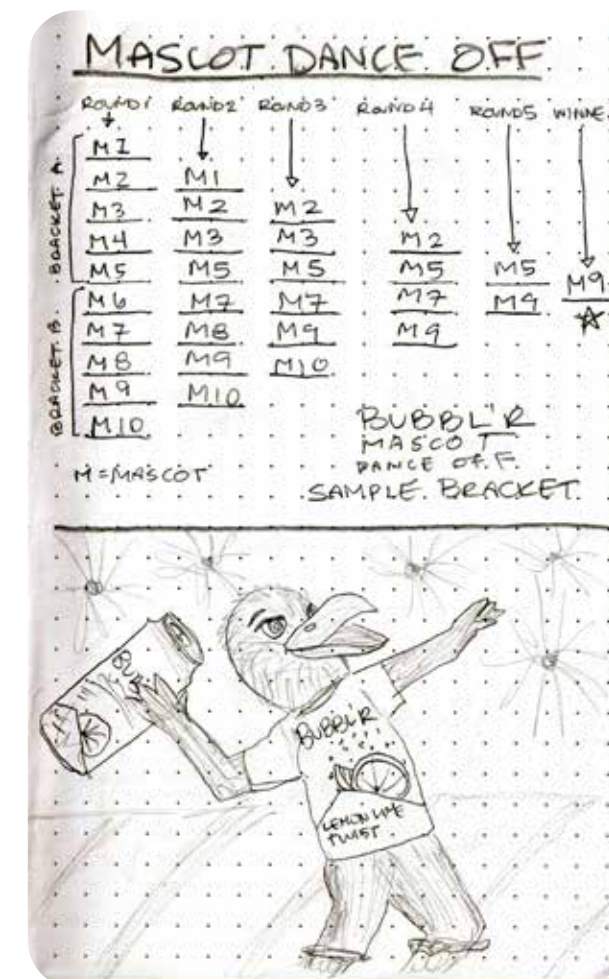
Annual event in the fall to coincide with football season

#### Concept

10 mascots, each representing a different BUBBL'R flavor will compete in a bracketed tournament of mascot dance battles. Each mascot will compete head to head, each dancing with an oversized inflatable can of BUBBL'R. A panel of qualified judges will decide who wins the coveted GOLDEN BUBBL'R trophy.

#### Additional Considerations

A "documentary" film crew will follow each of the mascot's journeys through the tournament and will make a mockumentary of the annual event.





## Concept Sketch 05

### LOG ROLLING CHAMPIONSHIPS

#### Location

Lake Geneva, Wisconsin

#### Duration

Long weekend in July

#### Concept

BUBBL'R will host a log rolling championship for teams of two to compete for the chance to win big prizes. The catch is the logs will be decorated to look like cans of BUBBL'R and each contestant will be wearing a can costume of their favorite flavor.

#### Additional Considerations

This is not an amateur competition, though there will be a an amateur mini-competition.





## Concept Sketch 06

### WORLD RECORD CAN PYRAMID

#### Location

Chicago, IL

#### Duration

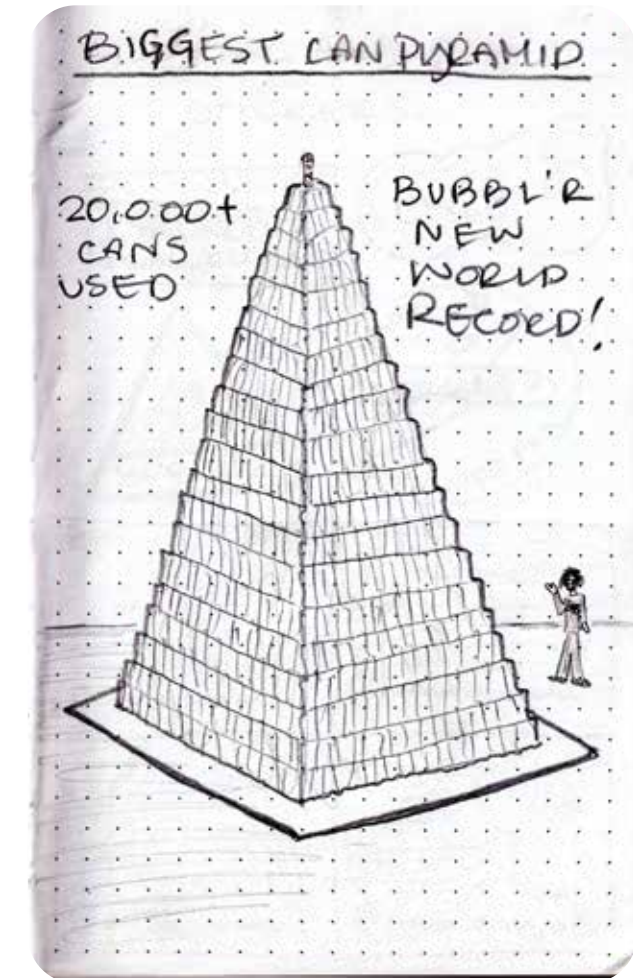
One night only

#### Concept

BUBBL'R will attempt to break the current world record for largest can pyramid. The current record is for about 17,500 cans, and we can get it up to 20,000.

#### Additional Considerations

A professional team will be hired to attempt this feat so no one gets hurt. It will be watch by a crowd as they attempt the record.





## Concept Sketch 07

### GLOBAL AMBASSAD'RS

#### Location

Anywhere and everywhere

#### Duration

Ongoing

#### Concept

Fans of BUBBL'R can sign up to be Global Ambassadors and receive a special pack of BUBBL'R stickers to be placed in random spots while traveling. This will get the word out, and people will be encouraged to share a picture of where they find the stickers.

#### Additional Considerations

Ambassadors will be asked not to place stickers in places that deface or destroy property.





## Concept Sketch 08

### ROAMING CAN

#### Location

Anywhere and everywhere

#### Duration

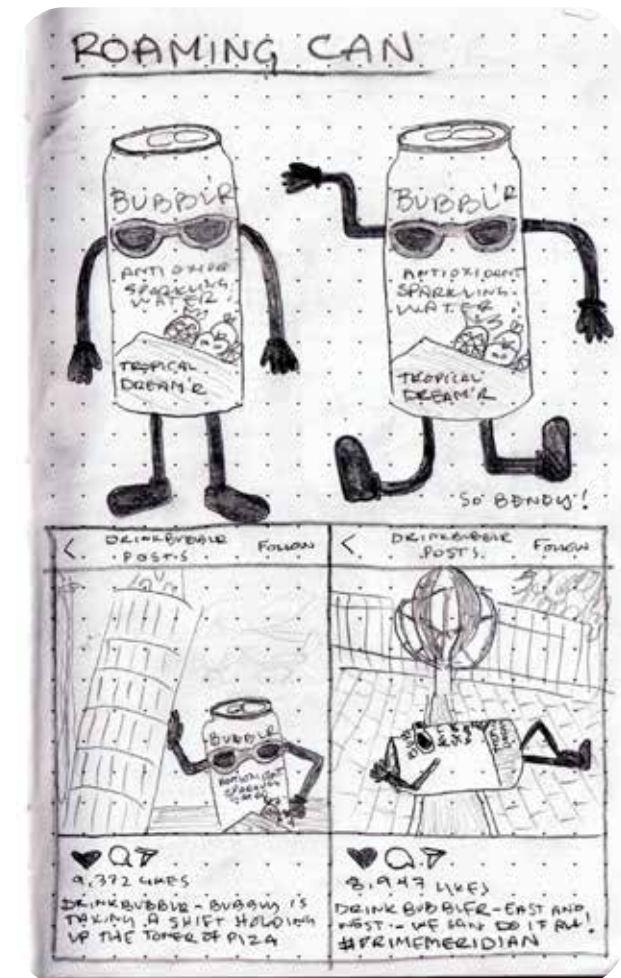
Ongoing

#### Concept

A small bendable BUBBL'R can figuring will be available for people to take along on their adventures, taking photos in fun places, and posting them on social media. The can, Bubbly, will have it's own social media accounts so people can follow along with this jet setter.

#### Additional Considerations

Will be small enough to fit in your pocket or bag and can come along with the ride!





## Concept Sketch 09

### LES PAUL GUIT'R

#### Location

Traveling to music festivals during summer months

#### Duration

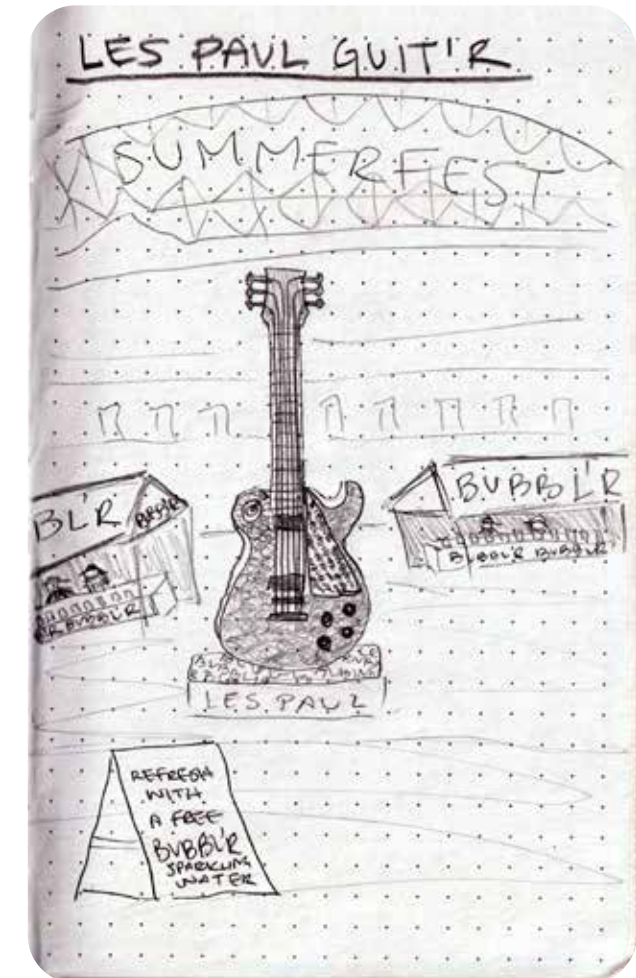
Summer 2023

#### Concept

To honor Wisconsin legend Les Paul, a Les Paul guitar statue will be artistically constructed using BUBBL'R cans. It will travel to music festivals giving attendees free samples of BUBBL'R to reinvigorate them, and have some swag available as well.

#### Additional Considerations

A team and transport crew will be required.





## Concept Sketch 10

### PARADE OF DOGS

#### Location

Milwaukee, Wisconsin

#### Duration

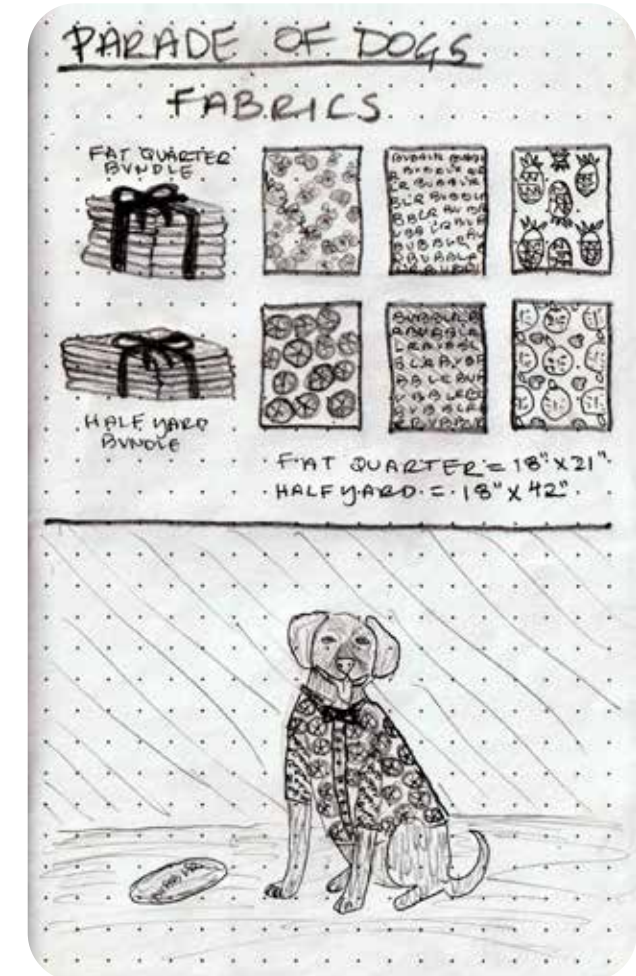
One time event, summer 2023

#### Concept

Since the folks at BUBBL'R are big dog fans, they have partnered with the Humane Society to do a fundraiser. BUBBL'R will match donations during a given period, and with a donation you will receive a fat quarter bundle of BUBBL'R branded fabric to make a special outfit for your dog. A physical parade will be held in Milwaukee, and an online parade will be held on social media for people to share their precious pups.

#### Additional Considerations

Winner gets special donation a shelter of their choice.





# BUBBL'R

## Marketing Campaign

Project C Part 03 : Rough Draft

*Jeanne Salmon*

Branding and Media Strategies  
November 5, 2022



# Bubbl'r Live! Overview

## BUBBL'R LIVE: World Record & A Show

### Location

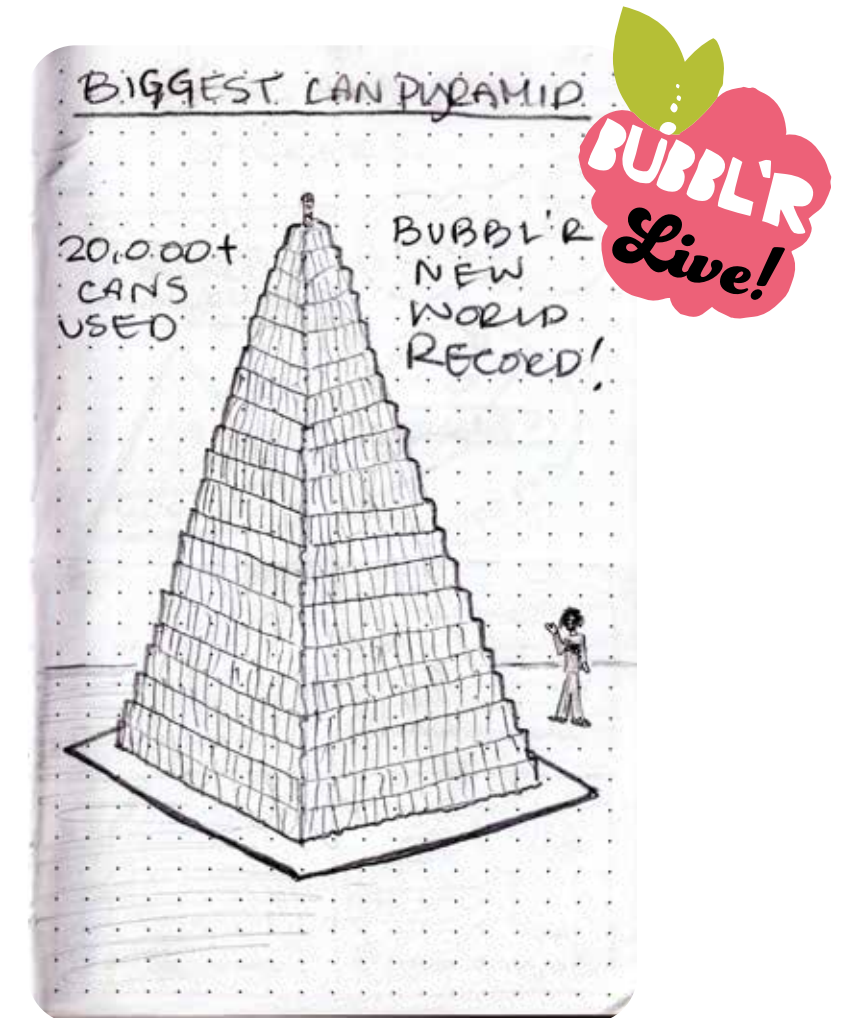
Fiserv Forum, Milwaukee, Wisconsin

### Duration

One time event, February 25, 2023 @ 7:00pm

### Concept

BUBBL'R is hosting a one night extravaganza called "BUBBL'R Live!" where they will attempt to break the world record for biggest can pyramid, and host a concert to entertain attendees while the pyramid is being built before their eyes. The musical acts will be Squirrel Flower, Horseshoes and Hand Grenades, with Whitney headlining. Set breaks will focus on the progress of the can tower being built by a team of professionals. As the final can is being placed to set the world record at the end of the concert, a light show will dazzle the guests. On their way out, each person will be given a swag package containing a can cooler, bendable can character, and a coupon.





# Bubbl'r Live! Advertising

## PRE-EVENT ADVERTISING

### Location

Greater Milwaukee, Greater Chicago, Greater Madison

### Duration

Beginning December 1, 2022, about 12 weeks before event

### Overview

To promote BUBBL'R Live!, several types of advertising will be used to engage people from a larger geographical area. Social media, web, YouTube, and print advertising will be used. These ads will highlight both the world record attempt for largest can pyramid and the headliners of the concert. Ads will be targeted to those in the Milwaukee, Madison, and Chicago areas who could travel to the event. Billboards will also be placed along busy highways in these cities several months before the event to give people time to plan and purchase tickets. Press releases about the World Record attempt will be sent to local news stations.





# Bubbl'r Live! Event

## BUBBL'R LIVE!: THE BIG NIGHT

### Schedule

6:00PM- Doors Open  
7:00PM- Event Begins  
7:15PM- Can Tower Build Begins  
7:30-8:15PM- Squirrel Flower  
8:15-8:30PM- Act Break, Tower Check  
8:30-9:30PM- Horseshoes & Hand Grenades  
9:30-9:45PM- Act Break, Tower Check  
9:45-11:30PM- Whitney  
11:30PM- Tower Complete, New World Record!  
11:45PM- Event Ends

### Highlights

Between a three act concert and watching a World Record being broken, attendees of BUBBL'R Live! will have a great night. Concessions (including alcohol 21+) and merch will be available for sale throughout the arena. A special Campus Ambassad'r VIP Box area will be created for members of the program to meet each other.





## Bubbl'r Live! Merch & Swag

### GET YOUR GEAR HERE

#### For Sale

A line of apparel has been designed specifically for the BUBBL'R Live! event, and will continue to be sold after the event on their e-commerce shop. The line includes t-shirt and tank tops, hoodies, socks, and more.

#### For Free

Branded buttons will be available for free throughout the venue and at merch booths.

#### Swag Bags

As each person is leaving the venue, they will receive a branded BUBBL'R tall can cooler, a bendable can figurine (to be revealed next week), and a manufacturers coupon for a free case of BUBBL'R. These will be distributed as they leave so no one gets the idea to throw any of their swag at the can tower as it is being built, and minimizes clean up after the event.





## *Bubbl'r Live! Post Event Promotions*

### COME SEE OUR NEW WORLD RECORD

#### **Social Media**

Posts featuring pictures and short video clips of BUBBL'R Live! will be created to announce the new World Record and to share what a great time everyone had. Samples coming next week.



#### **Dedicated Webpage**

BUBBL'R will add a dedicated webpage to their website sharing the story, images, videos, and the documentary embedded into the page.

#### **Mini-Documentary**

From start to finish, a documentary film crew will be following the journey of setting a new World Record, from the planning and practicing attempts, to the set up of the arena, and clips from the show and tower build itself. They will mix footage with interviews to share a lighthearted, inspiring story of how BUBBL'R got their names in the Guinness Book of World Records.





# BUBBL'R

## Marketing Campaign

Project C Part 04 : Final Compositions

*Jeanne Salmon*

Branding and Media Strategies  
November 13, 2022





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## Bubbl'r Live! Social Media





## *Bubbl'r Live! Billboard*





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## Bubbl'r Live! Tickets





## Bubbl'r Live! Badges





## Bubbl'r Live! Merch & Swag

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## *Bubbl'r Live! Official T-Shirt*





## *Bubbl'r Live! Novelty Socks*





## *Bubbl'r Live! Hoodie & Can Cooler*





## *Bubbl'r Live! Bubble the Bendable Can*





## *Bubbl'r Live! Post Event Promotions*

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## *Bubbl'r Live! Dedicated Webpage*





## Bubbl'r Live! YouTube Mini-Doc

