



BEVI

GUERRILLA MARKETING SOCIETY



Strategic Marketing Recommendations

EXECUTIVE SUMMARY

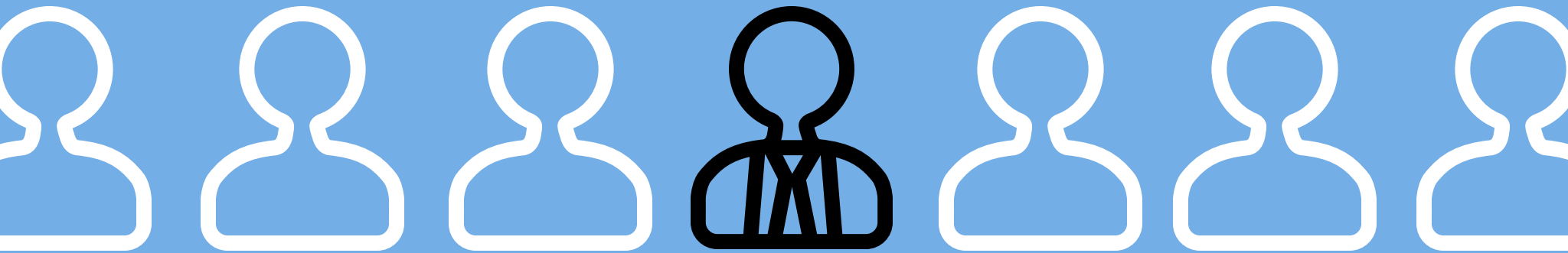
Mission & Objectives

Key Findings

Target Personas

Marketing Tactics

Impact



MISSION & OBJECTIVES



To increase awareness amongst company decision makers and influencers, while furthering sustainable culture, great-tasting clean water, and high-tech amenities to the workplace.

KEY FINDINGS

Through the use of market research, one-on-one interviews, and industry analysis, we have defined our starting measures.

37%

increase in productivity
from employee-focused
initiatives



upward trend in
investing in employee
happiness and health

\$550B

= cumulative cost of an
unsatisfied workforce

TARGET PERSONA

Brandon

Age 32

Account Manager

Energetic, Innovative, Tech-saavy

Needs: Work-life balance, easy access to nutritious food options



A portrait of a woman with short, wavy, grey hair, smiling. She is wearing a dark blazer over a light-colored top. The background is blurred, showing other people in an office setting. A dark diagonal overlay covers the right side of the image, containing text.

TARGET PERSONA

Suzanne

Age 56

Vice President of Human Resources

Forward thinking, Resourceful, Versatile

Needs: Create a sustainable culture,
Save utility costs, Increase employee morale

OUR PLAN



```
graph TD; A[OUR PLAN] --- B(( )); B --- C[Bring Bevi Campaign]; C --- D(( )); D --- E[Check In With Bevi]; E --- F(( )); F --- G[Travel With Bevi]; G --- H(( )); H --- I[#BeVigilant]; I --- J(( )); J --- K[#BeVirtuous];
```

#BeVisionary Project

Bring Bevi Campaign

Viral With Buzzfeed

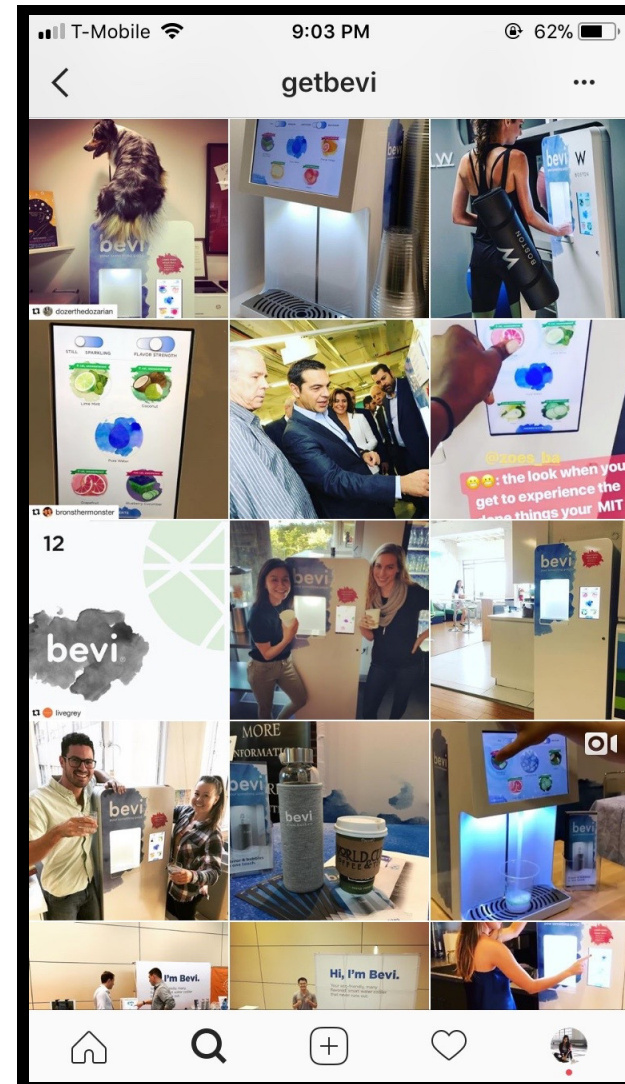
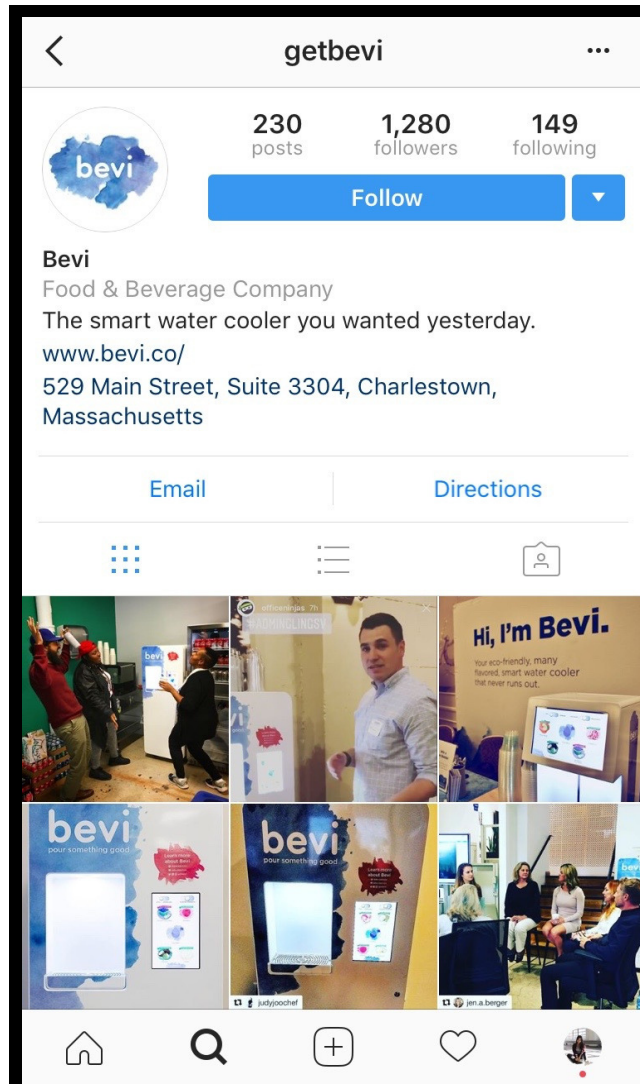
Check In With Bevi

Travel With Bevi

#BeVigilant

#BeVirtuous

#BeVisionary: Current Instagram



#BeVisionary

What: Social Media boost

When: As soon as possible

How: Designs or eye catching content on the accounts that will get social media users to retweet or repost.

Cost: Promotions to boost impressions on Instagram, Facebook, and Twitter feeds

Measurable Impact: (Follower count, social engagement, impressions, clicks, leads)

Hashtag Ideas: #BeVisionary, #BeVibrant, #BeVivacious



#BeVisionary



#BeVibrant

#BeVisionary



#BeVibrant



#BeVisionary

#BeVisionary



#BeVibrant



#BeVisionary



#BeVivacious

BRING BEVI



What: Post 20-second client testimonials on Facebook

When: Production --> Summer
Release --> Anytime

Concept: Action + Vitality → emphasize fun, bubblyness, colors

Cost: flexible, includes:

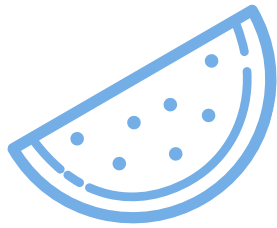
Production Costs + Ad Space = Total Cost

Production Company + Talent = Production Cost

Ad Space

- Maximum Daily budget vs. Lifetime Budget
- Costs per click vs. Cost per Mille

VIDEO CONCEPTS



Flavor Spotlight

Clients and employees describe themselves through favorite Bevi flavors



Client Testimonials

Clients describe unique experiences using Bevi



Taglines

Capturing interest by communicating value

V I R A L W I T H B U Z Z F E E D

The BuzzFeed logo is centered within a solid red rectangular box. The text "BuzzFeed" is written in a bold, white, sans-serif font. The "B" is particularly large and prominent. The entire logo is set against a white background, with a blue horizontal bar at the bottom of the slide.

BuzzFeed

VIRAL WITH BUZZFEED



VIRAL WITH BUZZFEED



**Controlled
reach**

**Shareable
Content**

**Interactive
Quizzes**

V I R A L W I T H B U Z Z F E E D

WHAT BEVI FLAVOR ARE YOU?

GRAPEFRUIT

LEMON

**KIWI
STRAWBERRY**

COCONUT

**ORANGE
MANGO**

RASPBERRY

CHECK IN WITH BEVI

What: Integrating Bevi into Hotel Amenities

Why: 2014: 495.8 million business trips
2017: expected increase in business travelers

When: Both permanent and temporary installations

How: Implement them in hotel lobbies,
meeting/conference rooms, employee lounges.

Cost: Cost of installation & maintenance if
contracted with the hotel (+free trials)
Cut costs of buying water bottles

Measurable Impact: generating more leads,
conservation of natural resources and rid waste of
single-use plastic bottles.





TRAVEL WITH BEVI

What: Bevi in Boston Logan Airline Lounges

Why: ~3 million passengers a month, exposure to business travelers (37%) and common consumers

When: 1-year trial installation during July

How: Connect with Delta Sky Club, United Club, American Airlines Admiral Club, The Lounge - Emirates, USO Lounge.

Cost: Costs may vary.

Measurable Impact: Directly connect with influencers and decision makers, associating reliability of the Bevi brand with trusted airlines, and generating more leads

#BeVigilant

What: Rain-Art Advertising with provocative visuals and/or sustainability statistics

Why: Communicate mission and values to attract target audience to social media and raise awareness

When: Display throughout the year and concentrate during summer months

How: Paint next to trash cans throughout downtown Boston

Cost: Estimated \$90 per installment

Measurable Impact: Estimated 3,460 impressions per installment per day





#BeVirtuous

What: Engaging consumers with the environmental costs of waste

Why: 250,000+ pedestrians everyday

When: Fall or Spring, Monday-Friday

How: Buy a transparent durable container, drop it off near an intersection, to gain maximum visibility in Downtown Crossing

Cost: Cost of recycling bin, rain art paint, talent costs, cost of person who transports the recycling

Measurable Impact: Number of items recycled → number of participants

#BeVirtuous: Legal Considerations



- Obtain a permit
- (Boston Transportation Department, Room 721, City Hall)
- \$10 fine if no permit with an additional \$2 per container



- Commercial Vehicles are only allowed between 11am- 6pm with a Downtown Crossing Permit

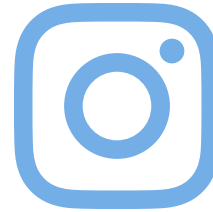


- Any rubbish must be collected every half hour if between 7am-6pm

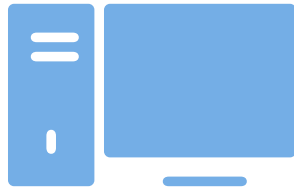
THE IMPACT



Increased
Awareness



Social Media Boost



Leader in smart water



Social Engagement

THANK YOU



Questions?