

Real Sugar Soda

A high-speed photograph of a glass filled with ice and a golden-brown soda. A clear liquid is being poured into the glass from above, creating a dynamic splash of water droplets that are frozen in time. The background is a soft-focus outdoor scene with green foliage and a wooden surface at the bottom.

"YOU CAN'T FAKE REAL"

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Executive Summary

We have been hired as an external consultant and we have prepared a comprehensive analysis for Real Sugar Soda also known as Oak Cliff Beverage Works. In our analysis, we have created several actions that will hopefully help Real Sugar Soda improve its brand image and increase its market size; To accomplish this we used several different tools and steps as well as outside insights. To accomplish this analysis, we defined the reference market for Real Sugar Soda, this allowed us to understand what needs Real Sugar Soda is satisfying. Next, we conducted six levels of analysis to understand all of the external and internal factors that make up Real Sugar Soda. Then we analyzed the solution lifecycle to understand what phase the reference market is in which would help us position the brand. We then conducted a Strategic SWOT which allowed us to see the environmental factors that affect Real sugar Soda as well the actions Real Sugar Soda could take to combat threats and weaknesses. Next, we created the brand identity model which was created with the core representations of the brand and consumer insights of the brand. After the Brand Identity model, we segmented the market using the eight steps of segmentation. This showed us the type of customers that fit Real Sugar Soda's values. Next, we moved into positioning the brand, identifying the optimal place for the brand in the target customer's mind to maximize the firm's potential benefit. Finally, we ended with actions we believe align with the brand and the timeline as well as a proposed budget to complete these actions.



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Introduction

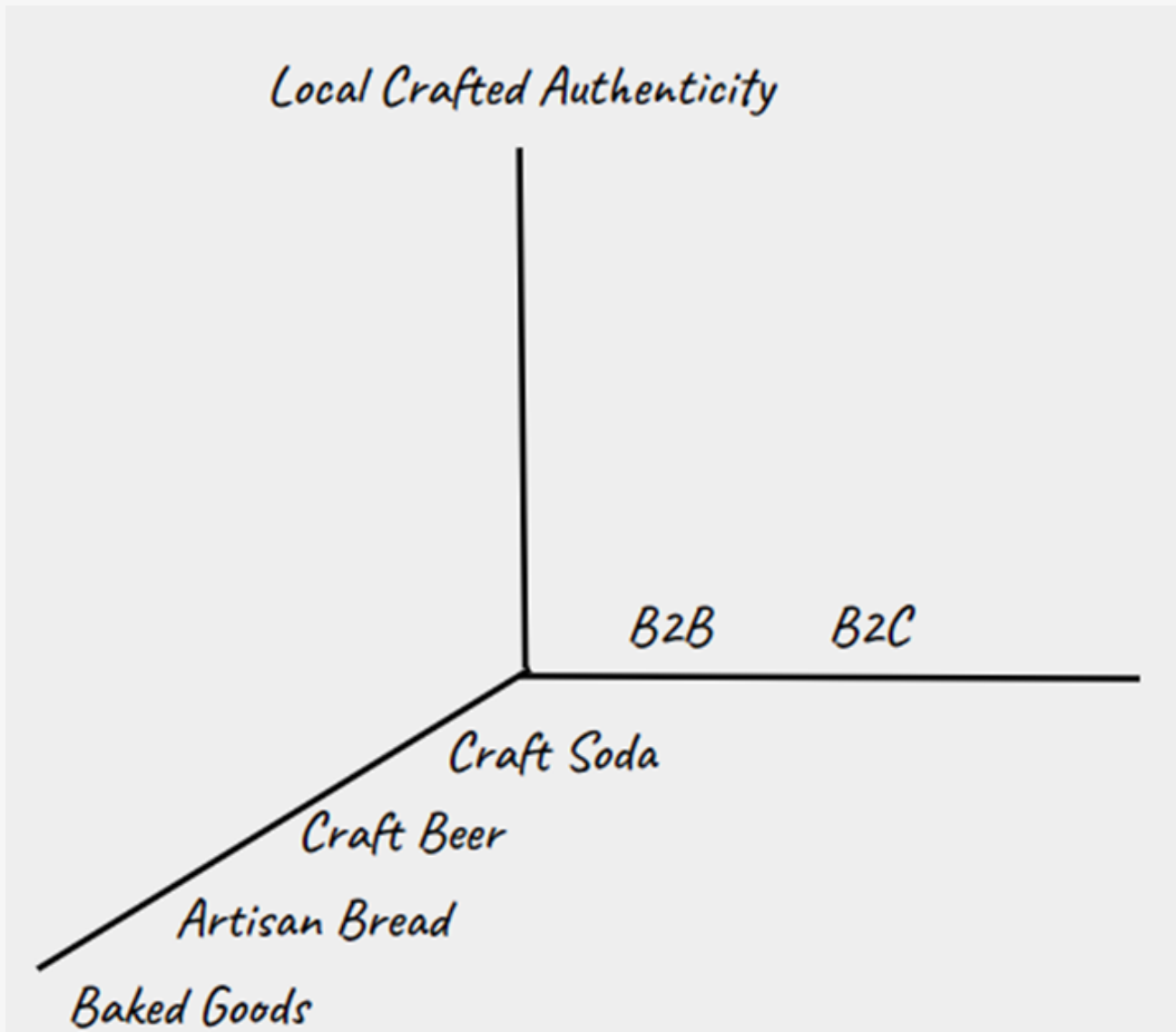


Real Sugar Soda is a Craft soda Company that was founded in 2009 by Bryan Wilder. They are founded on the principle that soda should be made the way it used to be. They believe in only using 100% domestically grown sugar cane and the best natural ingredients. Currently, Real Sugar Products are only offered through fountain drink dispensers and syrups for at-home Soda stream usage. Real Sugar Soda also commits to customer service as they provide all machines and pay for the cost to maintain the machines as well. What describes Real Sugar Soda's values the best though is their motto "you can't fake real". An aspect they exemplify through their customer service and product line-up.

Mission

We believe it's time to head back to our roots and make soda the way it used to be. With local handcrafted down-to-earth real ingredients. This mission has been inspired by the core values Real Sugar Soda represents. As Real Sugar Soda looks to fulfill the desire consumers have for Local crafted authenticity this is the mission behind fulfilling that desire.

Reference Market



The Reference Market is a tool we use to operationalize our mission. The Reference Market explains *what* business Real Sugar Soda is in, *who* their customers are, and *how* they satisfy the solution. There are several ways to fulfill the desire for locally crafted authenticity and Real Sugar Soda solves that desire through the craft soda segment.



Six Levels of Analysis

Now we understand what business Real Sugar Soda is in we are going to analyze all of the external and internal factors. We do this by following a six-level model.

Intra-Organizational Environment:

The intra-organizational environment of Real Sugar soda is based on a hierarchical structure, the main structure is as follows Owner/CEO: Bryan Wilder, VP of Sales/Marketing: Rick Owen, VP of Operations: Dean Crosby, Director of Production/Warehousing/Shipping-Receiving: Glenn Toliver and they currently employ 16 people. The top clients for Real Sugar Soda are Babe's Chicken, Twisted Root, and Buc-ee's and they have hundreds of clients with even more being serviced through third parties. Real Sugar Soda has strict quality control as each batch is produced in small quantities and is highly monitored they also ensure to follow all federal, state, and city standard operating procedure requirements for the manufacturing of consumable products. Real Sugar Soda's product lineup consists of 25 carbonated flavors, 11 frozen carbonated flavors, and four non-carbonated flavors the total comes out to 40 different flavors. Breaking that down even further they have one diet option, one low carb option. The tea flavors and the lemonade flavor are the most expensive to produce and the sparkling water is the least expensive to produce.



Task environment:

Real Sugar Soda obtains its materials from a network of raw materials, flavoring/coloring extracts, sweeteners, and chemical suppliers all within the U.S. Real Sugar Soda's formulas for their soda recipes are all proprietary formulations created, produced, and housed at their Dallas facility. Distribution of their products is done by Real Sugar Soda itself to local customers and common carriers like Sysco, Ben E. Keith, and US Food deliver to customers outside of the local area throughout the U.S. Real Sugar Soda supplies all fountain drink machines to its customers. These machines are supplied with free rent as long as certain criteria are met. A majority of the time the equipment is owned by Real sugar soda, rarely does a customer own their equipment. As well as providing the machines they also service the machines. Installation and maintenance of equipment represent a large percentage of Real Sugar Soda's payroll and parts costs.

Markets:

Market Share					
	Texas Total	Potential Mkt.	DFW Total	Available Mkt.	Target Mkt.
B2B	59,412	16,373	---	10,023	601
B2C	21,998,316	10,559,192	5,514,375	2,646,900	873,477

Crunching The Numbers:

- B2C: 21,998,316 is the TX adult population. We multiplied it by 48%, which is the # of adults who drink soda, and that gave us the Potential Mkt. We then found the DFW adult population and multiplied it by 48%, and that gave us the Available Mkt. Finally, we multiplied the Available Mkt. by 33%, which is the percentage of adults who drink craft soda.
- B2B: 59,412 is the total number of restaurants and convenience stores in TX. The Potential Mkt. is the total of restaurants and convenience stores in DFW. We then found the Available Mkt. by taking the DFW C. Stores (2,610) and multiplying by 94%, which is the percentage of C. Stores that carry fountain drinks. We also added restaurants in DFW that sell fountain drinks by taking the total restaurants in DFW (13,763) and multiplying by 55%, which is the percentage of restaurants that carry fountain drinks. We found the Target Market by taking the Available Market and multiplying it by 6% which is the estimated percentage of craft soda sold in fountain machines.

Competitors:

Focusing first on desire competitors craft soda competes with craft beer, artisan bread, and baked goods for a market share in local crafted authenticity. How they all compete against each other is that all competitors are local make handcrafted products and focus on creating an experience that is only found at the local level

Whom are the brand competitors for Real Sugar Soda are Jones soda company, stubborn soda, and blue sky beverage co.

Brand Competitors:

- **Jones soda company:** Jones Soda Co. is known for its unique customer participation throughout the brand. Customers submit their own pictures for a chance to be on the next label of Jones soda. They also have unique caps on their bottles that have advice, wisdom, and pick-me-ups. Not only are the caps unique in design, but they can also be collected and returned to win Jones merchandise. Jones has an ample flavor lineup that consists of the traditional flavors, yet they also offer very unique and one-of-a-kind flavors. Their products consist of pure cane sugar as well as a sugar-free option. What separates Jones vs R.S.S is Jones' use of brand leveraging. They use celebrity endorsements (Mike Tyson and Tony Hawk), Co-branding (Warheads and ICEE), and they support charities/raise awareness of health (Toys for Tots/ traumatic brain injuries). Jones' use of leveraging as well as involving the customers' participation is what makes this brand stand out.
- **Stubborn Soda Company:** Stubborn soda company focuses on having a distinct point of view, never giving up, and having unwavering determination to make something worthwhile. Their products contain no artificial sweeteners and flavors and they also contain no high fructose corn syrup. Stubborn Soda is also owned by Pepsi-Cola and Pepsi-Cola is using stubborn soda to enter the craft soda market. Their product lineup consists of eight different products and they are in the fountain drink market as well as the bottled drink market and canned drink market
- **Blue Sky Beverage Co:** Blue Sky Beverage Co looks to create a real authentic experience with honest ingredients. Blue sky beverages are flavored naturally sweetened with cane sugar and are free of caffeine. They believe less is always more. Their current lineup consists of 13 different options and they are in the fountain drink market as well as the canned drink market. Coca-cola took ownership of Blue sky beverage co in 200 and is using them to enter the craft soda market
- **Product Form:**
 - Fountain soda: focuses mostly B2B market
 - Bottled and Canned focuses on the B2B market and B2C market
 - Soda Syrup for at-home crafting ex-Sodastream focuses on the B2C market

Fountain craft sodas have a very limited lifespan once dispensed, the product should be consumed in a short time frame otherwise the quality is risked; Canned and bottled craft soda also has a limited lifetime but only once they're opened, this allows consumers to virtually take the product anywhere and consumer it anywhere. Fountain craft soda is ideal for restaurants and convenience stores this type of product form compliments the experience at the location therefore this product form caters to the B2B market. Canned and bottled craft soda allows the consumer to experience the product wherever they might choose thus this product form focuses on the B2C market. Soda syrups allow consumers to be a part of the crafting process and make the product whenever they want. This can allow the consumer to feel more connected to the brand.

Publics:

- Real Sugar Soda at the moment only has one investor that owns 20% of their stake with 80% being owned by Brain Wilder. The government public is the FDA. The FDA protects the public's health by providing regulations on our nation's food and drink supply they also must adhere to OSHA regulations. Real Sugar Soda has had some media interest from the site Culture Map Dallas which interviewed the owner Bryan Wilder and he explained why craft soda is a great and better product.
 - **Insights:** Insights that we have gained from businesses indicated businesses really enjoy the relationship they have with Real Sugar Soda. They felt valued and connected to what Real Sugar Soda represents. Customers that drink the sodas really enjoyed the product and felt the quality was much higher than a brand like Coke or Pepsi. While most customers liked the product they felt the brand image as a whole felt generic. A lot of customers also said it wasn't a brand they would go out of their way for.

Macro:

- The main issues affecting the Macro environment of the industry are the covid-19 pandemic and supply chain issues that have resulted from that. Fortunately, Real Sugar Soda has been able to overcome supply chain challenges. The main issue they are facing with the supply chain is the increased costs with purchases and services. Just like most food-related industries, sales were drastically affected at Real Sugar Soda. Since the second half of 2021 Real sugar soda has done quite well. Although Real Sugar Soda has had significant challenges they have been able to overcome these challenges.
- Americans have a sweet tooth: The United States is the fourth largest consumer of sugar in the world by metric tons. This shows that there is a market for sugary products as Americans are consuming vast amounts of sugar and thus Americans have a desire for sweets. Real Sugar Soda can help fill those sugar cravings with their pure can sugar craft sodas.
- People care about the quality of products they purchase
- Delivery services in the food/drink industry: Food delivery services have allowed consumers to purchase and consume products that have traditionally only been available if they went to a physical location. Now consumers can order on an app and have it delivered right to their door without them ever having to leave their homes. Food delivery services have become particularly popular due to the covid-19 pandemic and have allowed retailers to serve customers even in lockdowns. If a consumer wants a Real Sugar Soda they don't have to visit a restaurant to enjoy one they can instead enjoy one right in the comfort of their own home.

- Diet Trends/ health importance: Diet trends and eating clean has spiked among young Americans in the past two years mainly due to covid. The percentage of these young Americans that eat three meals a day has dropped by 14% from 2020-to 2022. Young adults aged 13-39 say their intention for 2022 is to increase their overall physical health. Sugary soda sales are down compared to energy drinks, coffee, tea, and sports drinks. While diet trends negatively impact the Real Sugar Sodas industry, RSS offers natural ingredients in their soda for a better taste as well as to catch the eye of the consumers. Labels that are most likely to make a consumer purchase an item are “All Natural” and “Organic”. Currently, young shoppers are more interested in the ingredients list rather than the label which works out well for a company like RSS.
- Unique Products: The younger generations tend to be more open to new/unique products and brands. The demand for personalized products has increased as brands strive to reach consumer satisfaction. Fifty percent of consumers said they were interested in purchasing a unique/personalized product and half said they would even wait longer for a unique product. Real Sugar Soda offers unique products that contain natural ingredients as well as some unique flavors such as sarsaparilla, coconut lime, madarina, mango, huckleberry, strawberry, banana creme, and piña.



Solution Life Cycle Analysis

We have done an analysis for each "How" in our reference market and have found Local Crafted Authenticity to be in the *Accelerated Growth Phase of the solution life cycle*.

Craft Soda has seen substantial growth over the past few years and local players are dominating their respective markets over the world. More growth is expected to come as well. The potential growth can be attributed to the awareness regarding craft soda as a healthy substitute for diet. These statistics show that craft soda is in the accelerated growth phase.

Craft Beers have been in production for decades yet the industry is still young. Industry value-added growth has significantly outpaced GDP which is a sign craft beer is in the growth phase. In addition, the ease with which brewers are entering the industry further indicates the industry is in the accelerated growth phase.

The Artisan Bakery Market is expected to increase throughout the years due to the increase in vegetarianism, veganism, and increased health consciousness. The market is still being held back due to health consciousness and consumers picking the cheaper product. The baked goods market is still expected to grow through the next several years.

The Bread Market is expected to increase throughout the years due to the increase in vegetarianism, veganism, and increased health consciousness. However, its growth is restricted by being short-staffed and consumers often pick the lower-priced option. Bread also falls in the baked goods category due to the same nature and being sold in the same location as baked goods. The baked goods market is still expected to grow through the next several years.

Based on all our findings on each market within locally crafted authenticity it appears that it is in between accelerated growth and slow growth. Our reference market is not entirely in the slow growth phase so we kept it categorized in the accelerated growth until it fully reaches slow growth. Each market was seen as growing, but some faster than others.



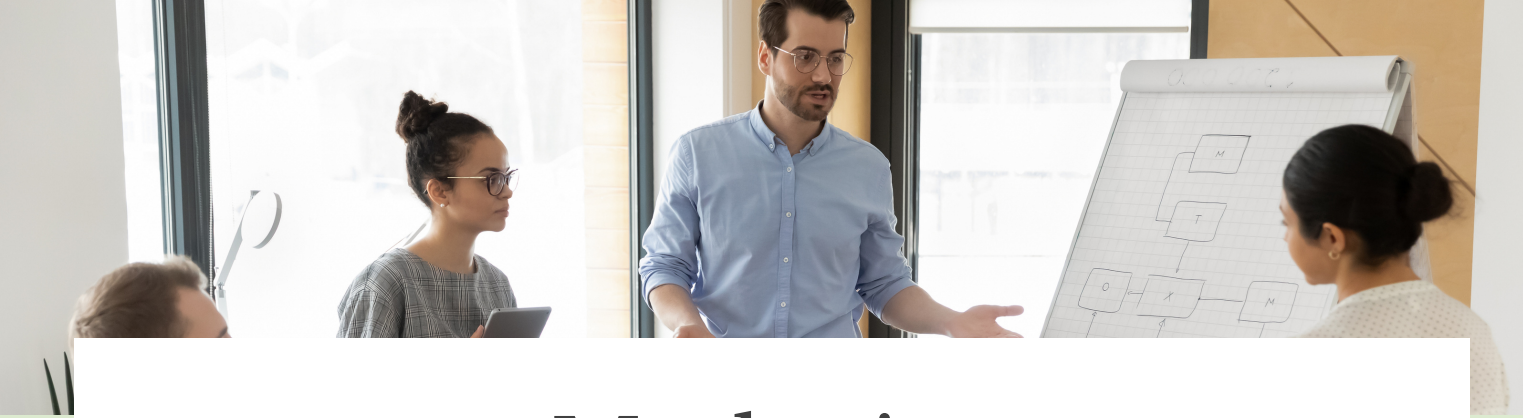


Strategic SWOT

We performed a Strategic SWOT Analysis where we identified the environmental data, which are factors happening in today's world relevant to Real Sugar Soda. We identified the opportunities and threats from the market environment. We also listed out the strengths and weaknesses that are internal to Real Sugar Soda. Lastly, we came up with logical actions for Real Sugar Soda to take, that way they can combat the threats & weaknesses. We identified 60 different actions and grouped them into six different categories of actions. Two of the following prioritized actions we decided would be best for Real Sugar Soda are Marketing and Product Innovation.



**The SWOT can be
found in the
Appendix**



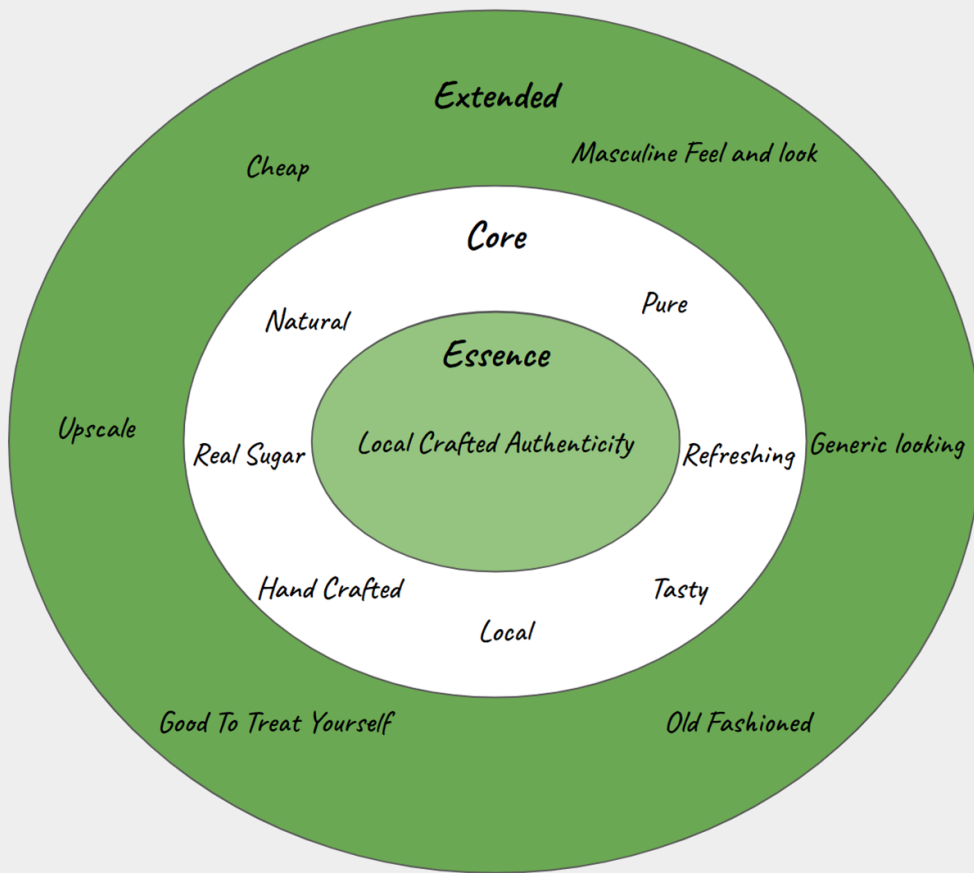
Marketing

Real Sugar Soda needs to enhance its marketing to promote the brand and allow its products to reach the hands of the consumers. They need to educate and inform their customers why their product is better than their competitors. This is where they must explain the health benefits such as NON-GMO's, all-natural flavors, no HFCS, etc. Through marketing communication, Real Sugar Soda can interact and engage with its customers. This can ultimately lead to a brand community that will land Real Sugar Soda with good customer relations and long-term customers. This would be considered a market development growth strategy as we are searching for different marketing methods to branch out our products and increase brand presence. Marketing will be considered a frontal attack strategy because we will be trying to gain trust from our brand competitor's customers.

Product Innovation

The other opportunity for Real Sugar Soda to consider is product innovation. This will allow Real Sugar Soda to continue its growth in the market along with staying relevant to its brand competitors. This can also lead to new opportunities as well as make the brand more diverse and unique. Creating new products or services can catch the eye of potential customers or clients. We all know the market eventually evolves, it is essential for a brand to innovate, or else it could be left in the dust. Product innovation would fall under the product development growth strategy as we are potentially going to create/introduce new products and services. This would also be considered a frontal attack due to our new products affecting our brand competitors.

Brand Identity



Extended the associations not known by everyone (What some people believe the brand represents)

Core the obvious associations everyone has with the brand (what the brand represents to everyone)

Essence is what Real Sugar Soda is business of that being fulfilling the desire for local crafted authenticity



Brand Identity

Natural -“Soda made the way it used to be” -before high fructose corn syrup and artificial sweeteners ever existed.”

Real sugar: You Can't Fake Real” They are authentically real and even offer the ingredients upon request. “Make your Real Sugar Soda at home, with this pure cane sugar syrup, made just for home carbonation machines including Soda Stream® machines.”

Pure: Non-GMO & Non-HFCS “Our products are made with the highest quality all-natural flavors, non-GMO ingredients available in the beverage industry and always sweetened with 100% domestically grown and refined REAL CANE SUGAR”. real sugar soda is not only pure for your body but the environment by providing products that can be biodegradable.

Hand Crafted: Directly sells Syrups while having 20+ flavors including a Pepsi and coke flavor to meet the needs of what customers are mainly reaching for. Not to compete but to do it with a different approach. Bryan Wilder mentioned he doesn't and never wanted to compete with Pepsi or coke, he wanted to carve a new path and do something incomparable when it comes to true authenticity and put their hands into it. Handcrafted ensures attention to detail and overall quality control at every step of the process. Real sugar soda valued the careful selection of ingredients all the way to the manufacturing techniques. Handcrafted is one of a kind so each soda of each is made with a purposeful strategy.

Tasty: Made with natural ingredients and “National brand drinkers agree that real sugar soda just tastes better.” Natural flavors are derived from plant or animal material while machine-crafted sodas with Artificial flavors are synthesized in a lab. You can taste the authenticity which is why they are stern again, “You can't fake real.” High fructose sugar does not have as smooth of a taste as actual cane sugar

Refreshing: Enjoying the taste without the guilt and giving energy from natural ingredients. “Unlike many of our craft competitors, we formulate and produce our products in our facility in a “small batch” heavily monitored environment. We produce made-to-order products daily to ensure maximum freshness and shelf life.” Valuing and monitoring the shelf life shows that the company emphasizes the refreshing factor that this drink offers. It is important to be authentic with your production but also with the drink itself is a reason Real Sugar Soda is rising above competitors.

Local: The product is made locally. Locally made products focus on quality rather than quantity. Local businesses like Real Sugar Soda focus on the relationships they form.

Generic looking: Some might find the Real Sugar Soda unique or don't mind it looking like off-brand coke or sprite.

Cheap: Cheaper price because it offers customers and clients to work with the company in firsthand.

Old fashioned: The old fashion branding can give off a nostalgia effect towards boomers and generation X reminding them of the “good ole times”

Upscale: some might find drinking crafted soda to be more satisfying rather than regular soda. Just knowing it's from pure sugar cane grabs the customer's attention.

Good to treat yourself: Some view a soda as a treat or pick me up because of the caffeine.

Masculine feel/look: Some might like the masculine look and find it



Eight Steps of Segmentation

One of the first strategic decisions a brand must do is to define its target market, also known as which potential customers it is going to serve. This process is the splitting of the total market into groups of clients which is called segmentation. This process was done in two steps: macro-segmentation and micro-segmentation.

Step 1 Define the reference market: Local Crafted Authenticity

Step 2: Selecting a macro-segment

What: Local Crafted Authenticity

Who: Convenience stores and local restaurants (B2B)

How: Fountain Craft Soda

From the Reference Market, we decided to select Local Crafted Authenticity. Thus we can say that Local Crafted Authenticity is our “What” using soda to achieve satisfaction.

Step 3: Identifying variables for Micro-segmentation

Why:

- Searched Benefits: Unique, Health, Taste, Natural Ingredients, Local, Brand Loyalty, Value, Safe, Non-toxic.
- Demographic variables: Gender, Family, Income, Age, Life-cycle stage, Profession
- Psychographic variables: Lifestyles, Moral values

Step 4: Choosing Variables for Micro-segmentation

- Interest in building a sense of community.
- Interest in creating a homemade experience

Step 5: Operationalizing the selected variables

- Interest in building a sense of community.
 - number of local events that you attended in the past year
- Interest in creating a homemade experience
 - The average number of local ingredients and preparation time for a completed product

Step 6: Micro-segmentation

Local Crafted Authenticity is in the Accelerated Growth market.

		Level of Interest in Creating a Homemade Experience	
Level of Interest in building a sense of community	High: 6 - 10	Low: 0 - 5	High: 6 - 10
		The Hangout Place	The Local Hub
	Low: 0 - 5	The Corporate Chains	The Local Food Truck

Descriptions of the Segment Names:

- The corporate chain: This segment focuses on the “quick and easy” mindset. They mass produce for convenience.
- The hangout place: This segment focuses on community involvement through charitable donations or events. This segment focuses on getting food out fast and filling up people quickly.
- The local food truck: Focuses on the hand-making process and taking time to perfect it. This segment focuses on the product but does not involve itself in the community.
- The local hubs: This segment focuses on restaurants that source the highest quality of ingredients and put hours into the preparation of their food. It also serves as a place for people to go and escape everyday life and make memories with friends and family.

Step 7: Electing target segments

We recommend targeting the segments of the local hubs and the local food trucks because both segments take the time to perfect their high-quality products.

Step 8: Capturing the target segments

Undifferentiated

Real Crafted Authenticity is still in the growing phases so it would be best to target all segments to grow the market this means Real sugar soda should follow an undifferentiated strategy. As the market matures past the growth phases a differentiated strategy is something that should be considered.



Four Steps of Positioning

Positioning focuses on identifying the best place for a brand in the target customer's mind in order to maximize the firm's potential benefit. A good positioning drives the marketing strategy by clarifying what is the brand and why consumers should buy from the brand

Step 1: Due to the market being in accelerated growth we are following an undifferentiated strategy. This means we will treat all the target segments we discovered as one segment. These segments can be used to establish a differentiated strategy at a later time. When the market enters the shake-out phase of the solution life cycle that is when it is time to use a differentiated strategy.

Step 2:

The two positioning variables we decided to highlight were "The number of product flavors" and "production size". We thought these variables worked out well for the whole target segment as it entails all of our customer's needs since we are in the undifferentiated strategy. Some restaurants may want the most unique flavors out there to attract customers' eyes, meanwhile, some restaurants may just want the "classics". Product flavors allow us to encompass all types of restaurants. The other variable we picked was the production size. Many of these large corporations that own the craft soda companies don't care about small batches, they are focused on mass-producing their products, which imitate craft soda. We thought production size was a good variable because some restaurateurs want to offer a distinct tasting soda to give their customers a unique dining experience, while that may not be the case for other restaurants.

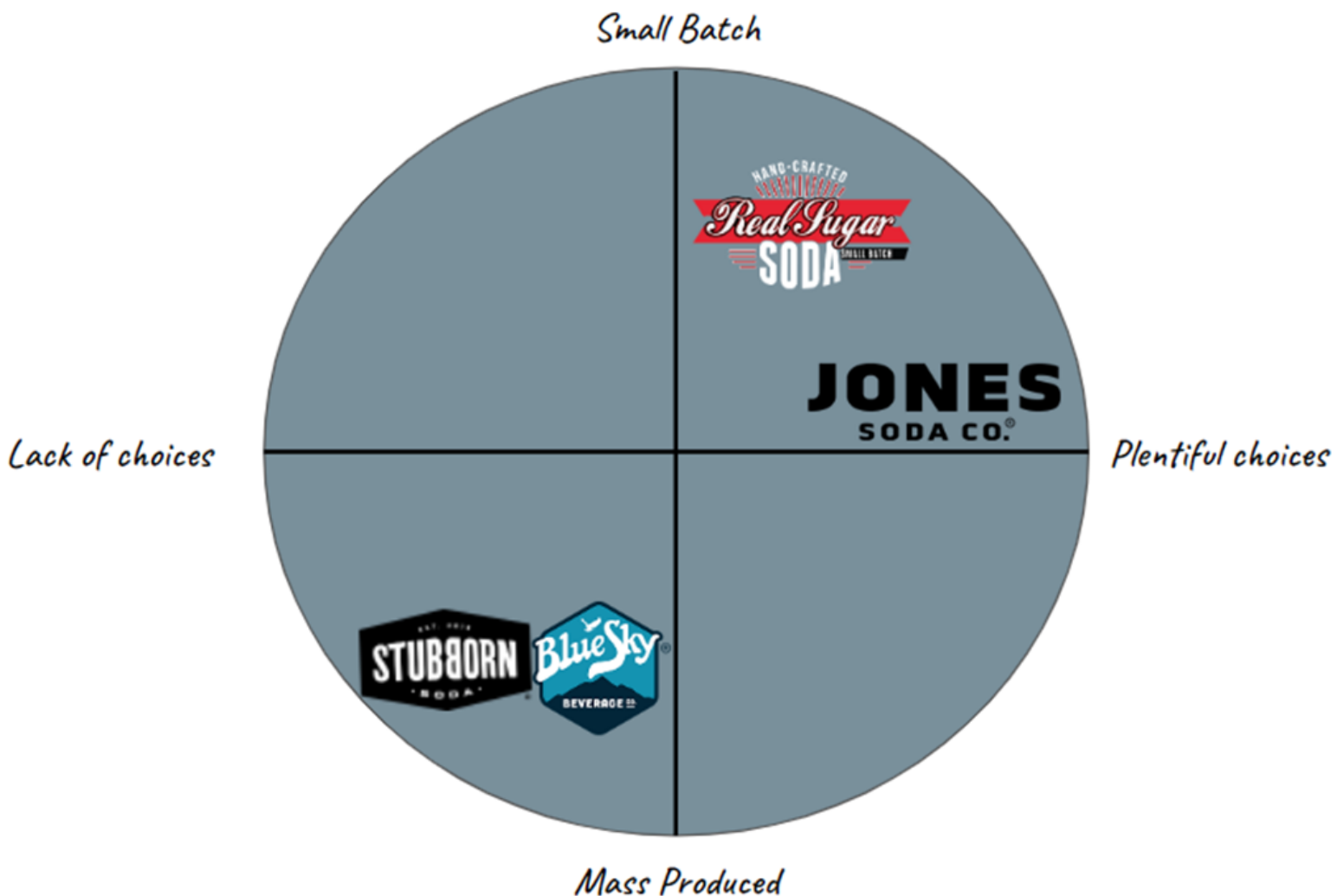
Points of Parity: A useful tool in the positioning process is identifying points of parity. points of parity are things that Real Sugar Soda does or provides that other companies do as well.

- Natural Ingredients: Real Sugar Soda has many points of parity with other competitors in the craft soda category. Natural ingredients are being used to give the sodas the high-quality taste that traditional sodas are lacking. Many craft sodas today are steering clear of HFCS and using natural cane sugar instead.
- High Quality
- Nostalgic: Craft sodas are the return to what sodas used to be. They are made in small batches rather than being mass-produced. Real sugar soda has many competitors in this industry as many have realized the potential to capitalize on the nostalgic desires that craft sodas solve.
- Refreshing

Competitive point of parity: Another useful tool in the positioning process is identifying competitive points of parity. Competitive points of parity are things that Real Sugar Soda does or provides that set it apart from its competitors

- Real sugar soda offers soda syrups directly to consumers and at this time appears to be the only craft soda company to do so. This gives a competitive edge to Real Sugar Soda and allows consumers to be a part of the crafting process.

Step 3: Current Positioning



Step 4: Developing a positioning proposal

- Real Sugar Soda fulfills the desire for real crafted authenticity by producing small batches of high-quality delicious craft soda. Real sugar soda should continue to develop new and interesting flavors while continuing to keep its production small batch this will ensure a competitive edge towards its target consumers.

Current Dimensions of Perception: [Product Category (The “How”): Soda]

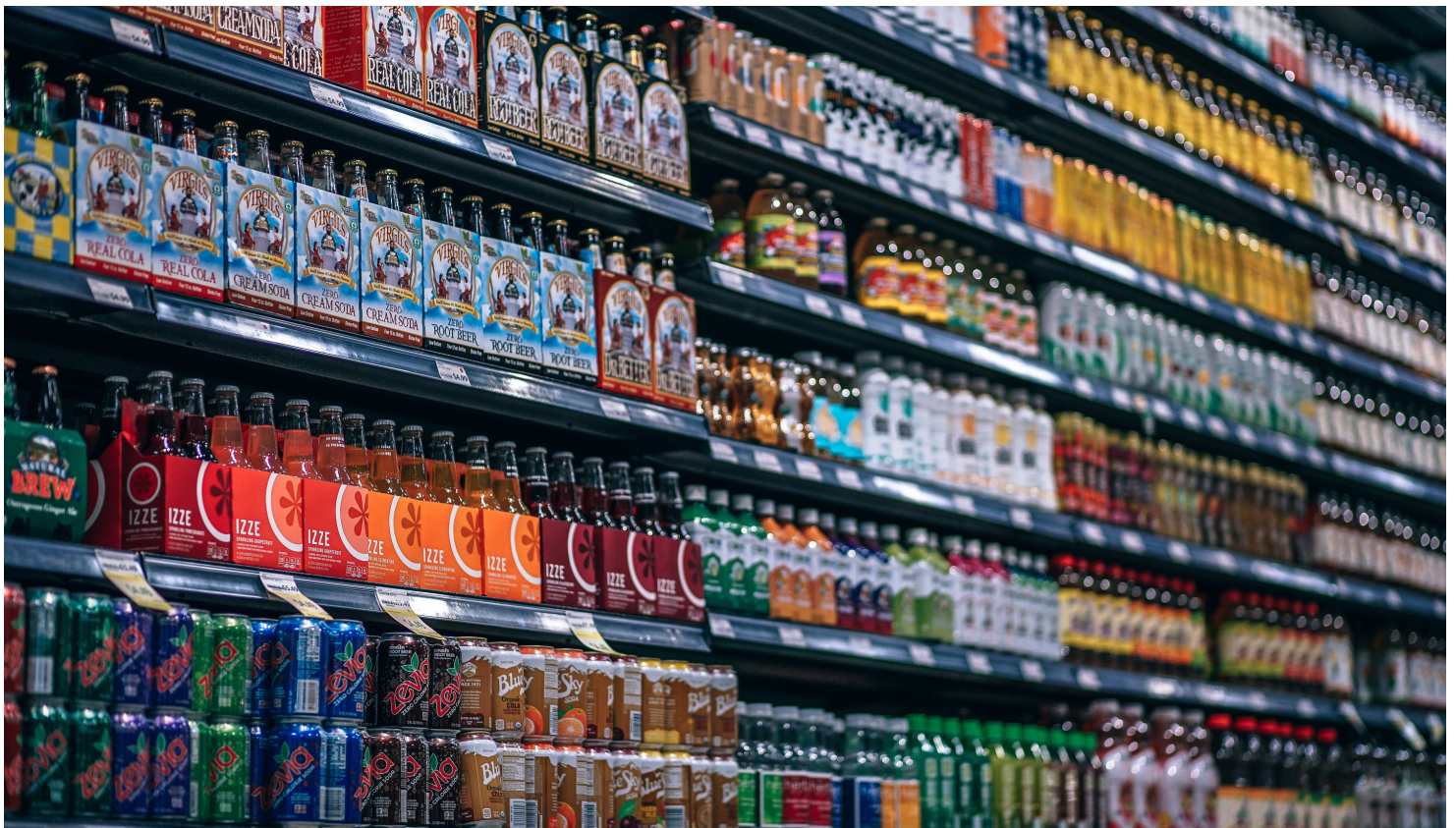
- Brand Loyalty
- Taste of Soda
- Ingredients

Latent Dimensions:

- Local
- Crafted
- Non-GMO
- Non-HFCS
- Fountain
- Directly sells Syrups
- Great Customer Service

Current Positioning:

- “You Can’t Fake Real”
- Locally Crafted Authenticity
- Craft staying local



Brand Activation

INCREASE COMMUNITY INVOLVEMENT THROUGH EVENTS-SAMPLES

Attending local events such as the Denton Arts & Jazz Festival, Cottonwood Art Festival, the Corinth Pumpkin Palooza, etc. will help customers realize Real Sugar Soda's **involvement** in the **community**. Real Sugar Soda can give small free samples as well as sell some different sizes of sodas throughout the events. This will give them the perception as a **friendly** brand by the community. This involvement will show customers that Real Sugar Soda isn't just interested in selling soda, they want people to have **nostalgia** and enjoy their sodas "the way they used to be made." If Real Sugar Soda can attend at least one event every month or two their brand exposure will increase as many people attend these events every year. The pricing for a booth at the Denton Arts & Jazz festival is \$550, Cottonwood Art Festival is \$565, and the Pumpkin Palooza's booth price is \$100. The average cost for local event/festival booths in the North Texas area is **\$250 to \$1,000**. If Real Sugar Soda attends between six to twelve events per year the average cost would be between **\$3,750 to \$7,500**. The brand leveraging strategy that Real Sugar Soda would be using is the Events/Sponsorship. This strategy will allow for an increase in brand awareness for Real Sugar Soda.



Brand Activation

IMPROVE ONLINE PRESENCE:
SOCIAL MEDIA/WEBSITE.

Improving Real Sugar Soda's online presence is crucial for Real Sugar Soda to increase brand recognition and attract new customers. Real Sugar Soda should first start with its website. The company website is one of the first places a consumer will go when they search for Real Sugar Soda. This is also one of the first places a consumer will gain their perceptions of the brand Real Sugar Soda. As of now the current website doesn't produce that wow or dazzled feeling. Real sugar soda should focus on creating a website that is aesthetically pleasing and **innovative**. The new website should also ensure it is **friendly** and **welcoming** as this sticks close to that sense of **community** real sugar soda should look to create. The cost for a custom website design from an agency can range from **\$15,000 to \$30,000**. The cost should be on the lower end of the spectrum though as the website Real SugarSoda would look to create would be rather small and simple. Next Real Sugar Soda should improve its social media presence. Currently, Real Sugar soda has little social media involvement which can make consumers think that the brand is old-fashioned. When improving its social media presence Real Sugar Soda should focus on creating a **trendy** feel. Using real **natural ingredients** has become trendy and Real Sugar Soda can show this off on social media they can also show off their **customer service** as these two things can be enticing for potential customers. Most companies spend between **\$4,000-\$7000** a month on social media involvement however the cost can vary widely depending on the level of social media involvement. Overall the purpose of improving Real Sugar Soda's online presence is also meant to improve **engagement** as well as improve the brand image and the perceptions consumers have of Real Sugar Soda.



Brand Activation

DEVELOP MORE FLAVORS LIKE SEASONAL DRINKS

Developing a new, **unique**, and limited-time drink flavor(s) is a new and exciting way for us to reach new customers and continuously **excite** them. New drink flavors open the door for creativity and **exploration**, as new customers might be intimidated but **thrilled** to try what might be considered bizarre or a weird flavor for a soda. We also think that using a strategy that goes after a more seasonal pattern with drink flavors would gain the interest and attract consumers that are a part of the seasonal trend **community**. This would allow us to also continue with **creativity** and excitement while still offering a seasonal drink for that particular seasonal trend. Since our company can pivot in the drink-making phase we can utilize this to make limited-time options available at a lower cost associated. When creating these new flavors these flavors must be **high-quality** and continue to be, along with the rest of Real Sugar Sodas lineup.

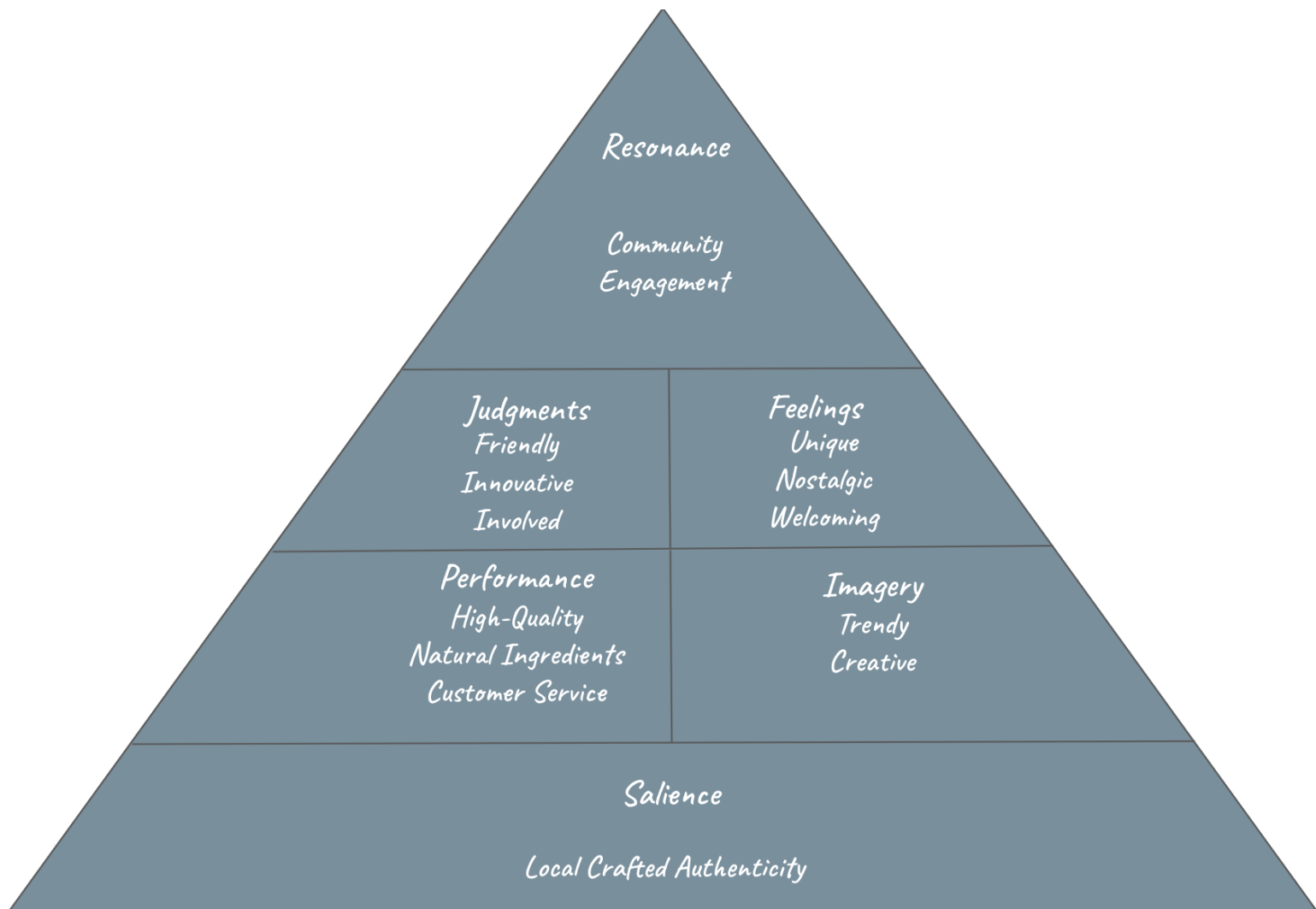
To implement these ideas but also drive costs down we suggest using more of the budget-friendly drinks currently being made e.g. adding more seasonal sparkling water options versus doing more seasonal drinks with lemonade because of higher cost. Implementing this line-extension strategy would take a year to fully develop properly, starting with ideas of seasonal and popular drink ideas, then moving on to coming up with the recipes, and then moving on to the production of the flavors a couple of months ahead of time so they are shipped out at an appropriate time. The cost to implement limited flavor options for the year we have found to be around **\$12,000- \$30,000**. Now, these are rough estimates because we have not been given the exact numbers of pricing to manufacture and distribute but we have based these numbers on the research of similar-sized companies and making assumptions about the size and mass of Real Sugar Soda. Overall we know that this is a huge undertaking in means of cost and logistics but believe the payoff would significantly boost attention toward the company.





CBBE Model

The CBBE model is used to show how a brand's appeal can be directly connected to a customer's attitudes towards the brand.



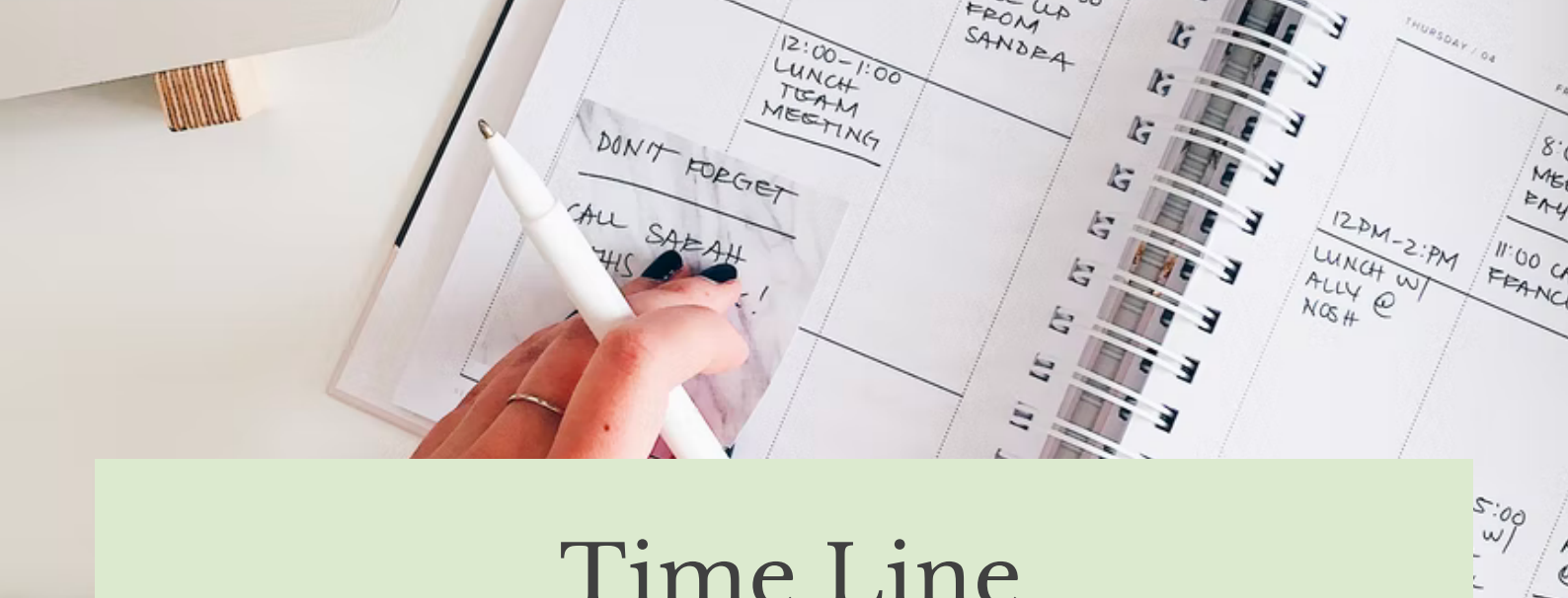
Overall Budget

Overall Budget:

	Lowest Possible Outcome	Median Price per Year	Highest Possible Outcome
Event Samples	\$3,750	\$5,620	\$7,500
Online Presence	\$15,000	\$22,500	\$30,000
Limited-Time Drinks	\$12,000	\$21,000	\$30,000
Total Cost	\$30,750	\$49,120	\$67,500

In our report, we have found based on our median price per year that Real Sugar Soda to successfully launch all of our recommendations it would cost the company \$49,120. Now some of the numbers are basing off of different variables including but not limited to rounded numbers based on the pricing of similar-sized companies, This explains why we have added the lowest and highest possible outcomes to allow for price variation. The reason we did this was due to some social and economical fluctuation with some pricing. We also lacked some internal information about manufacturing and distribution so we based it on similar-sized companies which is why we allowed for a range. We do believe, however, based on our research of Real Sugar soda we believe a more accurate range for pricing would be between the lowest and median pricing per year.



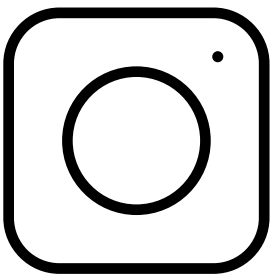


Time Line

	JAN	FEB	MAR	APR	MAY	JUN	JUL
Event Samples	Plan for Feb	Plan for March	Plan for April	Plan for May	Plan for Jun	Plan for Jul	Plan for Aug
	---	Feb event	March event	Apr event	May event	Jun event	Jul event
Online Presence	Website Design						
	Development of new product						
Limited Drink	Marketing of old product						Marketing for new product
	AUG	SEPT	OCT	NOV	DEC		
Event Samples	Plan for Sept	Plan for Oct	Plan for Nov	Plan for Dec	Plan for Dec		
	Aug event	Sept event	Oct event	Nov event	Dec event		
Online Presence	Website Design	Launch Website	Mo. Improvement if needed				
	Development of new product		Distribution of product				
Limited Drink	Marketing for new product						

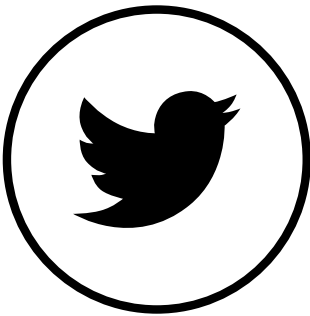
Content Calendar

Social media presence will be imperative to the company's success so it does not have a timeline as it's indefinite. The following is a content calendar that the company should follow periodically for each social media platform.



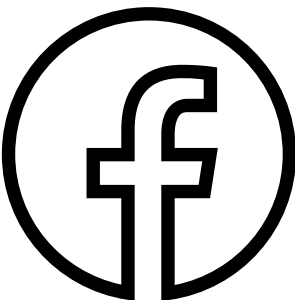
Instagram

- Post weekly on feed
- 2-3 times a week on Instagram stories
- 2 reels a week, with trending sounds



Twitter

- Tweet 2-3 times a week.
- Should encompass more humor and wit.
- Engage with followers tweets.



Facebook

- Make 2 infeed posts a week
- 2-3 story posts a week

Conclusion

After looking over our proposed ideas, if Real Sugar Soda decides to take initiative in the following brand activation opportunities:

- Increase community involvement through events
- Improve online presence via the website and social media
- Develop new flavors

They then can attain the local crafted authenticity they are striving for. These opportunities will allow Real Sugar to have better brand recognition amongst current and future customers.

Once they start attending local events this year their brand awareness will increase, along with the sense of community they are trying to portray to their customers. By reaching potential customers at local events, Real Sugar Soda is building a more authentic relationship with its customers by exposing themselves as a more homemade experience. This also allows for the customers to really understand Real Sugar Soda's brand, by interacting with the "real" company, the people themselves, which highlights the locally authentic products.

When Real Sugar Soda starts increasing its online presence it will allow the customers to engage and interact with the brand. The new website will allow customers to have a positive first impression of Real Sugar Soda. The social media presence will allow Real Sugar Soda to communicate with the customers, especially the younger generations. It will also give customers a chance to see how Real Sugar Soda works on a day-to-day basis.

When Real Sugar Soda starts to offer limited-time flavors it will keep its customers "hanging on" for more. It will give customers something to look forward to each year. This also gives Real Sugar Soda the opportunity to express a different side of the brand.

If Real Sugar Soda can find a way to incorporate all the brand activation opportunities they can excel in local crafted authenticity. This will allow the brand to revamp and catch a whole different market segment they have been missing out on, all while staying true, local, and real.





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SWOT Analysis

Opportunities	Threats	Strengths	Weaknesses	Actions	
Americans have a sweet tooth	Increased health importance	variety of flavors	Lack of brand image		
Soda is affordable	Soda is unhealthy	Local	lack of resources	Blue	Marketing
fountain drinks are everywhere	Brand leaders like Coke	high quality product	Fountain only	Orange	Product Innovation
Natural ingredients are popular	Can lead to bad health issues	In Buc-ee's	Regional coverage	Red	Investors
People care about the quality of products they purchase <i>(Unique products (Businesses want something different))</i>	Diet brands	Made with real sugar	Poor marketing	Green	Expanding
Craft sodas are trendy	Some soda has hfcs	Sells sodastream syrups to consumers	Focuses mostly on their soda	Teal	Brand Community
Soda gives energy?	Many alternatives to soda	Variety of drinks	Limited diet options	Pink	Educating
Soda is good in social environment	Industry is shrinking	Small Batches	Limited low carb options		
Delivery services like doordash	Soda is a lunch/dinner drink	Highly monitored	Poor mission statement		
	soda made from Cane Sugar.	A Variety of caffeine free options	Generic looking		
	Price of Craft soda is more expensive	syrup has a longer shelf life	Name sounds generic		
		Non-GMO	Difficult to buy syrups		
		Made with natural ingredients			
		stay below pricing of competitors			
		Offers a unique experience			
		Made with natural colors			
Environmental data	Opportunities	Threats	Strengths	Weaknesses	Actions
Americans have a sweet tooth	Soda gives energy	Soda is unhealthy	Variety of flavors	Fountain Only	1. Serve bottled soda
					2. Serve canned soda
			made with real sugar	Limited low carb options	3. Add more low carb options
				Limited diet options	4. Add more diet options
	Soda is good in social environment	Many alternatives to soda	Variety of drinks	Focuses mostly on their soda	5. Spread awareness of other products
	Soda is good in social environment	Soda is lunch/dinner drink	Variety of drinks	lack of resources	6. Add a coffee/juice drink
					7. Add variety to the menu limited offerings
	Delivery service like doordash	Packaged soda	Sells syrups to consumers	Lack resource	8. Find investors
				Difficult to buy syrups	9. Make it easier for consumers to buy the syrups
	Soda is affordable	Many alternatives to soda	In Buc-ee's	Regional coverage	10. Market to more convenience stores
Environmental data	Opportunities	Threats	Strengths	Weaknesses	Actions
Delivery service like doordash	Craft sodas are trendy	Brand leaders like coke	High quality product	Poor marketing	1. Increase social media presence
					2. Booths at festivals/fairs
					3. use of brand ambassador
					4. Improve website
					5. Sell Merch
					6. Highlight customer experience
					7. Find restaurants that pair with Uberats, doordash etc.
					8. Further expansion
	Soda is affordable	Industry is shrinking	High quality product	Lack of brand image	9. Create a better brand image
			Local	poor mission statement	10. Create a better mission



Appendices

SWOT Analysis

https://docs.google.com/spreadsheets/d/1llxMXCXLisOFi78W3S_2tmvMmw63tnf4STnzj1EPw/edit#gid=0

Environmental data	Opportunities	Threats	Strengths	Weaknesses	Actions
Unique Products	Natural ingredients are popular	Soda is unhealthy	Made with real sugar	Poor marketing	1. Find unique stores
	Craft sodas are trendy	Brand leaders like coke	Made with natural ingredients in buc-ee's	Generic looking	2. Use the natural aspect to market more
	Soda gives energy	Soda is unhealthy	variety of flavors	Name sounds generic	3. Create a better logo
	Soda is good in a social environment	Can lead to bad health issues	High quality product	Focuses mostly on their soda	4. Create a better name
		Many alternatives to soda	Offers a unique experience	Limited low carb options	5. Branch out your other products
				Regional Coverage	6. expand low carb options
					7. Find more unique stores within reach and expand
					8. Create caffeine free soda
					9. Create more non-carbonated flavors
					10. Let customers try free samples for exposure
Environmental data	Opportunities	Threats	Strengths	Weaknesses	Actions
Diet trends	Sugar free	Drinks with sugar	Can help with weight control	Limited drink flavors	1. Create more flavors
	Natural ingredients are trendy	not many sodas are natural	Made with natural ingredients	not explains what natural flavor is being used	2. Show the natural ingredients
	Diet trends are trendy	not all are healthy	made with natural colors	Limited diet options	3. Talk about benefits of drinking diet soda
		May affect heart health	zero calories		4. More diet options
					5. improve branding
	Gives energy		caffeine	some might want caffeine free drinks	6. create sport drink options like vitamin waters, drinks with electrolytes and plenty of minerals.
					7. invest in more flavored sparkling waters
					8. ask customers what flavors they want
					9. use different types of drinks in their soda that are diet (carbonates, frozen carbonated, non-carbonated)
					10. give taste samples of the drinks
Environmental Data	Opportunities	Threats	Strengths	Weaknesses	Actions
increased health importance	Natural Ingredients are attractive	Most attainable soda contains sugar	Enjoying the taste without the guilt	budget	1. Open pop up shops with healthy alternatives for brand exposure
	Highly Monitored	GMOs	products can be biodegradable	time consuming to portray a message and sell the product consistently	2. Talk about the threats and put into perspective the harm of these ingredients on our body long term
	Less ingredients	Toxic ingredients; acid	lab testing for toxic ingredients		3. Build real connections for feedback containing awareness and authenticity
	reliable ingredients	Corn syrup linked to severe health issues			4. Partner with hot brands to reach across Texas
	lab testing for toxic ingredients				5. Be socially present in the media since it is the most active free marketing tool today
					6. Build a team of people who value the brand directly
					7. Spend time educating through brand deals, collaboration, live feedback
					8. make a budget for a slogan or updated logo
					9. hire marketers that can constantly evolve the branding strategy since the world changes in a moment's time.
					10. make a budget for competitor research so future adjustments can be made
Environmental Data	Opportunities	Threats	Strengths	Weaknesses	Actions
People care about the quality of products they purchase	People care about the quality of products they purchase	Price of Craft soda is more expensive	Offers a unique experience	Lack of brand image	1. Have more exposure through Marketing
	Unique products (Businesses want something different)	Many alternatives to soda	high quality product	Regional coverage	2. Build a stronger relation with customers over the products quality.
	Natural Ingredients are popular	Large competitors coming out with soda made from Cane Sugar.	Highly monitored	Poor marketing	3. Be in more locations (Restaurants, Gas Stations, etc.)
		Soda is Unhealthy	Small Batches	Difficulty to buy Syrups	4. Be in more different forms (bottled)
			Made with real sugar	Generic looking	5. Price accordingly against market and product worth.
			Made with natural ingredients		6. Take in feedback from customers to make them feel heard?
					7. Taste testing stands at places of service to receive feedback.
					8. Design a better brand image
					9. Design better packaging
					10. Source more manufacturers/ Syrup Suppliers