

# PROJECT OVERVIEW

## Prepared By:

Season's Soda Team

### Team Members

Bill Dean - Team Lead  
Chad Parker  
Jong Seob

Overview Issued:

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## Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of the Season's Soda team. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

# What's Wrong?

After having a meeting with Bobby and Luke of Season's Soda we've identified that three primary issues to address are (1) Brand Visibility & Equity (2) Organizational Structure (3) Content Analysis & Strategy.

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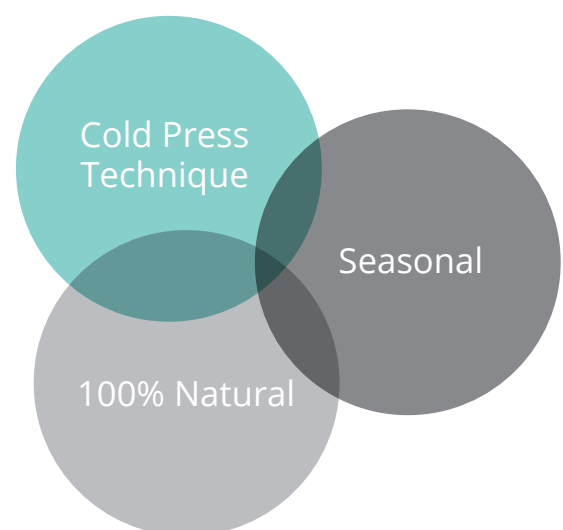
*No Flavor, No Fruit, No Season are alike.*

*-Bobby Chang*

## Product Discussion

- Cold pressed juice blended with water.
- First Introduced in the Summer of 2012 at a Chicago Farmers Market.
- The product is less appealing to consumers, how to name it (branding). Should we pull soda off the brand name?
- Preserve the natural flavor of the fruit is always evident in the product. (50% - 60% juice and water)
- Planning for additional SKU's down the line, may need to discuss building an infrastructure and distribution plan.
- Bear in mind FDA Regulations require certain stipulations to be followed to consider the Season's Soda product as

### Unique Selling Points (USP's):



# Customer Analysis

Relationships are the currency for any business, it’s imperative we take the time to discover more about Bobby’s current customers to keep them satisfied while targeting methods of expansion.

## Current Customers:

At this juncture Seasons’ Soda averages about 10 - 15 accounts, due to the nature of their product, the accounts they acquire must have a bar as this is a draft only product.

Accounts Include:

- Baker and Miller Millhouse and Bakery
- Farmhouse Chicago
- Found Kitchen
- Leghorn Kitchen
- Farmhouse Evanston
- Intelligentsia Coffee
- Solstice
- Summer House
- Vistro
- The Winchester
- Standard Market
- Oak + Char

## Seasons In The Industry

Kraft soda is a small industry in a relatively large space, making a growth strategy difficult to develop.

Seasons Soda is unique in the fact that it’s an Artisanal drink with an emphasis on preserving the natural fruit flavor while utilizing a unique cold-press technique.

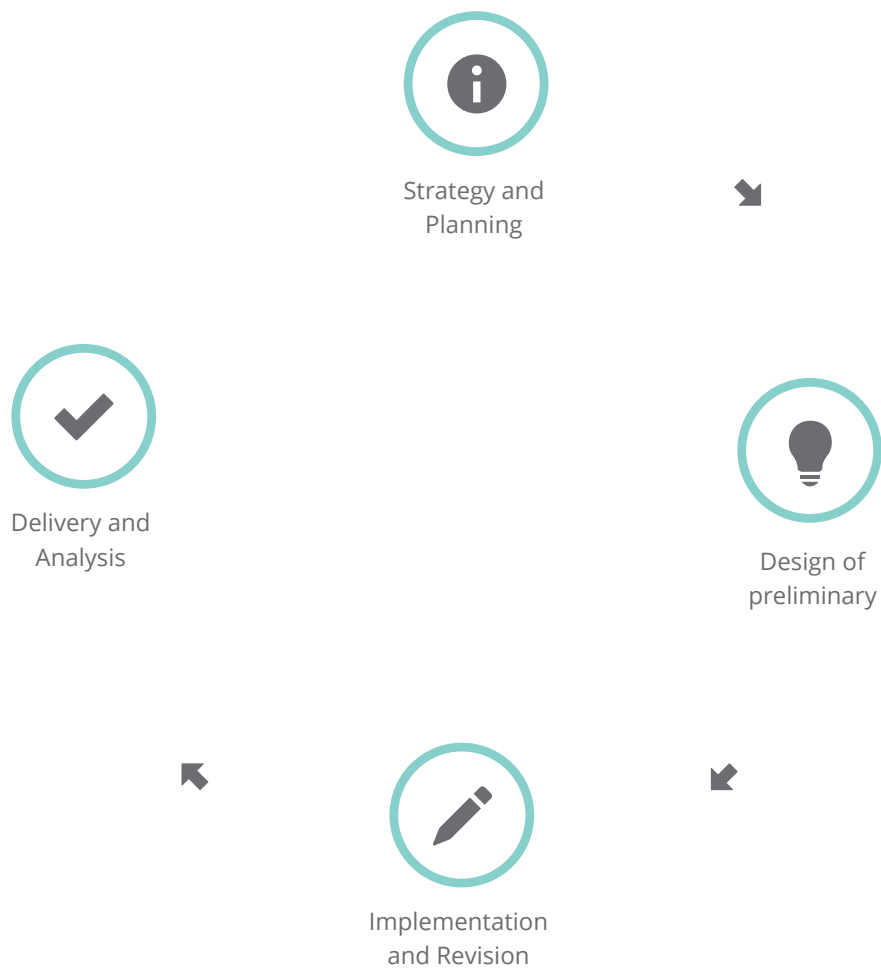
Seasons Soda cold stores their fruit in a 2000 sq. ft. production facility in Garfield Park where their fruit is able to last for 6+ months (emphasize Quality Assurance).

Primary Competitors Include:

- Izzy
- Spindrift

# Project Specification

The following processes will continue:



## Project Description Continued

1



### Strategy and Planning.

After gathering company and product information, the MAC 505 students will assess where their skills will produce the most benefit for Seasons soda taking into consideration which suggestions can be tracked in terms of financial, social and emotional ROI.

2



### Design of preliminary concepts.

This includes but is not limited to the construction of the plan framework for digital marketing initiatives, organizational charts (roles and responsibilities) and developing quantifiable measures of success for all produced collateral.

3



### Implementation.

The implementation stage is the point where the concept itself is created. At this time, the individual strategic elements are taken from the prototype and used to create functional materials.

### Revision.

The revision process should be tested with the measures of success in mind, hypothesizing how close we are to realizing those goals and eliminating possible shortfall.

4



### Approval of piece.

During this phase we run diagnostics on the complete functionality of created materials. When approved we will launch those material in their respective medium be it (website, social, print media, survey etc.)

### Analysis.

Once the piece is approved and launched success measures should be analyzed vs. your hypothesis to determine the success or fail of each initiative.

# Questions & Concerns

**What are the major problems within Seasons Soda?**

**What problems can we address or resolve in the span of 10 weeks?**

**How can we help develop a Organizational Chart for future marketing department hires to follow?**

**What milestones have been identified, is there a method of overcoming these barriers?**

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## Meeting Agenda

Detailed descriptions of each meeting agenda can be found on our project workspace in Mavenlink.  
(All activities are tentative and subject to change.)

Discovery - Finalize Findings and Brainstorm Strategy  
Feb. 13th

Strategy - Feb. 20 & 27th

Design - March 6th

Implementation - March 13th, 20th & 27th

Analysis & Report - April 3rd

## Project Recap

Our primary goal is to develop a strategy with quantifiable metrics that help you assess your brand equity and exposure while targeting current and potential customer concerns.

This includes but is not limited to branding strategy, marketing efforts, marketing automation, distribution strategy, financial analysis and Innovation.

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Seasons Soda | No Season Is Alike

**MAC 505**  
Illinois Ins. of Tech  
535 W Adams Chicago, IL

**Primary Contact**  
Bill Dean  
addbill@hotmail.com