

# Bai 5

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# Intro

## What is Bai 5

- ❑ Relatively young company
- ❑ Variety of flavorful beverages
- ❑ Bai → pure
- ❑ Coffeefruit
- ❑ Focus on health, environmental sustainability, growth in poor countries



# What Bai 5 is doing now

Gap between Bai 5's values and how they portray themselves in advertisements

## 2014 “Racy” Campaign

- ❑ Sexualized, only focused on flavor
- ❑ Missed product functions/benefits health, sustainability, community



## 2015 “Makes no sense” Campaign

- ❑ Humor to show health and flavor



# General Market and Industry Trends

## Market:

- ❑ Concerned about health risks associated with soft drinks → obesity and type-2 diabetes.

## Industry:

- ❑ All-natural food and drink industry is new and emerging
  - ❑ Health-conscious and fit lifestyle
- ❑ Large amount of sugar in soft drinks is concerning.
- ❑ Alternatives to carbonated soft drinks.
  - ❑ sports and protein drink consumption increasing

# Competition

## Vitamin Water

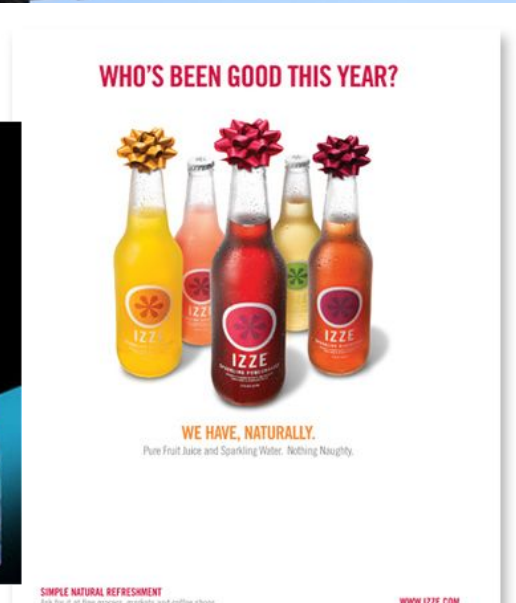
- ❑ “Hydrate The Hustle”
- ❑ Vitamins, electrolytes
- ❑ Targeting younger demographic

## Izze

- ❑ Fruit juice
- ❑ Sparkling water
- ❑ Active and young adults

## Fuze

- ❑ Iced tea
- ❑ Flavored juice
- ❑ Young flavor enthusiasts, healthy



# Brand Concept Map



# Primary Research

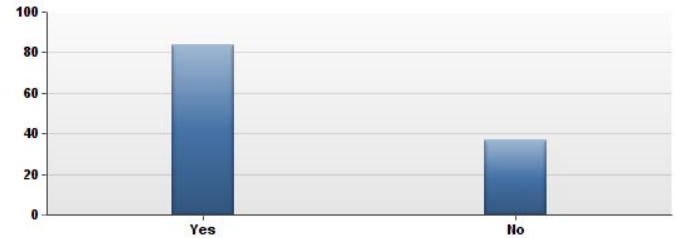
## Online Survey

- ❑ Quantitative, consumer research
- ❑ Qualtrics
- ❑ 122 people took it

## Findings

- ❑ Most frequently buy coffee & water (43% & 32%)
- ❑ Usually pay either \$1-2 or \$2-4 (36% & 46%)
  - ❑ Bai 5 is ~\$2
- ❑ 69% consider health benefits when purchasing a drink
- ❑ 71% care at least a little about a drink's nutritional value

Do you consider health benefits when purchasing a drink?



# Secondary Research

## Simmons

- ❑ Secondary information source
- ❑ Demographic information & consumer insights
- ❑ Flavored Water Segment
  - ❑ Demographic Profile
  - ❑ Health and Well Being Segmentation
  - ❑ Food Lifestyle Segmentation



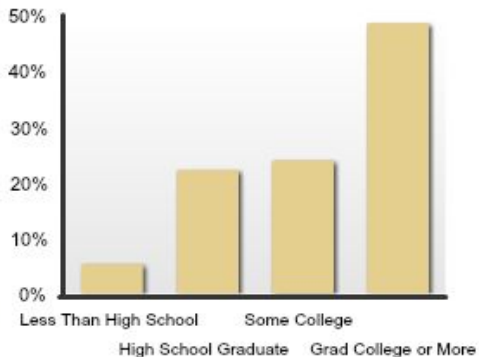
# Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	24,374	230,124	100%
Target: FLAVORED	651	5,758	2.5%

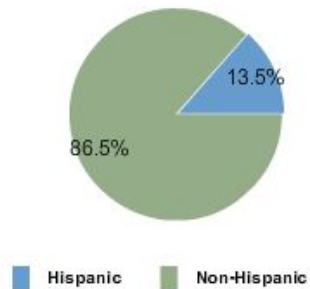
## General Statistics

Median Household Income	\$77,789
Median Age	42.8
Employed (Full or Part-Time)	69.6%
Married	49.2%
Children in Household	28.2%
Homeowners	65.2%

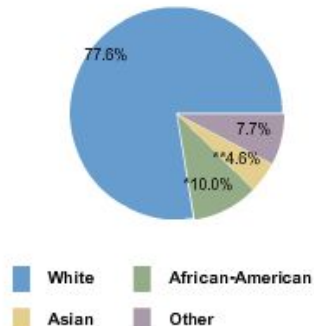
## Education



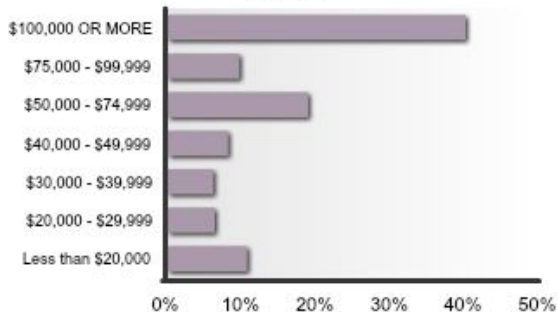
## Ethnicity



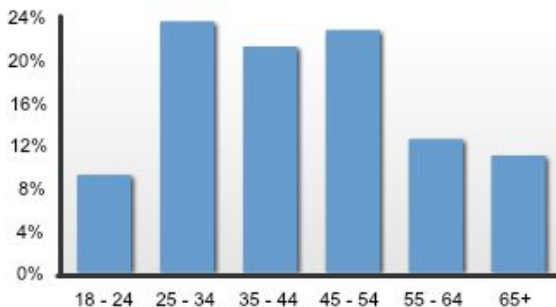
## Race



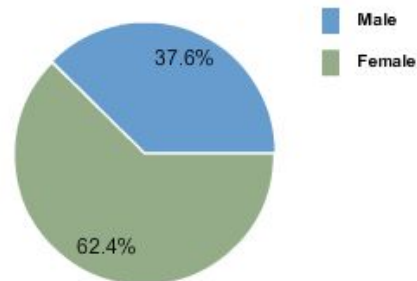
## Income



## Age



## Gender

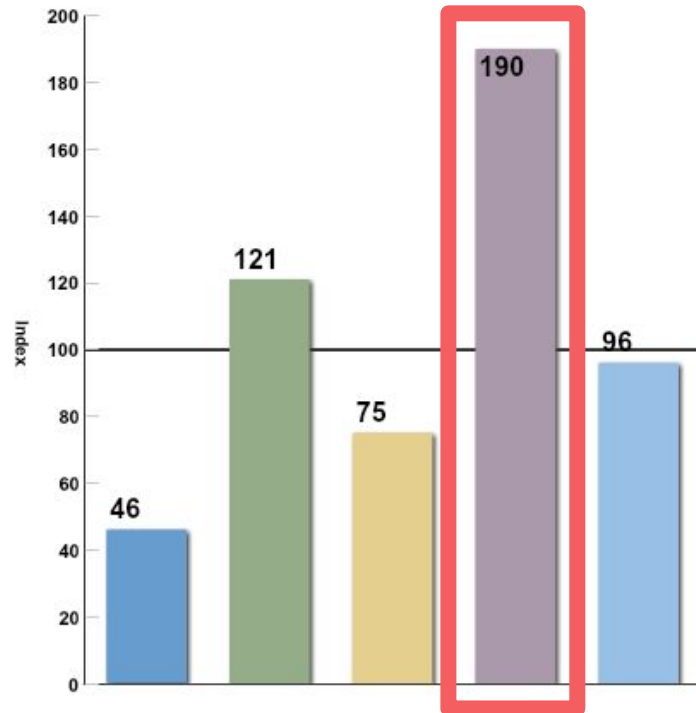


# Health and Well Being Segmentation

	Sample	Weighted (000)	Percentage
Base: All Adults	24,374	230,124	100%
Target: FLAVORED	651	5,758	2.5%

Pie  Bar

Health and Well Being



## The Invincibles

Unconcerned about their health and eat what they want; almost never get sick but use OTC meds to solve all of their problems if needed

## Weight Reformers

Constantly struggling with healthy food choices - healthy vs. unhealthy eating; trying to find an easy and effective way to improve their health

## Trusting Patients

Rely on doctors and meds, but are aware of and follow healthy eating and lifestyle practices

## Healthy Holistics

Believe a preventive approach is essential; committed to exercise and making the right healthy choices when they shop or eat, which helps them to stay in good health

## Image Shapers

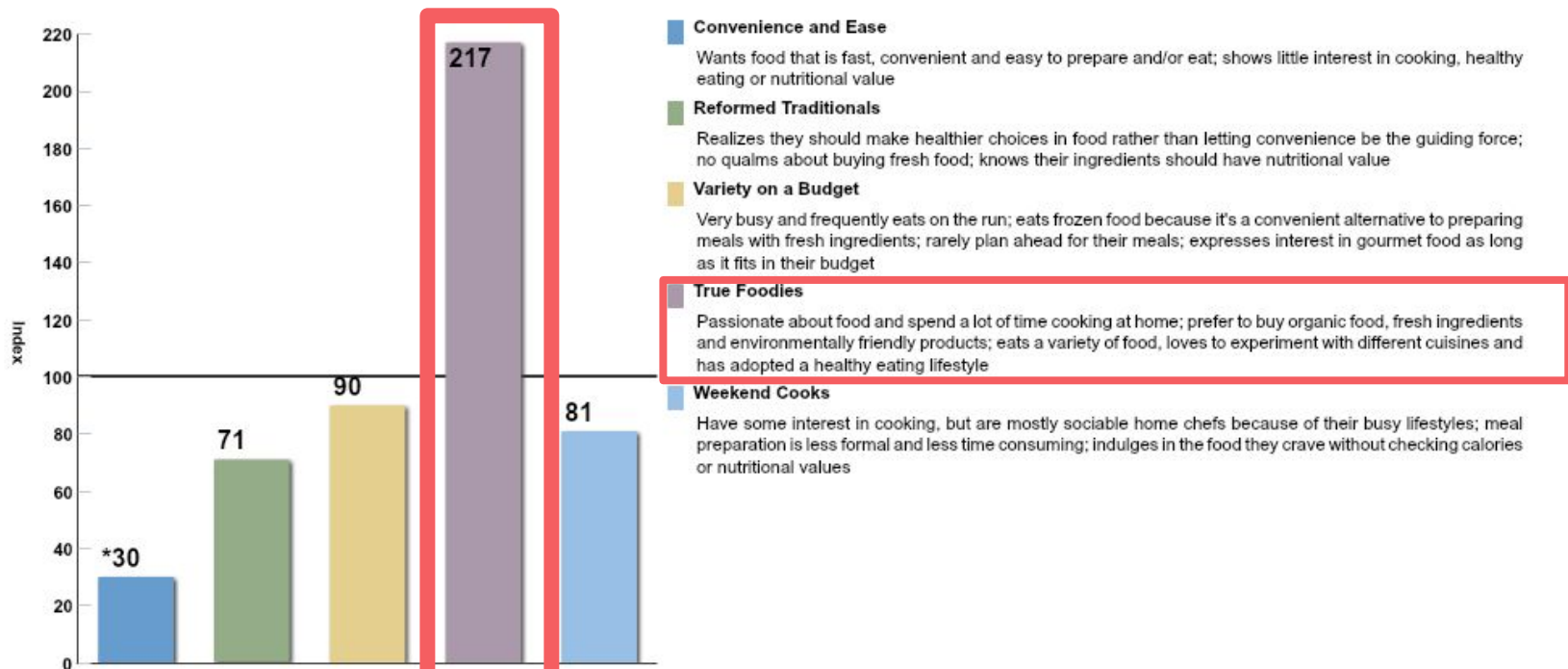
Health and image are allied together for them; looking good means being healthy; convenience and healthy choices can and do go together for this group

# Food Lifestyle Segmentation

	Sample	Weighted (000)	Percentage
Base: All Adults	24,374	230,124	100%
Target: FLAVORED	651	5,758	2.5%

Pie  Bar

Food Lifestyle



Indicates cell count from 31 to 60. Projections may be unstable.

\* Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Experian Marketing Services, Spring 2013 NCS Adult Study 12-month

# What the Research Means for Bai 5

- ❑ Bai 5's current ads are targeting the wrong market
  - ❑ current ads do not cater to the group of people purchasing the products
- ❑ Disconnect between current messaging and values

Problem = Market Share

Bai 5's Target Audience

## Who are we talking to?

- ❑ Women
- ❑ 30s and 40s
- ❑ Upper tiers of income brackets

## What do we know about them that will help us?

- ❑ Moderately health-conscious
- ❑ Fun and positive
- ❑ Well educated
- ❑ Risk takers

## Customers:

People that want a healthier alternative to their daily flavored beverage. Older consumers are seeking products that give them extra boost and products that make them feel young and healthy.



# Rachel

- ❑ 34 years old
- ❑ Lives in Austin, TX
- ❑ Married, no children
- ❑ Paralegal
- ❑ Homeowner
- ❑ Daily walks with her dog
- ❑ Spin class on Thursdays
- ❑ Cooks most of her own meals
- ❑ Farmer's market on the weekends



# Means-End Chain

Values

self-esteem



Focal Goals

physical well-being



Actions and Attributes

natural ingredients



# Creative Insight

“ PURE FROM SCRATCH ”

# The Methodology

Accentuate the purity of Bai 5 by utilizing the product's secret weapon: the coffee fruit.

Demonstrate to the consumers the values of the company and the methodology of the product from start to finish.

Allow the consumer to see how the product is developed to alleviate any confusion or questions of what the product can be for them.



# Why should people believe Bai?



Bai values your  
**HEALTH**



Bai values  
**SUSTAINABILITY**



Bai values  
**FAIR TRADE**

# Summary

## Problem

- ❑ Current target audience is too young.
- ❑ Gap between current messaging and values.

## Solution

- ❑ Target older audience.
- ❑ Align messaging with Bai's values.

Questions?

# Sources

- ❑ Conducted our own survey
- ❑ <http://www.drinkbai.com/>
- ❑ <http://www.businessinsider.com/bai-juice-nyc-ad-campaign-2014-10>
- ❑ <http://www.adweek.com/adfreak/barton-f-grafs-first-campaign-bai-drinks-makes-no-sense-just-product-167207>
- ❑ <http://vitaminwater3.yolasite.com/target-market.php>
- ❑ <http://www.scribd.com/doc/11926596/Vitamin-Water-1#scribd>
- ❑ <http://subscriber.hoovers.com.ezp3.lib.umn.edu/H/industry360/businessChallenges.html?industryId=1049>