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Innocent Brand Initiative

The Coca-Cola Company has many brands and products that it owns. Although it is best known for its classic soda, the company has lesser-known branches that focus on healthier drink alternatives. The Coca-Cola Company could advertise one of its branches using its own name to not only bolster the reputation of the branch but also maximize its overall profits by having that branch excel due to more brand awareness and closer community ties. One of these brands is the Innocent brand, which revolves around consumers' "guilty pleasures" of wanting to drink something that tastes good while also staying healthy. The company has a strong reputation, but it seems to appeal more towards children or moms of children.

This brand would be just as popular with health-conscious women in their mid-20s if it was marketed right. More specifically, the brand could be targeted towards women in this age range who want to feel healthier and go to the gym but lack the time, money or motivation to do so. The "guilty pleasure" theme would appeal to their mindset. It is easy to eat things that taste good, but they are not always healthy. Thus, combining the two would greatly appeal to this market that wants to be healthier without spending much more on expensive healthy food.

As of Jan. 1, 2022, The Coca-Cola Company will be taking its Innocent brand to women in New York to offer free access to local gyms for two months. In this initiative, the participating women will get free classes in the gyms, so they are able to learn in a low-pressure environment

and have other people motivating them. The classes will also be all-female so that the women do not feel uncomfortable in the gym setting.

According to sproutsocial.com, women ages 25-34 frequent Instagram and Facebook the most, and women ages 18-24 frequent TikTok the most. Phrases associated with healthy eating such as “x amount of fruit per serving” would appeal to this target market as they want to feel like what they are consuming is good for them. Anything “free” is also appealing as most of them have probably just graduated from college and are in entry-level positions with little money saved up to spend on healthy living supplies. This is why it is so important for the initiative to revolve around free access to something that can help the target audience reach its goal. Thus, when the company communicates its message, this idea of free access must be stressed, as well as the fact that The Coca-Cola Company is the driving force of the initiative.

The Innocent brand has a good voice for this target audience. Its website is fun and appealing through its graphics and diction. Each drink description goes beyond saying what the flavor is. The descriptions include a lot of imagery that gives the drinks appealing connotations. For example, the description for the brand’s sparkling lemon and lime drink is “There are some things in life that benefit from a bit of extra sparkle. Rhinestone boots. Moonlit oceans. Your loved one’s eyes, across a crowded room. And now, innocent bubbles lemon & lime -- a zesty, lightly sparkling blend of pure fruit juice, spring water and absolutely nothing else. With one portion of fruit and only 90 calories in every can, it’s the bubbly way to get 1 of your 5-a-day.” The writing style of the company is simple, and it sticks to shorter phrases that rely on imagery to gain a consumer’s interest. The images of seeing a loved one across a room, and how that makes one feel, resonates deeply and makes the consumer associate that feeling with this product.

The central theme that each step in the PESO model will communicate is that the Innocent brand, backed by Coca-Cola, is trying to help its consumers both inside and out. It will touch upon the company's theme of healthy drinks helping consumers internally and the free access to gyms as helping them externally.

Innocent can post on its Facebook and Instagram for owned media to advertise its initiative. The brand uses a lot of gimmicky posts to draw its users in, like talking about onions before transitioning into an announcement about partnering with the Felix project. Thus, following this theme, the Innocent brand will post, "We love making New Year's resolutions. Did you know that by the start of February 80% of Americans have already failed at theirs? Well we're here to help with that. We always provide you with the best products to help you inside, but now we are going to help you outside as well. Starting January first, with the help of The Coca-Cola Company, we will be giving women in your area *free* access to local gyms for two months so that by February first we won't be that 80%" on its Facebook, and a graphic on its Instagram with that as its caption. These posts fit with owned media because they are posted on accounts that the company owns and focus on relaying information instead of getting shares.

The plan for paid media is to use an influencer. Using influencers to talk about a company is a good way to reach more people in the target audience that do not see information that Innocent sends out. People like basing their decisions off of recommendations from others, so hearing that someone that they trust the opinion of is supporting the Innocent brand, and its initiative is a surefire way to attract more attention and participation. Salice Rose is a popular TikTok influencer whose audience is over 70% female, according to [starnpage.com](https://www.starnpage.com). Additionally, her content and humor are geared towards people in the target market, so it is likely that they will see the Innocent brand partnership content she creates. This content will be in the

form of a video where Rose discusses experiencing an all-female gym class and reviews Innocent's drinks. This will encourage the audience to find out more about the brand and how they can do the same.

A way to get Innocent content to be shared is by making it a requirement for the initiative. For example, the brand could post a graphic on Instagram of the company's most popular products staged in a gym setting. The text on the graphic would be, "Be healthy inside and out. Don't just drink Innocent, work out with us too! Share this post to your story, tag us and Coca-Cola, and you could win free two month access to a gym near you!" By having the audience share the message, it will be seen by people who follow the audience members, and if they are similar to the audience members they follow, they will also want to partake in the initiative, thus spreading it more.

A very popular form of TikTok videos right now is when one user asks a question that prompts other users to "stitch" the video and respond with a personal story. Innocent could ask TikTok users to discuss what they hate most about the gym or why it is so hard to stay motivated to go. This will prompt a lot of users to respond since people that do not follow an account are still shown its videos on their home page. Their responses will share the Innocent video and have them interact with the brand, creating earned media. These personal stories are a great way to get people talking about the brand and its initiative.

The four messages from each step of the PESO model will work together to help Innocent achieve its goal of having a successful initiative and reaching a new target market. The company's message will reach the target audience better by having content on all of the platforms that they are on. Each form of media emphasizes the brand's interest in helping the audience achieve their goal. The messaging will be successful because it is everywhere the target

market is online. This initiative helps the target audience achieve a big goal for free, which is something that is important to them, so it will bolster the company's appeal to this target market which is its main goal.

References

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