

Business information > Business articles > ADWEEK New England Edition



AHEAD OF THE PACK.(Snapple spends half of budget on cable TV)(Company Business and Marketing)

Article from: ADWEEK New England Edition | April 12, 1999 | [Copyright](#)

Snapple breaks through with some unusual advertising and promotional campaigns created with cable networks.

The tea/juice category has had a single bright spot in the past year: Triarc's Snapple. The premium beverage brand has jump-started sales with some unusual advertising and promotional campaigns--developed with cable networks--that place Snapple in venues not already crowded with competitors.

"We've always sought to be in areas where you don't find traditional advertisers," says Steve Jarmon, Snapple vice president of communications, who estimates Snapple spends about half its TV budget on cable.

To bring its latest promotion to life, Snapple teamed up with Turner Broadcasting to create a six-week national tour titled, The Joke's On Us. The tour is a grass-roots promotion that ties a down-to-earth, good-for-you brand to a fund-raiser for more than 500,000 homeless people in key Snapple markets.

Jarmon originally took the idea for the joke tour to a number of different networks, but chose Turner's TBS Superstation because its proposal included a unique combination of extensive cross promotion and extras like billboards and specially-produced vignettes.

"They tied in with cable multiple system operators to bring the tour to the people," Jarmon says. Each participating local operator is lining up a local sponsor for its stop on the tour. Turner's TBS Superstation is producing 30-second spots that can be tagged with that local sponsor's identity and that local affiliates can air during the two weeks leading up to their tour stops.

Other extras from Turner include a half dozen 30-second vignettes, produced by TBS, that will update viewers with funny highlights of the tour as it heads across the U.S. TBS's web site will also carry hotlinks to a special Snapple web site related to the tour.

On Snapple's end, the tour is tied to a Joke's On Us under-the-cap game, kicking off on the West Coast in May and winding up on the East Coast in June with a "joke-off." At each stop, a Snapple comedian and brand spokesperson Wendy Kaufman take turns running a "comedy challenge" among local companies and individuals.

Snapple will donate \$100,000 to Comic Relief for use in healthcare for the homeless projects in all of the tour cities.

Each event is staged by a five-person team at lunch time in areas crowded with people out for a break from work. Team members invite people to bring in Snapple caps and win a chance to tell a joke and be eligible to win cash prizes, tee-shirts, sipper bottles and other Snapple merchandise plus free drinks.

The tour is tied to a major media buy on Turner and includes promotional spots and product placement/promotional opportunities on its TBS Superstation's popular Friday night hosted flick, Dinner and a Movie. Each day's events on the tour, including filmed highlights, are downloaded on to Snapple's tour web site, which also features Wendy reading a joke of the day.

This spring's joke tour isn't the first promotion Snapple has developed with cable networks. Last year, it teamed with Turner in a promotional campaign tied to TBS's Goodwill Games that included a media schedule plus extensive signage and other exposure in New York, where the games were held and where Snapple is headquartered. Snapple even created a special bottled water to be used as the official thirst quencher for athletes competing in the games.

"We were looking for special events, and Turner came to us with a proposal for the Goodwill Games, which we knew had a national interest and it was taking place right in our back yard, so there was tremendous awareness for it," Jarmon says. "It was an opportunity to blow out all that the brand is. It was a great opportunity for us to get exposure all over New York and integrate our brand name with the event without looking like we were slapping logos all over everything."

Turner produced three, 30-second Snapple vignettes that aired in a pod with Goodwill Games spots and aired the combos on all Turner networks, including CNN and TNT.

Other promotions it has cooked up in the past with cable networks have included an appearance by Kaufman on MTV's popular Beachhouse summer program block.

Snapple airs its core The Best Stuff is in Here campaign on a variety of cable networks. Along with MTV, it uses E! Entertainment to reach young people. "We like the highly targeted nature of their programming," Jarmon says. "E! is a natural fit to our brand personality. It's quirky, offbeat and doesn't take itself too seriously."

As an alternative brand with alternative values, Snapple finds a good fit in advertising on cable, Jarmon says.

"When we look at cable we see the ability to reach all sorts of audiences. Cable gives us a flexibility we can't get from the broadcast networks, such as billboards and vignettes that are part of developed programming.

"It gives us more for our money--the diversity, the choices--when we target our demographic group of 16- to 34-year-old viewers, as well as those up to 44 years old," he says.

"We have found that by using cable, our money goes further than on traditional channels. With cable, there is more flexibility and creativity and we tend to get more presence than with a traditional ad buy."

Related newspaper, magazine, and journal articles



[Ops eager to run local ads on TBS. \(cable operators to advertise on TBS Superstation\)](#)

Multichannel News; October 2, 1995; 700+ words ...able to sell local advertising on **TBS SuperStation** when it becomes a basic cable channel...run local spots on TBS during the **Goodwill Games**. Several years ago, in an unusual...took a special feed that included the **Goodwill Games**, according to Turner officials...



[CBS, HBO JOIN TBS COVERAGE FOR UPCOMING GOODWILL GAMES. \(Sports\)](#)

Seattle Post-Intelligencer; May 29, 1997; 211 words CBS and HBO will join **TBS Superstation** as television partners for the 1998 **Goodwill Games**. The two-week competition next year will be held in New York July 19-Aug. 2. CBS Sports will be the over-the-air broadcast...



[Turner: Goodwill Games to lose at least \\$26M. \(Turner Broadcasting System Inc. loses money on broadcasts\)](#)

Multichannel News; July 30, 1990; 700+ words Turner: **Goodwill Games** To Lose at Least...As ratings for the **Goodwill Games** continue to fall short...million from the (1986) **Goodwill Games**." The announcement came as ratings for **TBS SuperStation's** coverage of the...



[HBO, CBS partner with Turner for Goodwill. \(Turner Broadcast System, 1998 Goodwill Games\)\(Brief Article\)](#)

Mediaweek; June 2, 1997; 215 words ...Broadcasting System last week said it has signed CBS and HBO as partners to cover the 1998 **Goodwill Games**, to be held in New York. Though **TBS Superstation** will carry most of the events, CBS will run 10 hours of weekend-afternoon coverage and...



[GOODWILL GAMES TO CONTINUE.\(Entertainment/Weekend/Spotlight\)](#)

Rocky Mountain News (Denver, CO); July 22, 1998; 500 words ...salaries. The Brisbane **Goodwill Games** will take place in...Turner created the **Goodwill Games**, which debuted in...programming for his **TBS Superstation** and a forum for competition...the focus of the **Goodwill Games** has turned more and...



[Goodwill gestures: Time Warner to add all its muscle to troubled Turner event for '98.\(1998 Goodwill Games, Turner Broadcasting System\)](#)

Mediaweek; July 14, 1997; 700+ words ...push for the 1998 **Goodwill Games** that will take full...concerts tied into the **Goodwill Games**. Time Inc.'s...red. On TV, every **Goodwill Games** has failed to meet...the '98 Games, **TBS Superstation** will carry the bulk...



[Members Only to make official jackets for '94 Goodwill Games. \(Brief Article\)](#)

Daily News Record; April 15, 1994; 314 words ...worldwide sponsor of the 1994 **Goodwill Games**, which will be held July 23...official jacket" of the **Goodwill Games**, which will be marketed throughout...exposure, commercial time on **TBS Superstation** and ABC television, signage...



[TBS has butterflies over Goodwill Games. \(Turner Broadcasting System Inc. loses affiliates willing to carry coverage of sporting events\)](#)

Multichannel News; July 2, 1990; 700+ words ...Butterflies Over **Goodwill Games** ATLANTA - Turner...sponsors for the **Goodwill Games** - with Toshiba America...week, 81 percent of **TBS SuperStation** affiliates had signed...president, marketing, **Goodwill Games**. "We are still...

[Search HighBeam Business for more related articles](#)

Recently viewed ([Turn this off](#))

[SnappleCon '95. \(Snapple's Beverage Corp.: inaugural convention\)](#)
Brandweek, November 6, 1995

[WEIRD FACTS ONLY A SNAPPLE AWAY.\(LIFE & LEISURE\)](#)
Albany Times Union (Albany, NY), July 20, 2003

[Message in A Bottle: The Amazing Real Facts Behind The World According to Snapple](#)
The Washington Post, July 14, 2003

[Snap up the Snapple's.](#)
Gulf Weekly, January 16, 2013

[Dr. Pepper Snapple Group Inc.](#)
(NYSE: DPS)

HighBeam Business is operated by [Cengage Learning](#). © Copyright 2013. All rights reserved.

[Your account](#) [About us](#) [Contact us](#) [Terms and conditions](#) [Privacy policy](#)

[Arrive Prepared](#) – our blog about business news and market research.