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Snapple Boosts 'Per Capita' Income By Rejiggering Summer Promo Prizes.(Brief Article)

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Triarc Beverage will equip Wendy the Snapple Lady with a hula hoop and send her on the road to do the twist this summer as one element associated with a wacky under-the-cap promotion and tour intended to get consumers to do "twisted cap tricks" with the lids of Snapple's 16-oz. bottles.

Styled as usual as an anti-promo for a brand that pretends not to do marketing, this year's summer effort adds more hooks than prior years' Win Nothing Instantly and Joke's on Us promos, and rejiggers the prize mix to bulk up the middle tier so more of the 8 million winners obtain meaningful items—say full cases of Snapple, not onesies, said Steve Jarmon, vp-communications for Triarc, White Plains, N.Y.

Per research, consumers view getting a full case as akin to "a Brink's truck pulling up to the house. It's much cooler," said Neal Larkin, group director-promotions. Biggest prize drops to \$1,000 from \$10,000 last year.

Besides local radio support, media will include a return of Wendy Kaufman to TV in spots airing on TBS, per Snapple's ongoing tie to the network that has included its sponsorship of the Goodwill Games.

A 33-market tour—double the 17 markets of last years jokes tour—will put Wendy and comedic magician Jasen Magic on the road for lunchtime stops at which he'll do magic tricks, she'll exhort consumers to don hula hoops and "twist for charity," full bottles of Snapple will be sampled, and a twisted-cap museum will display consumers' cap creations. The tour will aim to raise \$100,000 to benefit the Starlight Children's Network, with a TV/VCR/Nintendo "game center" donated to a local pediatrics ward in each city.

Guild Group, White Plains, N.Y., devised the UTC, while Deutsch, N.Y., is doing ads and the tour.

A Web component via SF Interactive, S.F., will encourage consumers to return to snapple.com to keep a running tally of how many of 101 different non-winning caps they have garnered.

Each offers an offbeat use for Snapple caps, say, " as a dimmer knob when you've lost your existing one." A full set wins a Snapple bag of tricks.

Consumers will be invited to submit digital images of their Snapple cap creations to the site (or to send the actual creations to tour in the mobile museum), so that consumers can vote to select the five best each month in May, June and July. Of those, three winners each month will receive a years worth of Snapple delivered to their home.

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