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## Beverage marketers look to quench more than thirst to score with teens.

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While sprinting from one task to the next in their rapid-paced world, today's teens rarely take a moment to stop and catch their breath, let alone notice an advertisement. So for marketers, particularly those in cluttered markets such as the beverage industry, the key to breaking through is to service more than just one of their needs.

With the number of beverage options continually growing, companies realize they have to do more than bombard teens with television spots, catchy jingles and print ads if they want their brands and messages to resonate with teens.

Along with adding contemporary twists to traditional efforts such as "under-the-cap" promotions and partnerships with celebrities, beverage manufacturers are offering free digital music downloads, sponsoring music, sporting events and extreme athletes in order to connect with an evasive marketplace.

### Event Sponsorship

"When sponsoring a tour, you need to do more than just slap your name on a banner," says Kristi Hinck of SoBe, a "new age/functional" beverage. "With teens, it's crucial to have that intimate interaction."

This summer, SoBe, a unit of Pepsi North America, is not only sponsoring the Projekt Revolution music tour featuring Linkin Park, Korn and Snoop Dogg, but also is giving kids a chance to take a piece of the concert home with them via digital mixing stations.

At each venue, SoBe has set up stations where teens can create and mix their own beats with samples from the bands on tour. The mixes are stored as MP3 files on the SoBe website, from which they can then be downloaded.

"Traditional advertising is great," Hinck says. "But this type of grassroots marketing allows you to create a one-to-one relationship."

SoBe is also sponsoring the Crusty Demons of Dirt Global Assault Tour, a motocross event. As part of its sponsorship, SoBe is running a sweepstakes offering a grand prize of a \$1,000 gift certificate for No Fear clothing.

SoBe also relies heavily on radio and grassroots marketing, doing a limited amount of print advertising in magazines such as Maxim, Blender and Shape.

For Gatorade, the majority of its grassroots marketing efforts are conducted in the summertime. Andy Horrow of Gatorade says it's the official drink of "most" of the university athletic departments in the NCAA, which allows the sports drink company to have a major presence at the summer camps these colleges hold. In a typical summer, he says "some of these camps get upwards of 30,000" teens and tweens attending.

But with a captive hot and thirsty audience, Gatorade doesn't use the opportunity to merely hand out free shirts and towels.

"We are a functional drink," Horrow says. "We provide Gatorade at these camps along with educational reading materials and speakers. For us, using educational materials to promote the drink resonates more with them than running some sweepstakes."

Horrow says summer camps give the company the chance to introduce kids to the product in a setting that highlights its effectiveness. The educational pamphlets include links to Gatorade.com where kids can learn more about Gatorade's benefits and all of the company's products.

### Promotions

Launched in October 2003, YJ Stinger is an energy drink brand that has formed a number of partnerships.

Its spokespeople include teen favorites such as wrestlers from the WWE and rapper Fat Joe. The brand also sponsors teen-focused events such as Zoo Topia—an annual concert held in New York featuring a number of pop music artists.

"We handed out 30,000 cans of YJ Stinger at Madison Square Garden during the concert this year," says Doug Freidman of YJ Stinger, a product of NVE Pharmaceuticals.

YJ Stinger relies heavily on media buys including TV commercials on NBC, F/X, Fuse, UPN and

Fox, as well as a spot on the Spanish-language channel Telemundo featuring WWE wrestler Eddie Guerrero.

"Sampling at the events is almost secondary for us," Freidman says. "We go after the media buys. People see our spots, and the events are where the rubber meets the road. It becomes real to them at the events, but they know us from our spots."

This summer, YJ Stinger will be one of the presenting sponsors of Ozzfest 2004. In conjunction with the tour, it will run a promotion in 26 cities that will give away a guitar and amplifier signed by Black Sabbath, Ozzy Osbourne's original band.

Also this summer, Snapple this summer is running The Snaffle—a raffle in which consumers collect bottle caps and tune in weekly to Viacom channels and websites to see if they're holding a winning cap.

"They can check Viacom TV channels and websites for the drawings throughout the summer to see if they have the winning cap," says Lewis Goldstein of Snapple.

Each week's drawing will have a different theme. For instance, one week has a surfing theme, and offers a grand-prize trip for two to Sydney, Australia. Other prizes that week include surfboards and boogie boards.

SoBe is launching its largest-ever under-the-cap promotion this summer. Hinck says SoBe has produced over 70 million caps for the effort, which offers eight limited edition SoBe Jeep Wrangler SUVs as grand prizes. Other prizes include videogames, MP3 players, free music downloads, Thule car racks, and Spy sunglasses.

In keeping with its irreverent brand image, SoBe is lining the losing caps with messages such as "1 in 12 caps score, and this isn't one of them."

#### One-To-One Contact

At SoBe, Hinck says, every member of the company has been in the field conducting sampling events at one time or another. But that means more than just handing out free drinks.

"If we're at a snowboarding or wakeboarding event," Hinck says, "we're out there with the kids snowboarding and talking to them. We find out what they like, and if there's a demand for something we don't offer."

Such was the case with its Pomegranate Cranberry and SoBe No Fear energy drink, which were created "due to the demand we heard from our consumers," Hinck says.

Each year from April to November, seven SoBe Love Buses go around the country handing out free samples. Last year they handed out over two million.

This year, drivers of the buses are keeping journals of their travels and the people they encounter and posting them, including photos, on the SoBe website. "Through interactions with the drivers, this gives kids a chance to be a star on the website," Hinck says.

#### Contacts & Connections

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#### Worry Warts: What Stresses Out Tweens

When tweens are worried about something and they want learn more about what's bothering them, most say they go to their parents (42%). A quarter of tweens (24%) say they go to the Internet for information on something worrying them, while 17% say they advice from their friends.

#### REASONS FOR WORRY AND STRESS AMONG TWEENS

	% who worry daily or weekly
School grades	53%
Looks or appearance	43%
Problems at home	39%
Being liked	33%
Being out of shape/overweight	32%
Their future	30%
Being a failure or disappointing loved ones	29%
Friends and their problems	27%

Source: KidsHealth KidsPoll  
The Snapple Issue

Snapple may have more direct contact with kids in New York City and parts of California than any other beverage. This past school year, It entered into a contract that allows it to have branded vending machines in public schools in New York City and Torrance, CA.

And while issues with the contract have become a politically controversial subject in New York, Lewis Goldstein of Snapple says the venture has been very beneficial to the company. "And it will be more beneficial as more states and municipalities enter into the program," he says.

In New York, the contract calls for 2,000 vending machines to be installed over a five-year period. Each school principal has the option of not putting a vending machine in his or her school. The only products offered in the vending machines are Snapple 100% Juiced and water.

Goldstein says the company realizes that being in the schools is a good sales opportunity, and that "it's the right audience for Snapple," but that the company doesn't use it as a platform for marketing.

"We recognize this is a good place for us to be from a sales perspective," Goldstein says. "But it's also a good opportunity to offer a healthy beverage to kids. We don't look at this as a platform to market to these kids."

Its presence and its use of revenue to fund school programs and teams provides Snapple the chance to establish brand loyalty with a young audience. Goldstein says there is no signage within the schools other than on the machines themselves and that Snapple does no sampling of any kind on the premises. But if the school is running a fundraiser and "needs product, we'll provide it for them."

Teen influencers are online

There are currently 18 million teens online, according to Jupiter Research. By 2008, it estimates that number will climb to approximately 22 million.

Jupiter says 17% of these teens are "influencers" (see June issue of YMA for coverage on teen influencers). Influencers, 53% of whom are female, are older and wealthier than the average teen, and spend eight hours a week online.

The average teen spends seven hours a week online, compared to 10 hours a week watching television.

The report shows that a strong majority of teens (71%) use instant messaging regularly, while fewer than a third use weblogs regularly.

Source: Jupiter Research, Kieran Kelly, VP of Research Sales & Client Services, 23 Old Kings Hwy. S., Darien, CT 06820; phone: 203-662-2800; e-mail: researchsales@jupitermedia.com; website: http://www.jup.com

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