



Brief: Spice Up the Season with Snapple Apple Cider

February 3, 2022

Purpose	To redesign and reimagine the classic Snapple Apple flavor by making it fall themed and adding classic fall flavors to make Snapple Apple Cider, which will be distributed in the fall season by the Dr. Pepper Snapple Group.		
Problem	In the fall season, many food and beverage companies are distributing fall themed products. There is yet to be a release of an extensive line of fall themed Snapple tea products, and while Snapple Apple was the first ever Snapple flavor, there is yet to be a Snapple Apple Cider flavor.		
Goal	Create a fall flavor that will open the door for more potential Snapple fall flavors		
Objective	Take the classic Snapple Apple and reimagine it with an apple cider spin for the fall season		
Strategy	A) Prepare Snapple Apple Cider as a festive fall drink to be distributed around August or September B) Promote the drink using nostalgia for Snapple Apple, the first Snapple flavor, and promote Snapple Apple Cider as a reimagined fall flavor of a Snapple classic		
Target User	<i>Consumers who enjoy both fall beverages like apple cider and the classic Snapple Apple flavor</i>		
Action	Concept	[Snapple Apple Cider] <i>Spice Up the Season with Snapple Apple Cider</i>	
	Product	A) <u>Snapple Apple Cider reimagines classic apple cider, a traditional fall beverage</u> i. Apple cider has spices such as cinnamon, cloves, and nutmeg ii. It is thought of as a fall tradition alongside other fall flavors iii. Snapple Apple Cider is a new spin on both the classic apple cider beverage and the original Snapple Apple flavor	
	Promise	With a delicious new spin on a classic fall drink, Snapple Apple Cider will have you falling in love with a brand-new fall flavor. Lovers of the classic Snapple Apple and fall spices will be sure to enjoy Snapple Apple Cider this fall season.	
	Details	A) <u>Research the top 3 best-selling apple and fall flavor Snapple drinks</u> i. Specifically look at flavors that sell best during the fall season ii. Utilize the popularity of an existing flavor, Snapple Apple, to build interest B) <u>Hire professionals who are familiar with fall flavors and sales patterns of fall drinks</u> i. Having a fall drinks line and releasing several fall classic flavors at once is a possibility C) <u>Promote the product/product line in the month(s) prior to fall</u> i. As consumers prepare for other fall foods and drinks, they will have Snapple Apple Cider on their radar D) <u>Have a focus group of people who either enjoy Snapple and/or enjoy Snapple Apple</u> i. Test to see if people can draw nostalgia for Snapple Apple from Snapple Apple Cider	
Next Steps	A) Research apple and fall flavor Snapple drinks, as well as other fall flavors sold during the fall B) Hire employees familiar with fall flavors, like pumpkin spice, to provide input on how to market Snapple Apple Cider and possibly create a line of fall drinks		

Esther Christodoss
713-386-9463
estherc1111@gmail.com