

Problem: Come up with a new product & marketing tactic to compete with Honest Tea.

Solution: Buzz Beverage Company.

The labels would read 'BUZZ' in big, eye-catching letters, but the graphics would still remain minimalist enough to adhere to today's consumer trends. 'Can you go pick me up a Buzz?' is catchy; it would be easy to say, write, pronounce, and it immediately divulges to the consumer one of the strongest appeals of green tea- energy. The name would implement the same strategy as Honest Tea, in that the word 'buzz' could be heard and consequently trigger a consumer decision. I think focusing on the clean energy boost aspect of the product, and marketing Buzz Bev Co. as a drink for anyone who needs a pick-me-up, has the potential to open up a whole new market of consumers outside of the typical demographic- specifically Gen Z. Buzz could eventually start competing with energy drinks as a healthier alternative. I also would implement the unbreakable element of HT by creating bottle out plastic to ensure durability, and align with the energized & active brand image rather than appearing delicate and breakable. To further target Gen Z, I'd incorporate the fan-favorite, reminiscent twist-off and squeezable bottle with finger grips, similar to the Gatorade thirst quencher bottle.



Creative Brief

CLIENT: Buzz Beverage Co.

Date: November 15, 2023

What is the product?

Buzz is a new brand of green tea that specializes in delivering healthy and naturally-derived sources of energy and bold flavor to young and active go-getters in search of a pick-me-up! Buzz comes in a plastic bottle with ridges for finger grips and a half-twist open cap, and packs a punch with 100mg of caffeine.

Who is the competition?

The competitors of Buzz are all other existing tea companies, coffee companies, energy drink and sports drink companies such as Yerba Mate, Lipton, Celsius, Arizona, Honest Tea, and Tazo.

Who are we talking to?

The target demographic for Buzz is Generation Z, athletes, students, and anyone in need of a tasty kickstart for the day!

What consumer need or problem do we address?

Buzz fulfills the lack of a healthy source of energy and motivation that will keep the members of Gen Z focused, motivated and running off of a clean and proactive buzz.

What one thing do we want them to believe?

It is possible to get a good buzz without doing damage to your body. Green tea isn't just for mothers or wellness junkies, it's also the perfect sidekick to bring along to the gym, skate park, dance studio or study session!

What can we tell them that will make them believe this?

Buzz provides the same natural caffeine content as energy drinks and coffee without the harmful ingredients. You can get your body to feel good and ready to take on the day while simultaneously being provided with health benefits.

What is the tonality of the advertising?

Buzz Bev Co would be marketed as fun, sporty, cool, young, clean, smart and healthy! The Buzz brand intends to reflect all of the unique attributes that are infamous to the up and coming Generation Z.

