SoBe: The Strategies

Advertising and Public Relations Operations and Management

Professor Stuesser

Whitney Gossens

April 14, 2010

**Abstract**

 This strategies report will discuss possible strategies for South Beach Beverage Company’s (SoBe) current campaign’s advertizing and Public Relations activities. This will include identifying specific and measureable goals and objectives for SoBe. It will also include taking a closer look at SoBe’s planning methodologies, whether they are tactical or strategic, and identifying broad strategies used to address current objectives. The report will also scrutinize any evidence of an integrated communication approach to planning and SoBe’s rationalization for the objectives and strategies. These key aspects will be weaved through an in depth examination of SoBe’s current company goals, objectives, and specific tactics carried out to fulfill the overall strategy of the situation at hand.

**SoBe Goals**

When observing the current advertizing and Public Relations activity of SoBe, three main company goals are evident. The first goal is to direct SoBe towards a younger target public including youth and young adults. This includes branding the image so that older publics will feel younger when drinking SoBe products. SoBe’s second goal is to ensure the SoBe brand is recognizable and relatable to a larger target public including people from many different backgrounds and in all walks of life. SoBe’s third goal is to make SoBe a leading brand that specializes in healthy and low calorie beverages. With these three main goals in mind, the possible objectives and obvious tactics became clear as SoBe’s current strategies progress (*SoBe*, 2010).

**SoBe Objectives**

Three possible objectives can be inferred about the three goals above. For the first goal, a presumable objective is to increase social media and networking friends, followers, and participants by 60%. This mainly includes electronic media and networking tools such as Facebook, Twitter, MySpace, and YouTube. Since young adults utilize most of these social networking sites, this will help direct SoBe to a younger target public, and also, promote the older publics to join in. For the second goal, the main objective could be to increase brand awareness by 50%. This includes individual spokespeople, packaging, and unique advertizing techniques that will be seen and recognized by many different people. The main objective for the final goal could be to improve and sustain quality and nutrition of SoBe beverages by creating at least two low calorie beverages and seeking out unique healthy ingredients unique to SoBe. With these three objectives in mind, the tactics used to carry them out were easily identifiable (*SoBe*, 2010).

**SoBe Tactics**

 The specific tactics used for the first goal and objective is to hit all the mainstream social networking sites. This includes creating a Facebook Fan Page for SoBe, creating a MySpace company profile, creating a Twitter account, and having a YouTube channel that current videos, ads and campaigns available for anyone to view. Anyone is able to become a fan, friend, or follower on these pages. SoBe Lifewater currently has 97,897 fans on Facebook, 3,087 followers on Twitter, and 465 friends on MySpace. The links to SoBe’s Facebook Fan Page, Twitter page, MySpace page, and YouTube channel can all be found on the bottom right hand corner of SoBe’s website, [www.SoBe.com](http://www.SoBe.com). Another tactic to carry out the first goal and objective is including video interviews with many people that appear under the age of thirty posted on the SoBe website. In these video interviews, each person describes the taste of different flavors of SoBe beverages and their opinions of the drink. It is a fresh and amusing collection of video clips that easily convinces the viewer to try all the flavors. The last tactic of the first goal and objective is SoBe’s Bracket Challenge for professional basketball. As mentioned in the previous papers, the Bracket Challenge was advertized on SoBe’s website, and anyone could enter in bracket predictions for the basketball season. The competition was against four celebrities and whoever has the closest predictions is to be awarded a large cash prize and the chance to meet the celebrity they competed against. The four celebrities were younger and popular models and professional sport players. This activity definitely brings in to SoBe a younger generation of sports and basketball fans along with fans of the celebrities involved (*SoBe*, 2010).

 There are three main tactics used for the second goal and objective of raising brand awareness. The first is hiring a celebrity spokesperson for SoBe Lifewater. The spokesperson is Ashley Greene, one of the stars in the Twilight Saga movies. This was a very smart move for SoBe because the Twilight Saga is such a cult following. Many of its fans follow the stars of the movie very closely and because Ashley Greene is representing SoBe, it will incline many of the Twilight fan base to check out SoBe for themselves, which could significantly raise brand awareness. The second tactic used to raise brand awareness is maintaining the Lizard Logo on the bottles and in all the ads. The skin suit that was painted on Ashley Greene during her photo shoot was the SoBe Lizard and scales. This solidifies brand image even more. The third tactic to raise brand awareness is SoBe’s revamping of the bottle image. The bottles are now recyclable plastic instead of glass, and are more vibrant, colorful, and noticeable. This will draw in people even more to purchasing SoBe instead of competing brands (*SoBe*, 2010).

 There is one main tactic utilized for the third goal and objective of improving and sustaining quality and nutrition of all SoBe beverages. It is the creation of SoBe Zero Calorie Lifewater. There are now seven different flavors available for the Zero Calorie Lifewater, and six other flavors that are not zero calories. This is possible because SoBe uses a new zero calorie sweetener called PureVia, which “is derived from Stevia, a plant native to South America. PureVia's sweetness comes from Reb-A, a high-purity extract of the stevia leaf.” (*SoBe*, 2010) The development of the Zero Calorie Lifewater puts SoBe at the top of the beverage company competition.

**Client Planning Models Wrap Up**

Overall, SoBe’s evident planning model is predominately strategic because the actions that are being carried out will set up a strong foundation and means for future strategies and goals. Though some things are more tactical because they are more short term, such as the Bracket Challenge, they have the potential to be strategic as well if the activity becomes annual and something that target publics can look forward to participating in every year. Overall, every goal, objective, and tactic that SoBe has partaken in thus far will prove beneficial for the future of the company (*SoBe*, 2010).

**Work Cited**

*SoBe*. N.p., 2010. Web. 13 April. 2010. <http://www.sobe.com/>.