



## Create a strategy for differentiation and carve out a unique and ownable niche for the brand on social media.

After uncovering the company's top target customers to be Tradition Seekers, our colorful and engaging content honed in on what this group is passionate about: family values, sentimentality, and practicality.

### CHALLENGE

Create a strategy for differentiation and carve out a unique and ownable niche for the brand on social media.

### GOAL

Make Crystal Geyser a distinct product and differentiate it from its competitors like La Croix.

### RESULTS

- In 2018, we grew the brand's total social audience by 259% to over 20,000 fans across Facebook, Twitter and Instagram and achieved over 3.1 million total impressions.
- We achieved a higher rate of fan growth in 2018 than La Croix, Perrier, San Pellegrino, Sparkling Ice and Spindrift.
- We achieved a 1.71% engagement rate per post, wher as competitive average is 0.24%.





Expose the brand to a wider audience, attract the right customers and influencers who align with the bold and adventurous spirit of the brand.

After our research determined the ideal Tejava customers to be Freedom Seekers, we began producing content speaking to their needs. This group is highly motivated by a sense of individual exploration and personal growth.

### CHALLENGE

Expose the brand to a wider audience, attract the right customers and influencers who align with the bold and adventurous spirit of the brand.

### GOAL

Gain attention from a wider audience while still attracting loyal customers who align with the values of Tejava.

### RESULTS

- Values-based and user generated content dominated our social calendar in 2018. We grew our total social audience by 150% during the year to 23,500.
- We consistently achieved more engagements per post than competitors Teavana, Tazo, Arizona, and Pure Leaf.
- We also had more fan growth (150%) in 2018 than Honest Tea, Arizona Iced Tea, Teavana, Gold Peak Tea, Pure Leaf, and Peace Tea.
- We gained traction with influencers including Raven Symone who was featured with Tejava in an US Weekly article.

