

A stylized, dark teal silhouette of a fox's head is positioned behind the brand name. The background is a dark navy blue with abstract, organic shapes in shades of teal and grey, and clusters of small dots in green, orange, and purple.

Roxie™
ZERO-PROOF COCKTAIL

BRANDING BLUEPRINT

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I. Executive Summary

Background

Molson Coors is a company that has created a long-standing tradition of excellence within the brewing industry. Since its start in 1786, Molson Coors has been dedicated to producing high-quality beer for over two centuries and now produces a variety of alcoholic beverages in addition to beer. Recently, Coors has introduced Roxie, their line of non-alcoholic beverages that align with the growing health movement among millennials and Gen-Z age groups. Roxie is a non-alcoholic beverage that mimics a traditional seltzer with carbonation and three fruity flavors. With the Roxie beverage, Molson Coors is targeting 21-35 year-olds who are seeking a substitute for alcoholic beverages when socializing with friends and family. A strategic media plan for 2023 strives to increase overall case sales by increasing brand awareness and engagement with the target market.

Objectives

- By the end of 2023, Roxie aims to have 30% of the target market aware of the new product.
- By the end of 2023, Roxie aims to increase overall case sales by 10%.
- Roxie aims to increase engagement with the brand via social media by 50% by the end of 2023 by creating and publishing relevant and shareable content.
- Roxie aims to retain 65% of its buyers in the first year.

Solutions

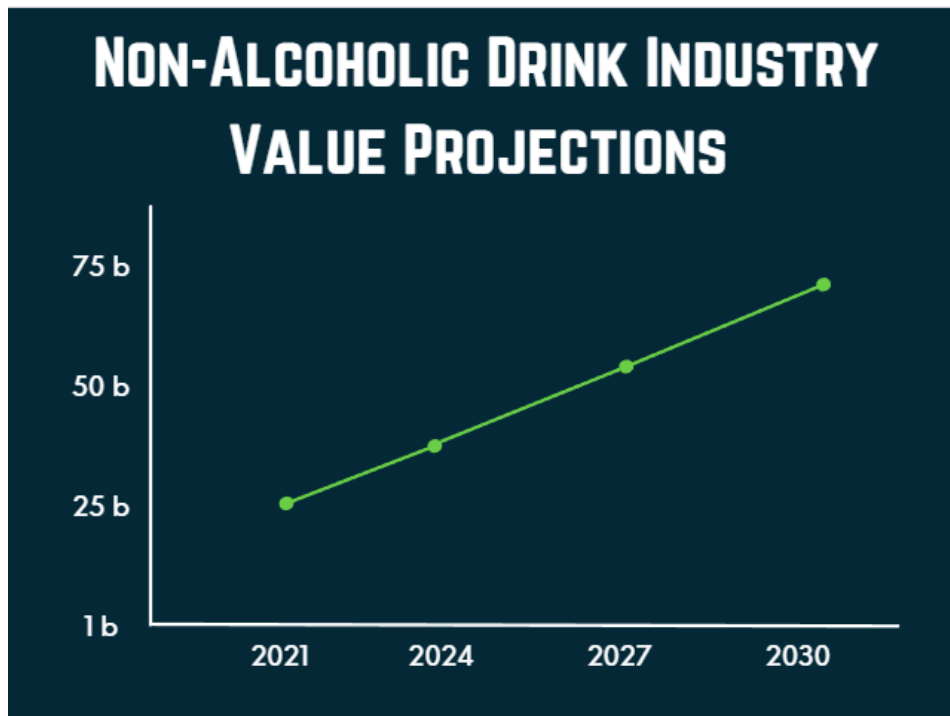
Roxie should first aim to reform some aspects of their branding strategy to better appeal to their target demographic. To reinforce the idea that Roxie is the perfect substitute for alcoholic beverages, it is advisable for the company to position its brand alongside other widely recognized

alcoholic brands. Roxie should adopt a strategic communication plan targeted to Gen-Z and millennials that utilize a combination of paid, earned, shared, and owned media. To increase sales and brand recognition of Roxie, we plan to produce social media content, display advertisements, billboard advertisements, giveaways, event participation, and influencer partnerships.

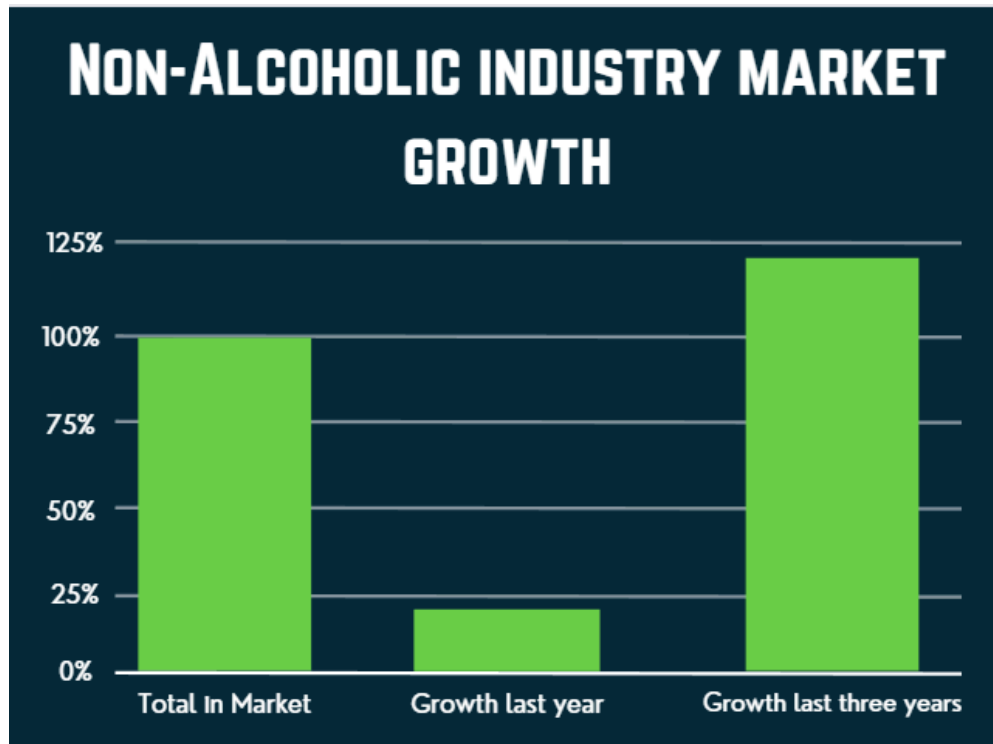
II. Situation Analysis

Industry Analysis -

According to InsightAce Analytic, non-alcoholic beverages contain less than 0.05% alcoholic strength by volume. The industry is valued at 22.5 billion U.S. dollars in 2021, and it is expected to reach 68.9 billion dollars by 2030. Concerns with health have raised the demand for such products, most notably obesity. Negative outcomes of overdrinking are also a key factor for people switching to the non-alcoholic industry. Several alcoholic beverage companies are making investments in non-alcoholic drinks to attract new and younger consumers. Many non-alcoholic drinks have attracted consumers because they are more natural and organic. Finally, government regulations would not have to regulate the consumption of non-alcoholic beverages like they would for typical beers, wines, and spirits. North America has been the second largest market for this industry only behind Europe, which has the top and most established distribution channels in the world (InsightAce Analytic, 2022).



In May 2019, Lowlander brewed alcohol-free beer which was first introduced in the United Kingdom and Germany, using saved citrus peel from the production of fresh orange and lemon juice. Big Drop entered the U.S. market with Chicago-Brew Non-Alcoholic Beers in February 2021 and is now nationally available online. In March of last year, the Athletic Brewing Company introduced a new non-alcoholic beer called Athletic Lite that is both low in calories and carbohydrates (InsightAce Analytic, 2022). According to NPR's Greg Rosalsky, over 70 new nonalcoholic beer companies have accumulated over the last year alone. Neilson IQ data shows the market for nonalcoholic beer, wine, and spirits grew more than 20% last year and more than 120% over the last three years and sees \$400 million in annual sales in the United States (Rosalsky, 2023).



Company Analysis -

Molson Coors has been around since the 1700s. They produce a variety of alcoholic beverages, such as Coors Light, Mille Lite, Coors Banquet, Blue Moon, Simply Spiked Lemonade, and various others. They also have non-alcoholic options as well, such as La Colombe Coffee and Roxie. Their history aligns with famous brewers that we all know and love today.

Starting in 1774 William Worthington began brewing in Burton-on-Trent, a popular market town in England. “Around 1761 he founded the Worthington brewery in Burton-on-Trent” (Brooks, 2022). He was the creator of the now-famous IPA beer called Worthington’s White Shield. In 1786 English immigrant John Molson founded Canada’s oldest beer brewery on the banks of the St. Lawrence River in Montreal. “The legacy continues seven generations later with brands like Molson Canadian, which was first brewed in 1959 and remains today one of Canada’s most iconic and best-selling beers” (Coors, 2023). Adolph Coors, a penniless brewer’s apprentice,

stowed away on a ship from Germany in 1868 and made his way west. He opened a brewery in 1873. A century later, in 1973, Coors Light was born.

Molson Coors has also grown as a company throughout the many years.

During 1885 Coors launched its first recycling effort at 45 cents for a dozen empty quart bottles. Around 2005 Molson and Coors combined in a merger of equals and later that year, the combined company acquired Creemore Springs Brewery in Ontario. In more recent news Molson Coors changed its corporate name to Molson Coors Beverage Company in 2020 (Coors, 2023).

Molson Coors is continuously working to better their company, and the world around them. They are aiming to reduce carbon emissions by 50% in their direct operations, hoping to achieve zero waste to landfill at 100% of their operations, and increase people of color representation in the U.S. by 25%. All of those and more are just some of the goals Molson Coors hopes to achieve in 2023 (Coors, 2023).

While Molson Coors is known by most as a beer manufacturer, they are developing to be more inclusive towards those who aren't fans of beer. Some of the brands they've adopted are Vizzy Hard Seltzer, Topo Chico Hard Seltzer, Simply Spiked Lemonade, and Steel Reserve Alloy Series. With their newest addition, Roxie, they are targeting consumers who prefer not to drink alcohol or are looking to reduce their intake (Coors, 2023).

Competitor Analysis -

With the rapid growth in the popularity of mocktails and non-alcoholic beverages, other brands have raced to create their own non-alcoholic beverages that are similar to Molson Coor's Roxie. These various companies can be identified as Roxie's direct and indirect competitors. A Roxie beverage provides individuals with a non-alcoholic beverage that mimics traditional

cocktails, and in theory, provides consumers with a similar experience as drinking an alcoholic beverage. Many other companies have developed ready-to-drink mocktails that offer this experience as well, including Seedlip, Curious Elixirs, Mocktails Brand, Kin Euphorics, and Mingle Mocktails. When viewing these competitors, a common trend that emerges is primarily healthy ingredients. These drinks feature botanicals, fruit juices, no artificial ingredients, and are low in sugar or sugar-free. These features appeal to many individuals who choose not to consume alcohol for health benefits. The branding for these products also follows a trend; these products are packaged with minimalistic designs and sleek bottles. This minimalistic branding is thought to convey clean, earthy, elegant, and chic tones (Admin-BlueLabel, 2023), which appeals to the individual who is focused on obtaining a healthy, yet tasty product. Additionally, the sophisticated feeling induced by this design allows for these beverages to all be sold at a higher price point; in general, ready-to-drink mocktails are priced higher than traditional soft drinks or juices, but lower than most alcoholic beverages.



In addition, a number of non-alcoholic beers can be identified as Roxie's indirect competitors. While non-alcoholic cocktails mimic traditional cocktails with fruity, sweet, and sour flavors, non-alcoholic beer is designed to mimic the flavor of a traditional beer with malted barley, yeast, and grains being primary ingredients. These beverages still promote a similar experience as Roxie, which makes them an indirect competitor. These brands include Heineken 0.0, Beck's Blue, Clausthaler, Bitburger Drive, and O'Douls. The average price for non-alcoholic beer is less expensive than Roxie, however still more expensive than traditional beer at an average base price of \$10.47 (Bernot, 2022).

ROXIE INDIRECT COMPETITORS

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|  <p>Heineken 0.0 is a popular non-alcoholic beer brand that is designed to replicate the taste and experience of traditional beer without the alcohol content.</p> |  <p>Beck's Blue is another popular non-alcoholic beer brand that is designed to mimic the taste of traditional beer without the alcohol.</p> |  <p>Clausthaler is a brand of non-alcoholic beer that offers a range of flavors, including classic lager and wheat beer.</p> |  <p>O'Doul's is a popular non-alcoholic beer brand that offers a range of flavors and has been a staple in the non-alcoholic beer market for decades.</p> |
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Product Analysis -

Roxie is a non-alcoholic beverage that hopes to attract 21-25-year-olds who want a different option when going out to drink. According to the U.S. Department of Health and Human Services, “85.6% of people 18 or older have said they have consumed alcohol at some point” (U.S. Department of Health and Human Services, n.d.). From this, it can be gathered that about 20% of the population doesn't consume alcohol, and would presumably be searching for an alternative beverage. Data from IWSR shows that non-alcoholic drinks are expected to increase in popularity over the next few years by 27.6%. Many alcohol companies know they will be unable to attract people who are uninterested in drinking. The company believes that consumers would like a different option, so the small percentage of people who don't drink could have a non-alcoholic beverage. Roxie's main goal is to make consumers feel good about their choice to take part in drinking with or without alcohol.

Jamie Wideman, Vice President of Innovation at Molson Coors Beverage Company, describes Roxie as “a drink that packs layers of flavorful complexity, delivering a line of zero-proof cocktails built for those who want to moderate their drinking, abstain or simply sip on something fantastic” (Sanchez, 2023). Roxie's goal is to promote a non-alcoholic beverage that is similar to a seltzer. The Roxie drink features various fruity flavors and carbonation that are similar to other brands' seltzers but do not contain alcohol.

The addition of Roxie to the Molson Coors lineup shows their willingness to expand their product line beyond alcoholic beverages. Roxie creates a new path for the company to attract new consumers. However, Roxie is exclusively sold online, possibly creating a barrier for some individuals to purchase the drink. If Molson Coors were to make these beverages available in-store, the demand may be higher. However, it is currently only online since there are limited

amounts of products. This controlled, yet strategic product distribution, will allow Molson Coors to determine what the demand is for Roxie before introducing the product to shelves. Molson Coors reasoning behind Roxie is great because they are saying their company is for everyone older than 21. Molson Coors wants to prove that they are not just alcohol consumers. Because Roxie is new to the Molson Coors lineup, there hasn't been any data showing the number of overall sales it has produced. With Roxie only being online and being announced in January, the brand hasn't been given enough time to develop proper data. Roxie was created for the next generation of individuals who seek to change the ways people drink in social settings. The brand aims to create a tasty and refreshing non-alcoholic product that will make individuals feel comfortable not drinking in social situations.

Strategic Analysis



III. Consumer Insight

According to research, the typical consumers of non-alcoholic beverages are “young consumers who are engaging in low/ no alcohol drinking behaviors.” Veylinkx, a consumer insights platform, found that “almost half (46%) of drinkers are trying to reduce their alcohol consumptions right now, and 52% are replacing alcohol with non-alcoholic beverages,” (29, 2022) with the primary driver being increased physical health and mental wellbeing. This aligns with the growing health movement, especially among millennials and Gen-Z age groups. Non-alcoholic beverages, such as Roxie, provide a “substitute for drinking”, allowing individuals to feel connected and involved when socializing with friends and family. According to Lisa

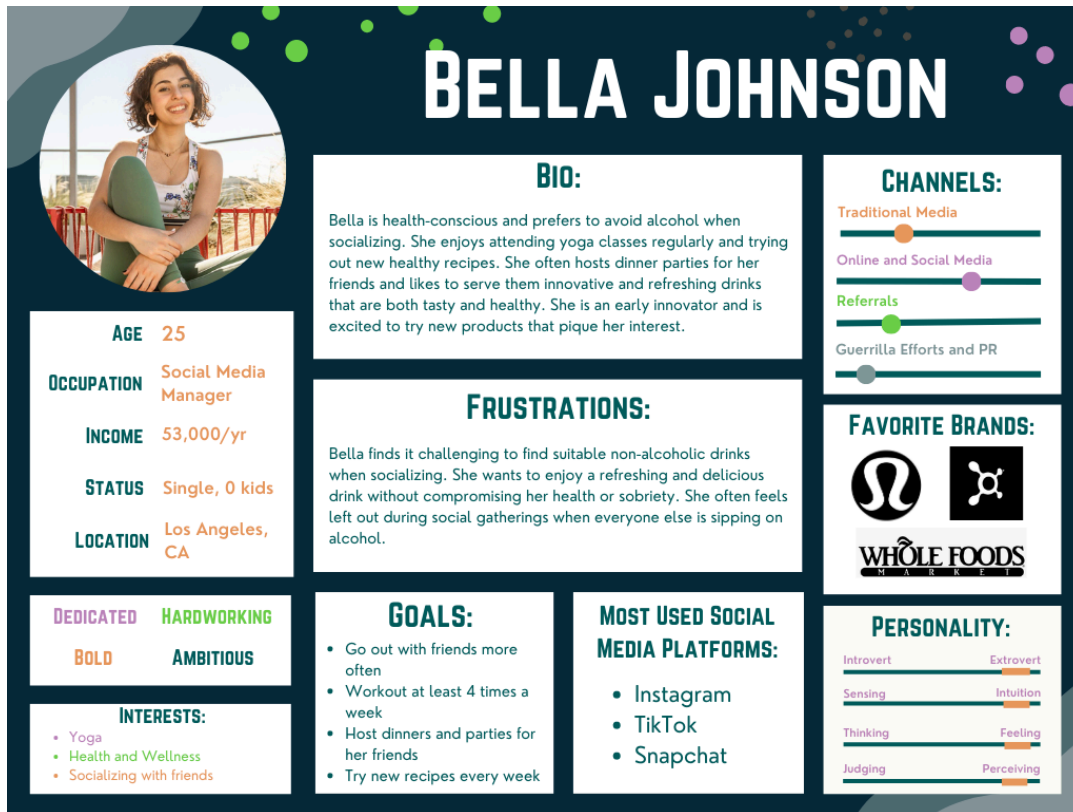
Hawkins, senior vice president of public affairs at the Distilled Spirits Council, “Today’s consumers, especially millennials, are seeking out high-end experiences and quality products. They don’t want to compromise on taste just because they are refraining from or limiting their alcohol intake”(Dumas, 2022). Therefore, typical consumers are not just seeking any non-alcoholic beverage; they are seeking one that conveys quality and luxury and provides them with an excellent experience.

Roxie drinkers are similar to typical consumers of non-alcoholic beverages, as Roxie offers a tasty and healthy non-alcoholic beverage that mimics a traditional cocktail or seltzer. Jamie Wideman again stated, "Roxie is the brand that empowers people to be a part of the moment, celebrating the choice to drink and not drink alcohol... That’s where Roxie shines.” (Sanchez, 2023). This profile of Roxie drinkers fits that of typical consumers of non-alcoholic beverages: individuals who wish to indulge in a delicious beverage in a social situation but wish to abstain from drinking alcohol.

Primary Persona: *Health-conscious GenZ/Millennial*

This persona is a health and fitness enthusiast who values a healthy lifestyle and watches what they eat and drink. They are likely to be aged between 21-35 years and may not want to consume alcohol for various reasons like losing weight, avoiding hangovers, or just living a healthier life. However, they are still interested in engaging in nightlife and other exhilarating social gatherings. They may be interested in Roxie's zero-proof mocktails because they offer the same taste and experience as cocktails without the harmful effects of alcohol and appeal to their thrill-seeking personality. They would appreciate the fact that Roxie is made with all-natural ingredients and has low sugar content, making it a

healthier alternative to typical cocktails. This allows them to be immersed in a typical nightlife environment without compromising their health goals.



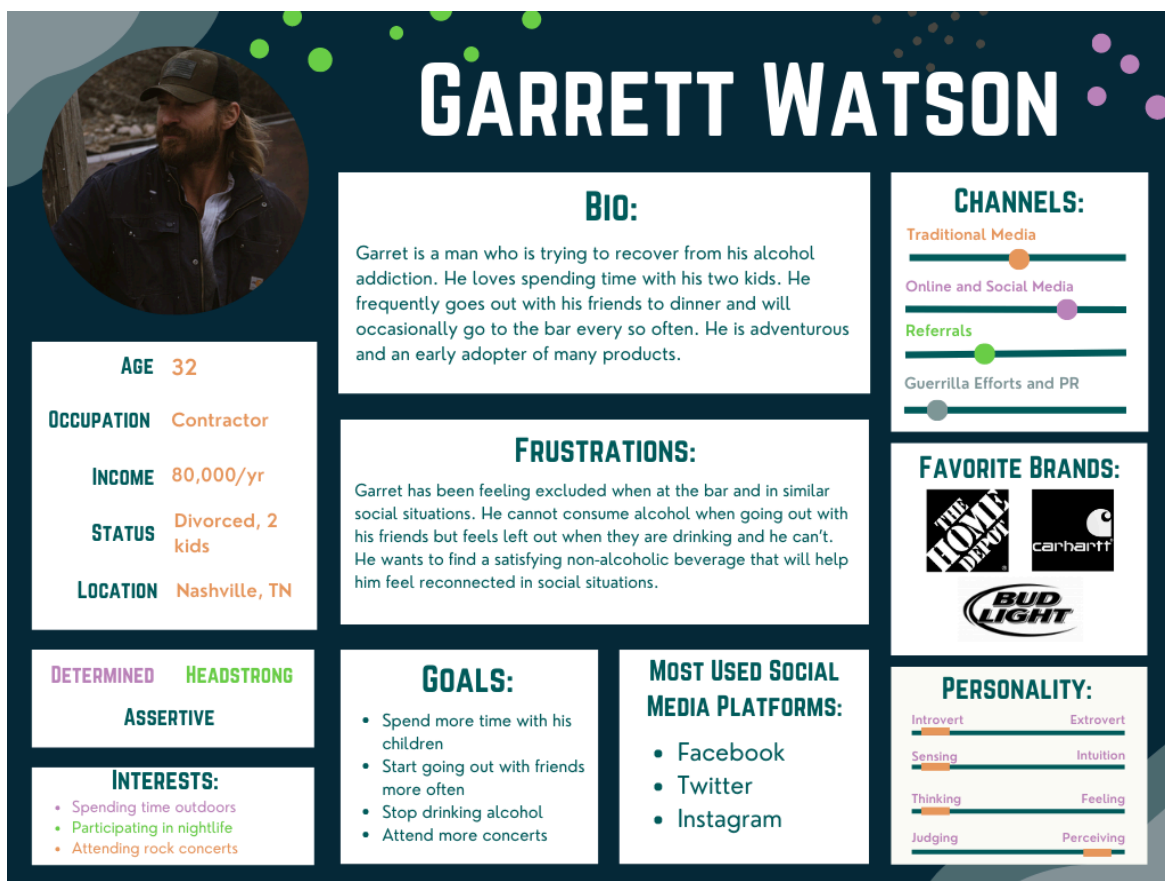
How Roxie Zero Proof Mocktail Can Help:

Roxie Zero-Proof Mocktail would be an ideal solution for Bella's frustrations. It offers her a healthy and refreshing drink option that she can enjoy during social gatherings without feeling left out. The variety of flavors available makes it easy for her to find her preferred taste. Roxie Zero Proof Mocktail also aligns with her health-conscious lifestyle, making it a perfect fit for her.

Secondary Persona: *Recovering Alcoholics*

This persona is 30-35 years old and has been a recovering alcoholic for three years. They have reintroduced themselves to social situations where alcohol is involved, but often feels

excluded without an alcoholic beverage. There is a large market of people who struggle with alcohol, “About 15 million American adults struggle with an alcohol use disorder” (Caron Treatment Center, 2023). Roxie can be an option to help that significant percentage of the United States population. They have been going out to dinner with their friends and struggle to have self-control when seeing all their friends drinking and they can’t participate. They want to find a substitute that feels like they are still drinking with others, but does not require them to do so. They may be interested in Roxie’s Zero-Proof Mocktail because it allows them to feel involved by participating in typical social situations, but with a non-alcoholic beverage. This will allow recovering alcoholics to feel like they have a substitution for alcohol and will also relieve the discomfort of feeling left out and make them feel as if they are still participating in the events.



How Roxie Zero Proof Mocktail Can Help:

Roxie is the perfect solution for Garret's frustrations. Roxie offers Garret a tasty non-alcoholic beverage that mimics many of the drinks his friends are consuming. Roxie allows Garret to ease into social situations with alcohol and helps him stay engaged in his previous bar life.

IV. Branding Strategy

Roxie is a recently-released innovation product by Molson Coor's Beverage Company that features a line of zero-proof canned cocktails. Molson Coors first announced the new beverage in early January of 2023 with a post on their "Beer & Beyond" blog. Since then, Roxie has generated buzz from a number of major news outlets, including CNN, Forbes, and the Beverage Industry. According to the product's website, Roxie positions its brand as a fun, innovative, and high-quality non-alcoholic beverage. The website, found at drinkroxie.com, expresses that "Roxie breaks from drinking norms with something unique in flavor, experience, and attitude" (drinkroxie.com, n.d.). The brand appeals to individuals who are wanting the "fun" and "daring" aspects of alcoholic beverages but are zero-proof. Below are other statements pulled from drinkroxie.com that highlight the bold nature of the brand:

- "100% attitude, 0% alcohol"
- "Zero Fox Given"
- "Packed with flavor, a hint of intrigue, and a little fizz"
- "Go ahead, indulge, we won't tell"

Roxie's Instagram page features similar content and further contributes to the overall brand message. Roxie's Instagram bio includes phrases such as "Only 21+", "Don't share with

under 21”, and “Drink Responsibly”. These phrases mimic those stated by alcoholic beverage companies- positioning Roxie among the alcoholic beverage companies and implying that Roxie provides the same experience as these beverages.

While the overall branding strategy for Roxie is effective, some aspects of its current efforts should be reformed. As stated previously, the Roxie brand conveys a daring and innovative attitude, which fits well with the target age group for this product (21-34). The younger generation is more likely to try new intriguing products and is often receptive to pronounced and trendy advertising. However, Roxie’s advertising outreach has been limited to only website advertisements and a few Instagram posts, both of which have received limited consumer interaction. Roxie should continue to position its brand among other popular alcoholic brands to emphasize the idea that Roxie is the perfect substitute for alcoholic beverages. To do this, Roxie should gear their advertising efforts toward the younger generation by aligning with trendy content that will appeal to them and utilizing platforms that can reach them. Overall, Roxie should work towards communicating the “bold” and “daring” aspects of their brand while maintaining the stance that Roxie beverages provide a healthy and delicious alternative to alcoholic beverages.

IV. Media Plan

Roxie’s brand personality should be clearly communicated because it is distinctive and appeals to its target age group, 21-34. When developing a media plan for Roxie, the idea that Roxie is a new and intriguing product should be capitalized on to drive consumer interest and sales for the product.

Media Objectives

- By the end of 2023, Roxie aims to have 30% of the target market aware of the new product.
- By the end of 2023, Roxie aims to increase overall case sales by 10%.
- Roxie aims to increase engagement with the brand via social media by 50% by the end of 2023 by creating and publishing relevant and shareable content.
- Roxie aims to retain 65% of its buyers in the first year.

Media Plan (PESO Elements and Budget)

- Location:

The location that Roxie would thrive in and would most likely grow in would be large urban cities such as Chicago, Denver, San Diego, etc. The populations of large cities are individuals who are more likely to adopt new and innovative products. There is a certain buzz about a large city and its willingness to give new ideas a chance. While smaller towns, stick to their usual brands and have a slim chance of changing their minds when seeing a new brand. There are also more opportunities to advertise products within a large city. Billboards, posters, large TV ads, and even pop-up events can spread the word about a new product. Some past events that support non-alcoholic drinks were the Sober Curious Summit in New York, “The Healthy Zone” in Taste of London, and many more that will be discussed later in this document.

- Demographics:

The demographics for Roxie are 21 to 34-year-olds, who are male or female and are generation Z or late millennials. Although Roxie is a new upcoming brand, most of its consumers would most likely be older individuals with a stable income. Roxie’s products come at a high price. However, the price is warranted because mocktails have been described as creating

“luxurious value” for consumers who are willing to pay (Langer, 2020). Therefore, the middle to the upper class with the means to afford the luxurious Roxie drinks would be the most ideal demographic for Roxie.

Paid Media

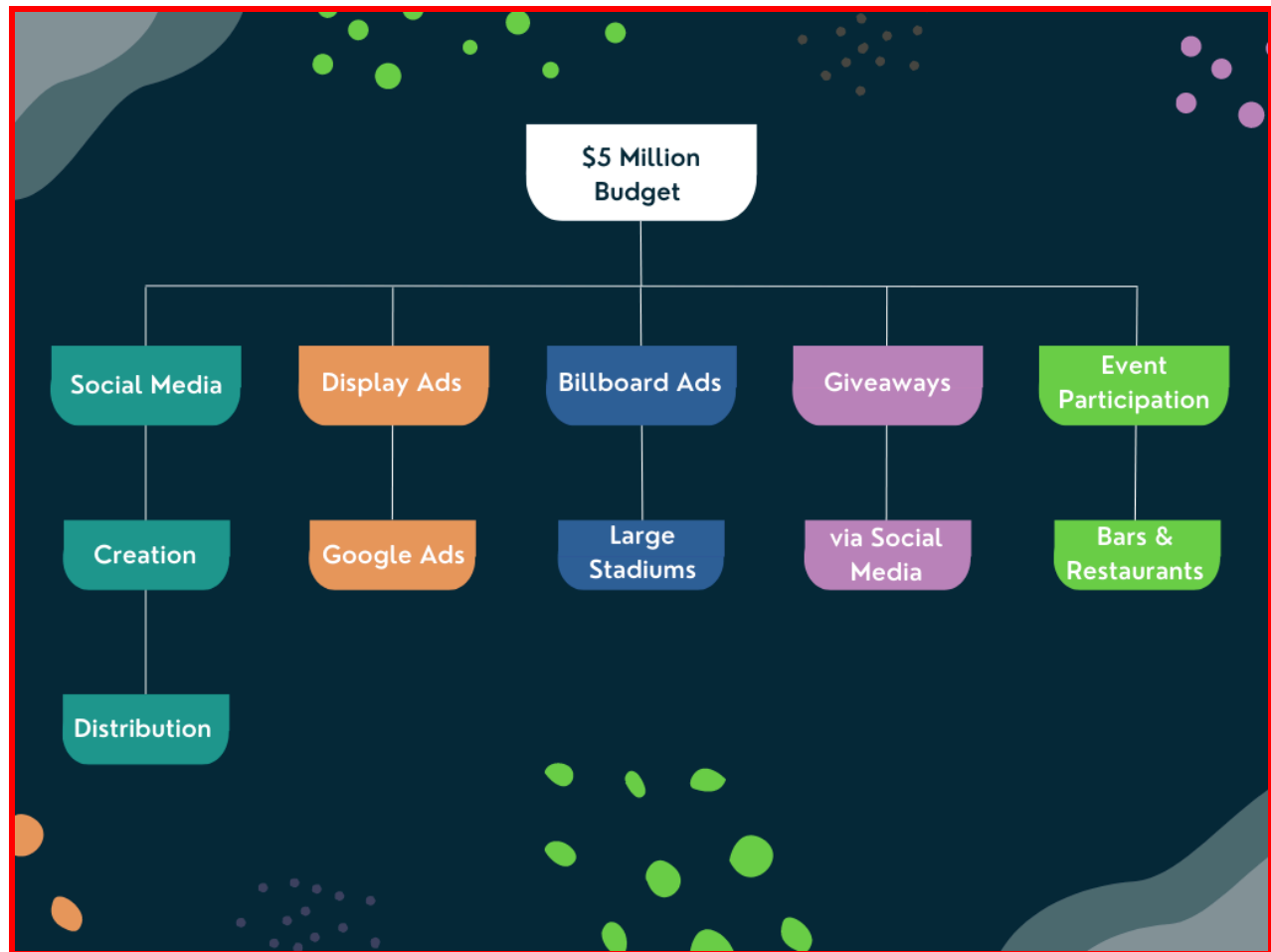
When developing a media plan, paid media is important because it allows for specific, controlled messages to be distributed that amplify, reach and generate brand exposure and credibility. Therefore, it is crucial that Roxie’s new media plan utilizes paid media. Roxie should primarily focus on allocating a large portion of their budget toward content creation for its various channels, such as Instagram, Twitter, and Tiktok. We should budget \$1 million towards the creation of the video, photography, and graphic design content, and then \$1 million towards the distribution of the content on social media platforms. Of this, \$200,000 should be allocated toward Twitter advertisements, \$300,000 toward Instagram advertisements, and the remaining \$500,000 toward TikTok advertisements. All of the content that is created should flow together and seamlessly communicate Roxie’s branding strategy via various channels. An emphasis should be placed on the creation of social media ads, as social media is a popular channel for younger target audiences.

There should also be a \$500,000 budget for display advertisements that will be published on Roxie’s website and other websites in the form of paid ads, with Google Ads being our sole use for display advertising. Roxie should allocate \$1 million toward billboard advertisements and should place these advertisements at large sporting events or stadiums for concert events to mimic the advertisements of traditional alcoholic beverage companies. These billboard advertisements

should be located within larger cities to reach a higher density of people, and to reach an audience that is open-minded toward new products.

Roxie should also administer \$500,000 towards giveaways of their beverages. Giveaways are beneficial to increase engagement on social media platforms and websites and expand brand reach. With the opportunity for a potential reward, individuals would be more likely to interact with Roxie. Furthermore, giveaways can generate buzz around a product and can introduce more people to Roxie. **Roxie should primarily advertise these giveaways through their social media platforms.**

Lastly, Roxie should allocate \$1 million toward event participation and outside partnerships to further build brand awareness and directly connect with consumers. Roxie should partner with restaurants and bars in larger cities that offer non-alcoholic beverages. Two prime examples of this are Eleven Madison Park, located in New York City, and The Aviary, located in Chicago. Eleven Madison Park began serving exclusively non-alcoholic beverages beginning in 2021 and has partnered with many of Roxie's competitors, including Seedlip and Kin, to create a selection of sophisticated, alcohol-free cocktails. The Aviary is a high-end cocktail bar in Chicago that has recently created a separate menu of alcohol-free cocktails and has also worked with Seedlip. Additionally, participation in events such as the Sober Curious Summit in New York and "The Healthy Zone" in Taste of London could be great opportunities to expand awareness of the Roxie brand. These partnerships would give the public the opportunity to try Roxie without ordering the product via Roxie's website. Roxie should strive to connect with these businesses to further immerse themselves in the non-alcoholic beverage market and gain additional exposure.



Earned Media

As Roxie gains popularity and knowledge of the brand is increased, customer engagement with Roxie will rise. As more people try Roxie, the beverage will gain more publicized reviews and will build credibility. Overall, gaining credibility through earned media will help attract other potential customers to the brand. The reviews that will create the most impact are blog reviews, organic mentions of Roxie, and unpaid influencer reviews. Blog reviews that reach the top of search engines and unscripted and organic influencer reviews can have a wide reach and introduce Roxie to more of the market. These reviews come from people who are genuinely interested in the product and have enjoyed their experience. This is the way Roxie is going to earn media without having to pay for exposure. Consumers can help the brand by retweeting or sharing social media

posts on their platforms. That way, the product they love can continue to expand and get more recognition and customers. When a post is reposted or shared, Roxie's social media page will shout out the consumer that does so by reposting their story on Roxie's main social media page. It is a way of showing the brand's appreciation for customers and that it appreciates their support for the brand.

Shared Media

With social media usage rising every day and becoming the most important communication, advertising, and marketing tool to have for a company, it's dire for Roxie to have a strong handle on their media efforts. To do this Roxie should increase testimonials and create partnerships with influencers. In order to get testimonials they must first begin with influencer partnerships. This partnership will be the focus of content creation. Partnering with TikTokers that are mega influencers to create content relating to the alcohol and mocktail market will increase trust within the audience because of their relatable content and audience loyalty. Roxie should send popular TikTok or Instagram influencers Roxie products, or PR mail, to encourage them to try Roxie in a video or create a story rating the beverages. From there it will hopefully turn potential consumers into locked-in loyal customers for the future. The influencers we hope to share Roxie with are Loryn Powell, DrinkoWithRico, and John Rondi. These influencers have around one million to three million followers on average. They are known for reviewing alcoholic beverages and sharing their honest opinions with their audience. Our goal with picking these certain influencers is to show that Roxie has a similar taste to alcoholic beverages without having alcohol. If these influencers are able to enjoy our product, they will be able to influence their

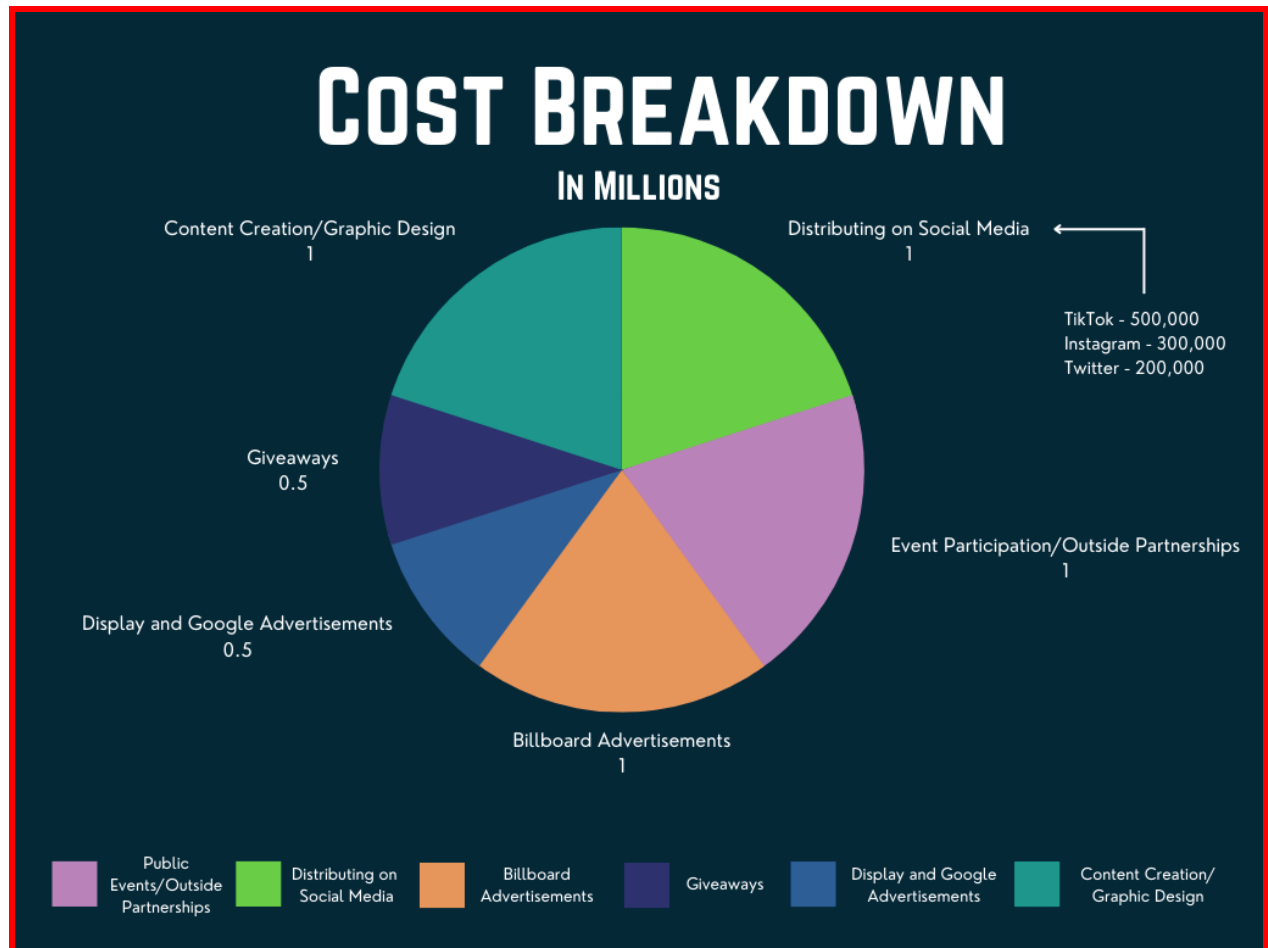
audience to purchase our product. The more people are trying and engaging with Roxie, the more likely testimonials will happen.

Owned Media

Roxie's website serves primarily as experimentation for the brand currently, so the key would be to follow up with thoroughly published blogs and ads for social media. Maintaining a balanced use of major social media platforms is critical for Roxie to succeed which seems to be lacking presently. Molson Coors should put more effort into a complete social media presence so that their target audience can look at the brand as an interactive source. Instagram is a great place to start since 67% of users ages 18-29 are on the platform, which is right in Roxie's age demographic (Khoros, 2022). TikTok and Instagram both would increase interactivity for the brand with videos. Ideas in this regard could include highlighting different product ingredients and discussing their health benefits and origins, or pairing Roxie with appetizers, dinner entrees, or desserts. Roxie can also use videos as an opportunity to individually highlight their three flavors, mango, passion fruit, and pineapple for promotional spotlights. Finally, Roxie would continue to expand the website they have already established through search engine optimization or SEO. Continuing to market the digital brand content would help search results climb high on search result pages, which is a great tool to get consumer recognition for Roxie's mocktail products.

Cost breakdown

Roxie Media Plan (in millions)



Schedule of Media Plan

- 2023 Q2 (April-June)
 - April-May - Production of video advertisements, and design for social media posts.
 - April - Begin Search Engine Optimization efforts to get Roxie at the top of search engines for searches centered around non-alcoholic drinks and mocktails.
 - June - Begin summer campaigns, including rolling out videos and content. This would align with the increase in social gatherings and celebrations during the summer.
- 2023 Q3 (July-Sept).

- July - Continue to release videos in time for the summer season. Since it is common to drink during the summer, encouraging people to switch to non-alcoholic drinks like Roxie, can have a great impact. Therefore having videos roll out in this time period will help increase awareness and potentially sales.
- August - Begin with customer testimonials on social media during the end of the summer promotional campaigns. Start production of holiday promotional content.
- September - Continue posting customer testimonials across media channels. Since the National Football League season kicks off in early September, then the launch of billboard campaigns in and around popular football stadiums will start.
- 2023 Q4 (Oct-Jan)
 - October - Finish production of holiday-related content.
 - November - Start rollout for holiday campaigns. Increased awareness around the holidays could lead to increased sales numbers which will help achieve media objectives.
 - December - Continue holiday promotional content for Christmas and New Year. Begin awareness and launch a Dry January promotional campaign so that consumers are aware before January begins.
 - January - Promote a promotional campaign for Dry January, to encourage consumers to participate in the challenge not to drink and have a Roxie instead.

V. Tracking & Measurement

- Engagement rates: Increased engagement on social media platforms from videos, testimonials, and other posts can be measured to see how many interactions (likes, comments, shares) that posts are receiving on average compared to the rate before

promotional campaigns. Increased engagement can lead to more traffic on the website and then more interaction with the product itself.

- Click-through rates: This measures the percentage of people who clicked on a link or button in our promotional campaign. By looking at the number of people who followed through with our campaigns and went to the link to our website. It can be calculated by dividing the number of clicks by the number of impressions and multiplying by 100%.
- Conversions: The conversion rate determines how many people purchased Roxie after clicking on our website from a promotional campaign. This will help determine how many purchases resulted from our campaigns and therefore the effectiveness of the campaign.

VI. Conclusion

In conclusion, the proposed plan, along with its corresponding budget, will guarantee that Roxie Zero-proof mocktails are well-received by our intended audience of Gen-Z and millennials. Once the target market is receptive, consumers will be easily influenced to make the transition into choosing Roxie over other alcoholic beverages. Our media plan will educate consumers, increase engagement, and will attract new consumers toward the Roxie brand. The objectives we have set will be met and will optimistically increase sales, along with brand awareness by 30% in 2023.

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