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## **Marketing Plan for GULP**

### **I. NEW PRODUCT OR SERVICE IDEA**

**Company Name:** **Hidrate Spark**

**Mission Statement:** To increase the awareness of the epidemic of chronic dehydration by revolutionizing the way humans drink water.

**Purpose:** Doctors and medical journalists have discovered that 75% of Americans are chronically dehydrated (Medical Daily). The large majority of this population do not track their water consumption. GULP Water Bottles will solve this problem by incorporating revolutionary technology into personalized water bottles which will track the user's water consumption. Hidrate Spark's community of users will become aware of the necessity of staying hydrated and will stand to fight against dehydration.

#### **Product:**

GULP Water Bottles: Smart Water Bottles that track hydration (# of oz consumed, # of oz in water bottle, # of oz you need to stay hydrated). Display screen on bottle shows information and is run on solar powered coin cell rechargeable batteries. Design is custom made. Customers have a choice of factory set designs or their own personal image. They can also choose to engrave the cap of the water bottle with their name or initial. The bottle is given a unique ID number on bottom which users can then use to create an account on the GULP app. Water consumption information (measured by oz) is synced to the GULP app via bluetooth connection with smartphone. GULP app hosts personalized accounts, acting as a database for user specific information which tracks hydration and other fitness related progresses. The size of the water

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bottles range from the 9 oz GULP Curet, to the 17 oz GULP Goblet, and finally to the 25 fl oz GULP Amphora. The Gulp App will be available on IOS and Android.

**Target Customers:**

GULP will target health conscious consumers. The demographics of its targeted customers are: Male and Female, age 18-40, middle income, Millennial and Gen X, fitness club members/occupation in recreation industry. The focus area of initial product release will be Orlando, Florida. This area of choice is determined from customer data provided by city-data. Orlando has a greater than 18% population (largest on scale) of residents who work in the recreation industry. The generations that were chosen as its target market are the generations that are the most “health conscious” out of all. These generations are often looking to increase the longevity of their life by making health conscious decisions and staying active. Being the most physically active generations, they find new ways to exercise. They are the “sweaty” generations which have the biggest need of staying hydrated. They frequently question what to implement into their lifestyle that can provide the best result for their health. They are also the generations that are the most technologically savvy. They will be able to quickly adapt to the technology of GULP Water Bottles and find enjoyment from the convenience of a user friendly visual display on water bottle.

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## II. SITUATION ANALYSIS (SWOT ANALYSIS)

### SWOT Analysis

| Strengths                       | Weaknesses                           | Opportunities   | Threats                       |
|---------------------------------|--------------------------------------|---|-------------------------------|
| LED Screen                      | Lack of Brand Awareness              | Untapped Market (high potential)                      | Camelback, Brita, H2OPalSmart |
| Unique Design                   | No (celebrity) Endorsements          | Pair with cell phone providers*                       | Unrelated technology**        |
| Solar Powered                   | Limited Color/Size Range             | Growing interest in environmentally friendly products | Change in Societal Preference |
| Bluetooth Notifications         | Doesn't apply to older generations   |   |                               |
| Compatible with iOS and Android | Higher Price compared to competitors |   |                               |
| Environmentally Friendly        |                                      |   |                               |

\*We would supply (limited) free water bottles with purchase of a phone, with condition app is previously installed in phone

\*\*with the advancements in smart watches and other apps, hydration is able to be recorded without the need for our product

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Hidrate Spark was established in Miami, FL and created by undergraduate students at University of Miami. The students who founded this company created the product in 2014 during a Google startup weekend in Minneapolis. Although they did not win the competition, the team placed third and continued with their product. The company now works in Chicago and Minneapolis. The Spark 2.0 water bottle is designed to give a light signal when the user is supposed to hydrate. The bottle is able to track water intake with a sensor and is also compatible mobily.

Hidrate Spark is currently limited due to lack of resources including financing and labor. With the products growing popularity along with society's care for environmentally friendly products, Hidrate Spark will become a household name within 4 years.

As the concern for the environment grows, so does competition in the reusable water bottle industry. Hidrate Spark attempts to differentiate from others with its versatility and durability. Hidrate Spark is able to contain any liquid, not only water, which is not possible for other competitors such as H2OPalSmart. H2OPalSmart is also made of glass, which limit use of the product.

In the growing age of technology, smart water bottles will be commonly used by younger generations as well as millenials whose age is up towards 35. Integrated technology in commonly used products will continue to become more popular due to the convenience of products and the constant presence of it in our society.

Hidrate Spark is more expensive compared to lesser products that do not offer the same features. While other products are able to track water consumption, not all are able to send a notification through bluetooth to their own user. Hidrate Spark also utilizes solar power in its GULP product so that it is impossible for it to stop working when you need it most. This saves money on batteries or charging as well as saves time. Hidrate Spark's GULP bottle, which is approximately \$55 retail, is nearly half the price of one of its largest competitors. H2OPalSmart runs at about \$100 and has less advanced technology than the Hidrate Spark.

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### Survey Results

- 1) 95.5% of People would buy GULP products
- 2) 4% Would use it rarely, 13% Sometimes, 50% Often, 32% Everyday
- 3) 95.5% of people would suggest GULP products to a friend
- 4) On a scale from 1 to 10 (10 being most likely) people are going to buy or product 8.9/10 times
- 5) 50% would spend \$40-\$49, 39% \$50-\$59, 8.6% \$60-\$69, 2.2% \$70+
- 6) 2.2% drink <10 oz water a day, 35.5% 10-30 oz, 48.8% 30-60 oz, 13.3% 60+
- 7) 72.5% said this would increase their water intake, 15% said it wouldn't, 12.5% unsure
- 8) 6.6% would use it at home, 200% at the gym, 22.2% at work/school, 51.1% all the time
- 9) 27.7% vibration notification, 2.1% ringtone, 55.3% phone alerts, 14.9% Flashing lights
- 10) Reminder to drink water/notifications  
Link to app  
Visual display  
How much you've drank/ how many oz to stay dehydrated

### **III. BUSINESS OBJECTIVES AND MARKETING OBJECTIVES**

The key mission and objective is to provide customers with a water bottle that will keep them on track to stay hydrated. The main objective is provide a remedy for the world wide epidemic of chronic dehydration. GULP's benchmarking goal is to increase sales for the next year by 100% after launching its new product. Hidrate Spark is lacking in available capital right now which is a reason Hidrate Spark has not been able to spread awareness due to the fact Hidrate Spark does not have a large marketing budget. Hidrate Spark needs to find an investor or investors that have the same core values and a vision aligned with Hidrate Spark. Hidrate Spark's values are of great importance. In order to continue providing these state of the art bottles, Hidrate Spark needs to double its sales from the previous year.

Hidrate Spark's goal is to keep its productivity high by keeping its employees on task and using all resources available. Customer service is one of its top priorities. Hidrate Spark wants to keep the customer satisfied by allowing them to have the best materials in order for the bottle to

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be most effective. In order to reach the customers, Hidrate Spark needs to develop more product awareness. Since Hidrate Spark is a newer company launching new products, it needs to establish itself in the water bottle industry and have high brand recognition. Hidrate Spark is doing this by targeting people of all ages and not concentrated on one consumer. However, Hidrate Spark must start somewhere so its focus area is Orlando and then it will work from there as word of the product spreads. A short-term goal Hidrate Spark has is to increase its websites traffic by 30% by years end. Hidrate Spark needs to focus on its social media presence and it will do that by gaining followers through facilities Hidrate Spark has linked with. Trainers and other employees of the fitness facilities will be posting videos of the effectiveness of the products and this will alone create some awareness and gain followers. By the years end Hidrate Spark is striving to have a following base of 100k.

Another short-term goal is to research its top competitors and discover what functions of their business are successful and how can Hidrate Spark incorporate them.. From there Hidrate Spark can navigate what exact actions it will take in the next month to compete and overtake them. While Hidrate Spark wants to increase awareness through social media in order to compete, it must be sure that the budget is met. The main goal is to run a profitable organization but in order to do that Hidrate Spark must keep revenue higher than costs. The first year Hidrate Spark forecasted that it will spend 20% in marketing but after the years end it will need to limit those expenses.

#### **IV. MARKETING STRATEGY**

##### **Marketing Strategy**

1. The target market for GULP products are health conscious consumers. Demographics: Male and Female, age 18-40, middle income, Millennial and Gen X, fitness club members/occupation in recreation industry. Being that Hidrate Spark is brand new, this is

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the first target market established. Hidrate Spark believes that this target market is accurate for its product because the essence of GULP products relates to fitness and health.

2. The members of Hidrate Spark's target market are heterogeneous with respect to geographic, sociodemographic, and behavioral characteristics.
3. The size of the population of Millennials in the US is roughly 77 million and the population size of Gen X in the US is roughly 83 million according to Adweek.com. The growth rate of Millennials is substantial compared to Gen X. The growth rate of Millennials continues to be on the rise while the growth rate of Gen X is beginning to decline.
4. The size of each market segment is sufficiently large enough to warrant a unique marketing mix, however, when introducing GULP, Hidrate will keep GULP's marketing mix broad.
5. Marketing segments are measurable and accessible to distribution and communication efforts.
6. The high-opportunity marketing segments are within Hidrate Spark's target market, specifically those who are members of fitness clubs. The low-opportunity marketing segments are outside of GULP's target market. For example, the Baby Boomer generation would be a low-opportunity marketing segment.
7. The evolving need and satisfaction being sought by GULP's suggested target market is data collection of fitness club members. Hidrate Spark will heavily rely on the data collection of members who are accessing social media, the Hidrate Spark app, and fitness-club subscriptions.
8. The benefits that Hidrate Spark offers its target market are:
  - a. The experience of using brand new, unique products
  - b. The awareness of habitual hydration/dehydration
  - c. A community of members who have overcome chronic dehydration

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9. Upon introduction of GULP products, Hidrate Spark company will position itself in Orlando, Florida. This area of choice is determined from customer data provided by city-data. Orlando has a greater than 18% population (largest on scale) of residents who work in the recreation industry.
10. The firm's business will be 80% new business and 20% repeat business. The percentage of the public that is considered non-users is 50%. The percentage of the public that is considered light users is 25%. The percentage for the public that is considered heavy users is 25%.
11. Being that Hidrate Spark company and products are new, current target markets have not been rated. Therefore, Hidrate Spark's firm cannot compare to competitors with respect of reputation, quality, and price. The firm's desired image with the specific market segments it seeks to serve is one that a consumer can recognize as a health conscious company that cares about the crisis of chronic dehydration.
12. The firm tries to direct its products to specific groups of people. Hidrate Spark would like to be broadly targeted within its chosen target market.
13. Male and Female, age 18-40, middle income, Millennial and Gen X, fitness club members/occupation in recreation industry will potentially buy GULP products. A potential customer will find out about Hidrate Spark and GULP products through word of mouth, social media advertising, and promotional literature. A person becomes a customer when he/she purchases GULP products for the first time.
14. The forecasted major objections given by potential customers as to why they do not buy GULP products are:
  - a. Too Expensive
  - b. Not necessary to have when exercising
  - c. Apathy for staying hydrated
15. GULP's customers will find out about and decide to purchase GULP products by GULP's promotional strategy which is posting online advertisements on Youtube, Spotify, and



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Pandora. Hidrate Spark will also conduct a test market with fitness trainers at gyms to determine product effectiveness and target market accuracy. The trainers of choice will be asked to give video testimonies of how the water bottle helped them stay hydrated.

Hidrate Spark will provide informational videos and social media postings getting consumers to question their daily water consumption and condition of dehydration/hydration. GULP's promotion will mostly be directed to the final consumers rather than the trade. Through social media word will be spread and the popularity of the product will increase because it is believed with this sort of product that social media is be the best advertising.

16. Being that Hidrate Spark is brand new, there is not enough information to determine whether Hidrate Spark should withdraw from some areas where there is alternative suppliers and use its resources to serve new, unserved customer groups. Hidrate Spark is not able to determine whether GULP products are an opportunity to break into a new customer group.
17. It is difficult to determine what publics other than GULP's target market represent opportunities or problems for the firm at the introduction stage.

## **Marketing Mix**

Product: GULP is selling water bottles with integrated technology that displays oz. consumed, oz. within water bottle, and oz. needed to stay hydrated. The technology hosts bluetooth communication between user's phone and water bottle storing data on GULP's application. GULP has three different sized water bottles with fully customizable designs. The sizes range from 9 oz (GULP Curet), 17 oz (GULP Goblet), and/or 25 fl oz (GULP Amphora). GULP water bottles are different from Hidrate Spark's competitors because they provide an engaging experience between you and your water bottle, giving the user a visual display of information pertaining to their hydration status. Because over 80% of America is chronically dehydrated, supplementing energy drinks and coffee for water, GULP products provide

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tremendous benefit to its customers, ending the epidemic of chronic dehydration by consumer action and awareness.

Place: GULP products will be available for purchase online. When product growth begins, Hidrate Spark will sell GULP products in retail fitness stores and gym facilities. Hidrate Spark believes that 70% of sales will come from online purchases, 25% will be in retail stores (including fitness/vitamin shops such as GNC and general retail locations such as Walmart), and 5% will be from gym facilities. By utilizing a variety of shopping methods, GULP products will become recognizable and eventually a household name.

Price: GULP products are priced at \$35 for the 9 oz GULP Curet, \$45 for the 17 oz GULP Goblet, and \$55 for the 25 oz GULP Amphora. The price of GULP products are competitive because it falls in the middle range of all similar products. Less complex water bottles, without bluetooth and LED screen, are generally less because of the lack of technology while more complex products are expensive because of their high cost of creation and intellectual design. Hidrate Spark feels as if GULP's communicative technology and its display screen are enough to compete with the most expensive products because of its slightly lower price.

Promotion: Online advertisements on Youtube, Spotify, and Pandora. Hidrate Spark will conduct a test market with fitness trainers at gyms to determine product effectiveness and target market accuracy. The trainers of choice will be asked to give video testimonies of how the water bottle helped them stay hydrated. Hidrate Spark will provide informational videos and social media postings getting consumers to question their daily water consumption and condition of dehydration/ hydration. Promotion will mostly be directed to the final consumers rather than the trade. Through social media word will be spread and the popularity of the product will increase because it is believed with this sort of product that social media is be the best advertising.

People: The team at GULP consists of: Blaise (CEO), Zack (COO), Madison (CIO), Ethan (CMO), Jake (CFO), Laura (CCO)

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Positioning: GULP's goal in positioning its products is to hold campaigns that promote assisting in providing clean drinking water to cities in the United States (ex. Flint, MI), as well as third world countries. Hidrate Spark can do this by donating 5% of profits made from GULP products. By getting involved in society Hidrate Spark can establish a positive identity worldwide. It is also possible for us to team up with related companies so that Hidrate Spark can work together to erase the problem of dirty drinking water. The goal of Hidrate Spark is to keep every person hydrated, informed, and help the less fortunate while doing so.

## **V. NEXT STEPS**

The next steps for GULP are to dive deeper into its market environment challenges. The employees at Hidrate Spark must make hundreds of phone calls and pitch GULP products to retail store to see how many are interested in selling GULP products. Hidrate Spark must also discover what fitness centers and gyms are willing to promote GULP products. Hidrate Spark must determine what will be the cost of having GULP products in fitness centers and gyms. Lastly, Hidrate Spark must discover what sponsors are willing to endorse GULP products by reaching out to athletic companies and athletes. Hidrate Spark believes that as brand awareness and online sales continue to rise, Hidrate Spark will be able to have more athletes willing to test GULP products and promote them through their social media sites.

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