

# HONESTly Fulfilling:

Refreshing Audiences with New  
Flavors and Active Lifestyles



Philadelphia  
Boston  
New York



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# Table of Contents

1. Executive Summary.....	3
2. Mission Statement.....	5
3. S.W.O.T Analysis.....	6
4. Competitors.....	10
5. Audience Perceptions.....	13
6. Overview of Target Regions.....	14
7. Campaign Goals and Objectives.....	16
8. Boston Campaign: Splash and Sail.....	17
9. Philadelphia Campaign: What's Your Flavor?.....	21
10. New York Campaign: Honestly You.....	24
11. Budget.....	27
12. Evaluation.....	28
13. Summary.....	29

Passion PR  
Honestly Fulfilling 2013  
Prepared for Honest Tea

**Executive Summary**

**The Challenge:** Honest Tea lives in a competitive market for organic, environmentally friendly beverages. To help Honest Tea thrive in this market, Passion PR plans to expand Honest Tea's existing audience to include young families in Boston, tech-savvy college students in Philadelphia, and young professionals in New York City. In order to accomplish this goal, Honest Tea will need to find the "not too sweet" intersection between its established brand and new audiences.

**Objectives:** Overcoming this challenge will increase sales by 5% by 2014; produce a 30% increase in community brand awareness by 2014; attract media coverage for campaigns from local newspapers, TV stations, blogs, and radio stations; and attract over 100 participants in the Boston, 500 in New York City, and 1,000 in Philadelphia.

**Our Solution:** Use fun and interactive tactics that allow participants to taste the ingredients and positively connect with the brand. With the participation of Honest Tea field marketers, we will persuade the local communities to become involved with the brand through the following targeted events:

Boston

- The "Splash and Sail" race at Boston Common Frog Pond where young children, with the help of their families, will craft model sailboats out of recycled Honest Tea bottles and Honest Kids pouches. They will then race their sailboats on the Frog Pond.

Philadelphia

- A custom "What's Your Flavor" interactive vending machine will move from campus to campus in Philadelphia. Students will answer questions about their interests and likes and then the machine will dispense an Honest Tea flavor based on their responses.

New York City

- Set up an "Honestly You" booth in Times Square where pedestrians can try Honest Tea while we film their reactions on the Honest Cam.

The videos will be streamed on a jumbo screen. After the event, social media followers will be invited to upload their own reactions and vote for their favorites on YouTube.

**Strategy:**

1. Philadelphia: Create a family fun event for parents and children to sample and engage with Honest Kids' parent approved, great tasting flavor.
2. Boston: Tailor the great tasting beverages of Honest Tea to the personalities of Philadelphia's college students to showcase the delicious ingredients
3. New York: Create a high volume event where participants can taste and evaluate Honest Tea's unique flavor in an open, honest environment.

**Key Messages:**

- Philadelphia: Honest Tea is a hip, young brand that resonates with forward thinking, progressive college students.
- Boston: Honest Kids is a healthy, organic juice drink that supports your child in school and play.
- New York: Honest Tea is confident in its taste and values customers' honest feedback.

**Social Media:**

- Twitter: Connecting a big audience to all three events with access to links that will forward them to the Honest Tea website and Facebook for more information and involvement
- Instagram: Enable the use of pictures to provide a visual aspect to events in Boston and Philadelphia
- Website: The source of information about the events
- YouTube: Method to compile all videos into a simple visual of all three events' key messages

**Timeline (2013)**

- Boston: Warm weekend when the kids are out of school (June 22)
- Philadelphia: Fall weekend when students are arriving for the school year (Temple: September 13; University of Pennsylvania: September 20; Drexel: September 27)
- New York: Fall workday when locals and tourists frequent Times Square (October 9)

# Mission Statement

PASSION PR is committed to developing uniquely progressive and strategic campaigns to benefit environmentally friendly and socially responsible companies. We dedicate ourselves to responsible practices that make the world better.

# *Honest Tea Research*

## *S.W.O.T Analysis*

### **STRENGTHS:**

- Honest Tea incorporates global and social responsibility into its corporate ethos, which has enabled it to attract a dedicated loyal consumer following.
- Honest Tea has been able to carve out a unique product category of “not too sweet” beverages, in between sweet, sugary carbonated drinks and basic bottled water beverages, with an all-natural, organic and Fair Trade Certified process that is appealing to today’s health-conscious consumers.
- Honest Tea is available at an affordable price compared to other tea-producing competitors, and in a variety of flavors that makes it accessible to a variety of consumers’ tastes.
- Honest Tea enjoys strong customer satisfaction, and has benefitted from free media coverage and word-of-mouth promotion.
- Honest Tea is viewed as an innovator in eco-friendly sourcing and packaging (for example, it introduced a new, eco-friendly bottle design with an identifiable “dome” shape on the underside).
- Honest Tea’s management has been open and transparent about changes in the company and the product, and the management team has a strong background in beverage sales and corporate management.
- The company has a loyal target audience that values Honest Tea’s social responsibility and transparency.

- Honest Tea utilizes brand ambassadors who promote Honest Tea at festivals, concerts and retail stores. Distributing samples at destinations the target audience frequents corresponds with the relatable and engaged company image.

## **WEAKNESSES:**

- Critics may view the recent buyout by Coca-Cola as a weakening of the brand's stance against sugary drinks. It may also turn away some members of Honest Tea's own target audience due to the perceived conflict in corporate values.
- Honest Tea caters to a specific target audience, which may make it challenging to expand its reach to future target audiences and consumers while maintaining its values and consumer to the brand.
- To gain even more success, the beverage needs to attain universal appeal as a healthy yet good tasting beverage for everyone.

## **OPPORTUNITIES:**

- A January 2009 *New York Times* article noted that President Obama's fridge was stocked with Honest Tea. This mention is particularly significant given the Obama administration's endorsement of healthy foods and lifestyles.
- Honest Tea's recent acquisition by Coca-Cola has allowed the brand's reach to expand dramatically (from 15,000 retail outlets in 2007 to 75,000 in 2011), but in a unique partnership that allows Honest Tea to retain much of its identity, values, and decision-making structure.
- Honest Tea has an opportunity to embrace an international, multi-cultural relationship with consumers worldwide, significantly expanding its markets abroad. (Tea is, after all,



quite universal) Coca-Cola's worldwide reach could be leveraged towards this effort.

- Honest Tea could partner with various health associations to promote the health benefits that tea provides, and position the product as an alternative to sugary drinks that face increasing marginalization by politicians and health advocates.
- Other recent efforts have positioned Honest Tea as a socially responsible company. Efforts such as "Honest Kids PouchPoints", encouraging children to exchange drink pouches for rewards, and "Bethesda Green", a civic responsibility program that supports the economy and health of the local community.
- Honest Tea has begun expanding its all-natural offerings beyond its traditional niche. For example, Honest Fizz represents its first venture into all-natural, zero-calorie sodas. Furthering these efforts may help it carry the strength of its brand into new product areas.
- Honest Tea's social media marketing has room for growth to better generate buzz for its existing and new products.

#### **THREATS:**

- A struggling global economy, political instability and global climate change may cause the price of tea to rise, which may affect the price of its product. Tea is also imported, which is subject to potential international threats that may affect the supply and demand of tea.
- Should the price of tea rise, Honest Tea may be pressured to abandon its Fair Trade commitment, but doing so could cause a significant backlash among its loyal customers who value the corporate responsibility of the company and the product.



- Tea is considered a specialty product, not a necessity. Tea manufacturers depend on a healthy economy and strong consumer spending to drive sales.
- Honest Tea's competitors that produce sodas and sports drinks enjoy far more prominent TV and print promotion, so they still largely dominate public awareness.
- Honest Tea's biggest customer connection points include grocery stores, warehouse clubs, drugstores and specialty food stores. Honest Tea must maintain beneficial relationships with all vendors. Similarly, selling in this manner reduces Honest Tea's ability to control primary relationships with its customers. Though, as mentioned in the strengths section, the company has made up for this minor threat through the use of brand ambassadors.



# Competitors

Honest Tea faces competition from two other beverage companies offering similar products: **PureLeaf** and **The Republic of Tea**.

## PureLeaf

### Company Information:

- ◆ Owned by PepsiCo
- ◆ Mission: To provide quality products through excellent service while achieving targeted profit margins. To provide an opportunity for each individual to continually achieve and expand his or her potential. To recognize that every person's contribution makes a difference toward the achievement of the company's goals and objectives. To place emphasis on generating personal satisfaction from quality work and maintaining a high degree of integrity. To trust in each other's abilities, commitment to the job, and support of the company.
- ◆ Promotes products as “all natural, brewed from real tea leaves”

### Social Media:

- ◆ Facebook: 167,043 likes · 1,527 talking about this - updated and used effectively
- ◆ Twitter: 1,243 following but only 751 followers - recently updated and used
- ◆ Website: PureLeaf does not have its own website. Information about the product is only on the LinPepco website which only gives a brief summary of flavors. When researching the product, the assumed pure leaf website connects the viewer to their Facebook page
- ◆ Extremely difficult to find information about the products and case study. Company lacks transparency

Though the company has somewhat of a presence on Facebook, PureLeaf does not have any information available for users to read. They lack transparency and a proper website. They do not utilize social media effectively nor display any kind of social responsibility or

sustainability with their product. These company weaknesses can be turned into opportunities for Honest Tea.

## **The Republic of Tea**

### **Company Information:**

- ◆ Also owned by PepsiCo.
- ◆ Mission: to see these teas steaming in the cups of men, women and children everywhere, and to emphasize a Sip by Sip Rather Than Gulp by Gulp lifestyle.
- ◆ Promotes itself as being a “socially and environmentally responsible business that is dedicated to sharing its prosperity by developing products to support worthy organizations, including Susan G. Komen for the Cure, the Prostate Cancer Foundation, Sunny Hills Services and Room to Read, as well as being a member of The Ethical Tea Partnership.”
- ◆ The company holds awards for their packaging: “teas and herbs includes a specially designed air-tight, light-resistant tins containing either full-leaf teas and herbs or our signature round, unbleached tea bags, free of unnecessary envelopes, strings, tags or staples and decaffeinated using a natural CO2 method varieties”
- ◆ Most, but not all of their teas are Certified Gluten-Free by the Gluten-Free Certification Organization (GFCO)
- ◆ Has a 24 hour 7 day a week call support center - the number is listed on top of their website

### **Social Media:**

- ◆ The website is accessible and very descriptive. Users can purchase beverages as well as other tea related items online.
- ◆ Has a presence on Google Plus, Pinterest, LinkedIn and StumbleUpon.
- ◆ The Facebook handle has over 112,000 likes, while the Twitter handle has over 4,000 followers.
- ◆ The use of hashtags encourage consumers to purchase products directly from the website.

- ◆ They also utilize a blog, which features eye-catching visuals and engaging content.

Overall, Republic of Tea is a viable competitor of Honest Tea. The company is socially and environmentally involved. Products are sold in the US as well as the UK and Canada. Republic of Tea offers its products online and has opportunities to connect with staff in media relations and product relations easily.

We see these aspects as potential threats to Honest Tea as they provide similar environmentally friendly and health conscious beverages. Yet we believe we can turn these threats into opportunities.



## Audience Perceptions

The current perceptions of Honest Tea on all major review sites such as Facebook, Twitter, Yelp and Amazon are generally positive:

*“The honest fizz line is incredible! Love love love the professor fizz!!!!”*

*“Mid afternoon thirst quencher. I’m loving these stevia sweetened teas.”*

*“This is the best green tea on the market in my opinion. Not too sweet, just the right amount of honey! Hands down my favorite pre-made green tea not brewed by myself.”*

*“This is a refreshing tea that is loaded with antioxidants to improve health. It is flavorful, and its benefits make it far more advisable to drink in place of soft drinks which contain excessive amounts of sugar and a myriad of other additives. Do your body a favor and try it!”*

Fans seem to favor the naturally sweet and fair-trade aspects of the brand. Honest Tea drinkers love that the antioxidant rich beverage can quench their thirst without the overpowering sugary taste associated with other beverages.

The brand appeals to a socially connected audience, a great opportunity for Honest Tea. This use of word of mouth promotion can be helpful in order to spread the company’s mission and goals. The fact that Honest Tea is known to respond and interact on social media promotes a viable competitive advantage. Rather than ignoring customers, Honest Tea remains transparent and open to suggestions. This encourages users to stay connected with the brand, and positions the beverage as relatable and responsible.

# *Overview of Target Regions*

## **Philadelphia, Pennsylvania**

### Demographics:

- ◆ Middle-aged individuals make up the biggest demographic in Philadelphia.
- ◆ 61% of Philadelphia's population is between ages 20-64.
- ◆ 26% of the entire population is between 15-29.
- ◆ Philadelphia is 52.8% female and 47.2% male.
- ◆ Racially, Philadelphia is 41% white, 43.4% black/African America, 6.3% Asian, and the rest in the low single digits.
- ◆ Philadelphia's Tourism Marketing Corporation cites the city's "cultural, culinary, artistic and ethnic treasures" worth exploring, as well as its "history and architecture, beautiful neighborhoods, remarkable museum collections and endless shopping" as well as the city's vibrant nightlife

These data suggest that the two key demographics Honest Tea should target are the teen/young adult crowd, or the mainstream middle-aged consumer interested in beverage choices for themselves and/or their families. The teen/young adult crowd is the better choice because they are the more socially connected and can better relate to Honest Tea's mission and social practices.

## **Boston, Massachusetts**

### Demographics:

- ◆ Boston's current population is at 589,141.
- ◆ 48% are male and 52% are female.
- ◆ 73% of the population is over 21 and 80% is over 18.
- ◆ Just 10% is over 65.
- ◆ 55% of the population is Caucasian.
- ◆ 84% of the population has a high school degree or higher.

- ◆ 42% has a bachelors degree or higher.
- ◆ 21% of the population is married.
- ◆ 25.65% of these families have children under the age of 18.

With these demographics, families with young children are the ideal target audience. The city is largely composed of affluent families who strive to promote a healthy lifestyle for their children. Honest Tea's nutritious beverages are perfect options for parents who disagree with the plethora of sugary drinks currently on the market.

## **New York, New York**

### **Demographics:**

- ◆ New York City's residents are more educated than the average American city.
- ◆ More than 58 percent of residents earned a bachelor's degree or higher.
- ◆ New Yorkers are also very young, with a quarter of the population between the ages of 20 and 34.
- ◆ New York City's marriage rate is below average
- ◆ NYCgo.com, the city's visitor's page is splattered with bright colors and many pictures to attract a young crowd. For these reasons, Honest Tea would benefit from targeting the young, educated, and single residents in New York City.

From this demographic, college graduates in their 20s are the ideal target audience. This audience is socially connected and strives to embody a healthy lifestyle. Honest Tea's youthful, socially responsible brand will resonate with this audience.



# *Campaigns*

## **Goals**

To broaden public awareness of Honest Tea's unique flavors and healthful ingredients, and increase sales of Honest Tea products by 5% in one year.

## **Objectives**

### **Impact Objectives**

#### **Informational Objectives**

- To increase awareness of the different products in Boston, New York City, and Philadelphia by 30% by November 1
- To obtain publicity from each community's local media outlets within one week of each event

#### **Attitudinal**

- To create favorable attitudes about Honest Tea with at least 75% of participants at each event

#### **Behavioral**

- To increase sales by 5% in one year
- To attract 100 participants in Boston, 500 in New York City, and 1,000 in Philadelphia
- To increase social media followers by 50% in one year

# Boston

## Campaign: Splash and Sail



### Target Audience:

- Parents of an upper-middle class family with two young children
- Parents are involved in the community, at school, in PTA
- Very environmentally-conscious and health-conscious
- Looking to provide kids with healthy meals that they'll enjoy



### Target Audience Profile:

Mark, 47, and Linda, 45, are loving parents to their two children. With his advanced degrees, Mark is an executive and makes \$100,000 a year. Linda, also a college graduate, is a stay-at-home mom and spends her day exercising, reading health food books, and attending PTA meetings. Linda is the Chairperson for the committee on health food and she is a strong supporter of the 2004 ban on sugary drinks in Boston public schools. On Saturday, the whole family goes on a day trip, and on Sunday the children do homework. Mark and Linda are progressive on social issues and teach their children to be environmentally and health conscious. With their strong family values, Mark and Linda look forward to watching their two children grow up happy and healthy in an educated and vibrant city.

## **Key Message:**

Honest Kids is a healthy, organic juice drink that supports your child in school and play.

## **Strategy**

Create a family fun event for parents and children to sample and engage with Honest Kids' parent approved, great tasting flavor.

## **Tactic**

Children and their parents will be invited to Boston Common Frog Park to craft mini sailboats out of recycled Honest Tea bottles and Honest Kids pouches. The participants will then race their model sailboats in the pond. Children ages 5-8 will participate in one race, and ages 9-12 will participate in the second. This event will last one day. The winner of the race for ages 5-8 will win a month's supply of Honest Tea Splash and the winner of the race for ages 9-12 will win one sailing class with our partner organization, Courageous Sailing. Honest Tea refreshments and Honest Tea t-shirts will be offered to parents and the children.



## **Media Targets:**

- BostonMamas.com – Local mommy blog
- WCVB TV – ABC affiliate in Boston
- The Boston Herald – Boston newspaper
- Boston Parents Paper – Newspaper for parental advice

# Splash and Sail

with HONEST TEA

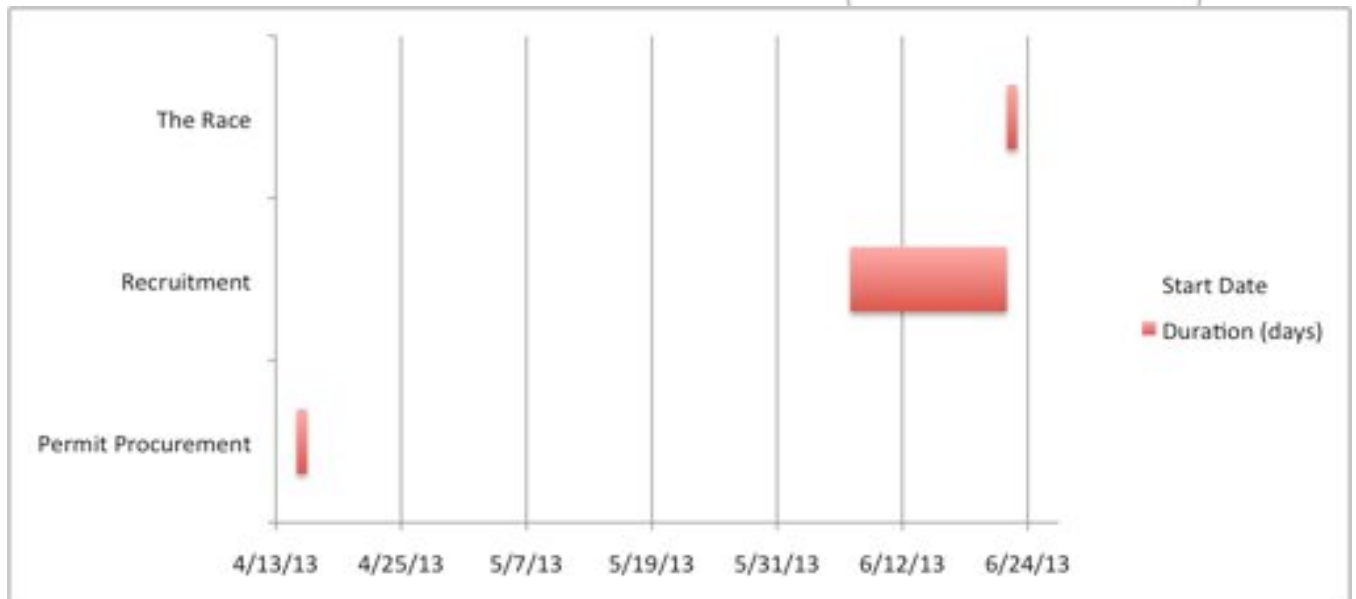


- Recycled bottle sailboat build and race
- Arts and crafts
- Family Fun

Common Frog Pond  
Saturday June 22  
12-4pm



## Calendar



## Expected Storylines

Summer Boredom Breakers from Honest Tea

-BostonMamas.com

Honest Tea creates new way to recycle

-WVCB The Boston Channel (ABC)

Children's fleet of 'Honest sailboats' overtakes Boston Common Frog Pond

-The Boston Herald

Honest Tea Dips into Frog Park for Healthy Fun

-Boston Parents Paper

# Philadelphia

## Campaign: **What's Your Flavor?**



### **Target Audience:**

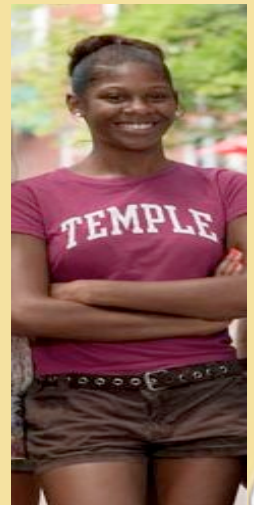
- Late teens - Early twenties
- Active college student
- Lives on or off campus
- Involved in on-campus activities
- Very social media savvy

### **Target Audience Profile: College Students**

Jen is an art student living in Center City Philadelphia. Her income is somewhat low, but that doesn't stop her from exploring all the local food and entertainment her city has to offer. She is socially connected and tech-savvy. She spends hours on Facebook, Twitter, and Instagram. When she's out, she "checks-in", Instagrams, and posts about what she and her friends are doing. She doesn't read newspapers or watch the news, but instead learns about events and the world through her Twitter feed. Without her cell phone, she would feel lost.

### **Key Message:**

Honest Tea is a hip, young brand that resonates with forward thinking, progressive college students.



## Strategy

- Create a fun, interactive campaign that resonates with the lifestyle of college students
- Build a connection between the ideals of college students to the ideals of the brand
- Tailor the great tasting beverages of Honest Tea to the personalities of Philadelphia's college students to showcase the delicious ingredients.



## Tactic

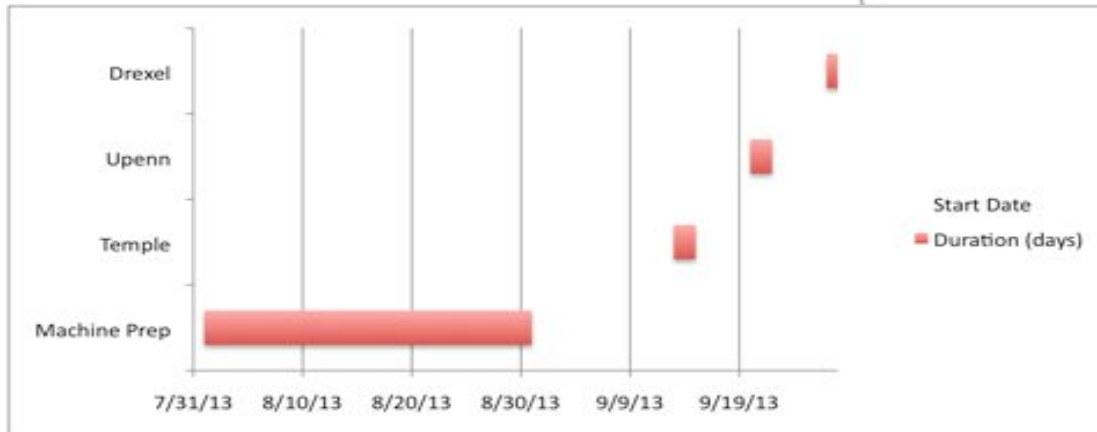
Promote Honest Tea's delicious variety of flavors on college campuses in Philadelphia. We will customize one of Coca Cola's interactive touchscreen vending machines to promote Honest Tea's brand. The vending machines will be placed at the University of Pennsylvania, Temple University, and Drexel on different weekends at the beginning of the semester. The machines will feature interactive graphics with a short questionnaire to determine "What's Your Honest Tea Flavor." Based on the participant's answers, the machine will choose a flavor to dispense for free.

## Media Targets:

- Uwishunu.com – Philadelphia tourism blog
- Drexel Now – Drexel University student newspaper
- The Daily Pennsylvanian – University of Pennsylvania student newspaper
- The Temple News – Temple University student newspaper



## Calendar



## Expected Storylines

"Philadelphia college students go crazy for Honest Tea's unique flavors"

-Uwishunu

"Honest Tea targets Drexel students and delivers delicious, slightly sweet drinks campus-wide"

-Drexel Now

"Honest Tea craze sweeps through UPenn: Students love the healthy yet tasty beverages"

-The Daily Pennsylvanian

"Temple University raves about Honest Tea's creative flavors and small-town charm"

-The Temple News

# New York

## Campaign: **Honestly You**



### **New York, New York**

#### **Target Audience:**

- **Early-to-mid twenties**
- **College graduate**
- **Connects with friends via Twitter, Instagram, Facebook**
- **Follows latest trends on social media**
- **Strives to maintain healthy lifestyle**

#### **Target Audience Profile: Young Professionals**

Sam's prospects are high, but her income is low. She works long hours as a marketing associate, pulling inspiration from her up-and-coming neighborhood. What money she does make, she spends exploring the city and trying new things. When she can, she drops in for a yoga class. Sam connects with her friends via Twitter, Instagram, and Facebook. Through social media, her friends



introduce her to the latest trends, including where to go out, what to eat, and what to wear.

### **Key Message:**

Honest Tea is confident in its taste and values their customer's honest feedback.

### **Strategy**

Create a high volume event where participants can taste and evaluate Honest Tea's unique flavor in an open, honest environment.

### **Tactic**

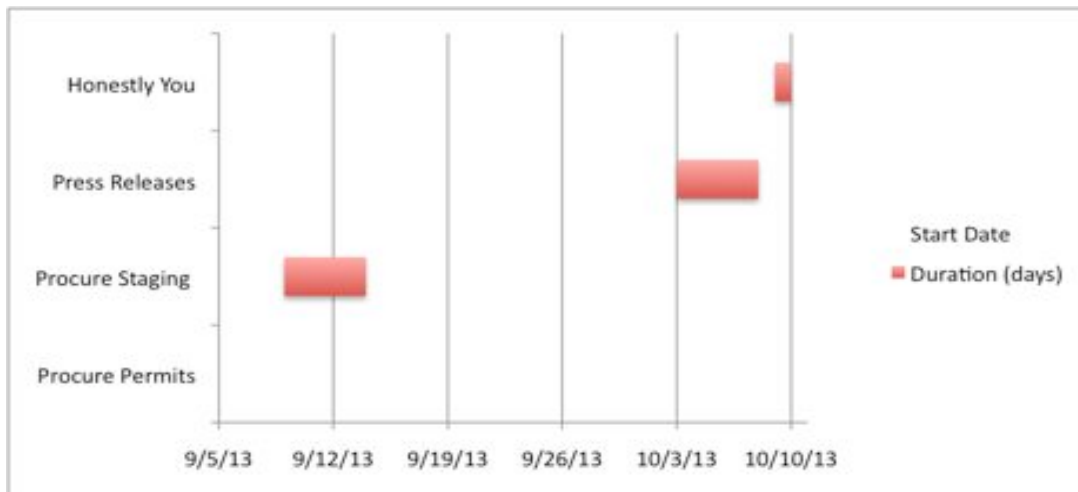
We will set up a booth in Times Square where pedestrians will be able to try Honest Tea on the Honest Cam. Their reactions will be taped and broadcasted on a jumbo screen. Two recruiters will also walk around with flip-cams to give out more Honest Tea bottles and videotape more reactions. After the event, the best reactions will be edited together in a video and posted on Honest Tea's YouTube channel. We will continue the campaign by asking customers to film and upload their own reactions at home and upload the videos to YouTube. Followers will then be able to vote for their favorite reactions.

### **Media Target:**

- Gothamist - New York City news, food and entertainment blog
- Gawker- Gossip and entertainment blog
- Time Out New York – Magazine about local events, clubs and activities
- Urban Eye – Newsletter on the latest restaurants and entertainment

### **Calendar**





### Expected Storylines

"Hip and savvy New Yorkers agree: Honest Tea is all the rage"

-Gothamist.com

"Honest Tea is the perfect addition to the healthy lifestyle trend sweeping through New York City"

-Gawker.com

"Honest Tea's slightly sweet drinks are ideal summertime staples to survive the New York City heat"

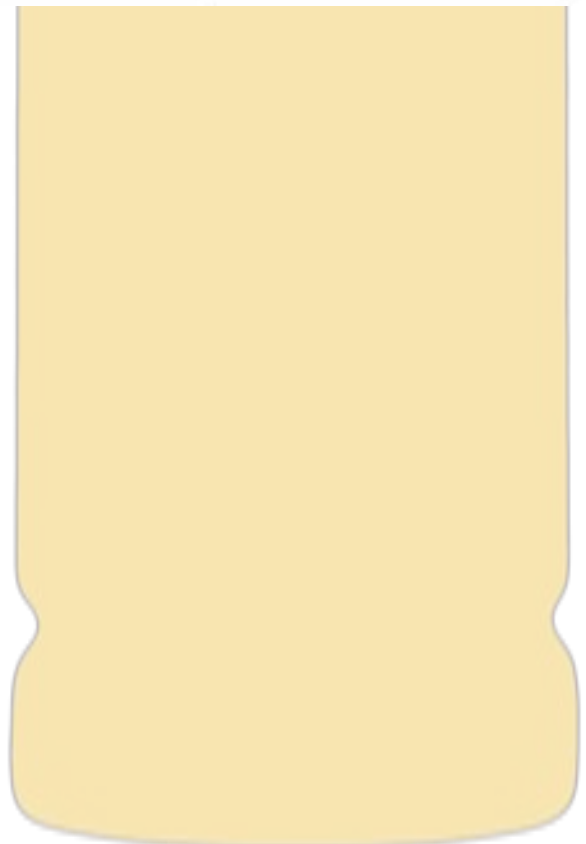
-Time Out New York

"Honest Tea's Honestly You campaign spurs sellouts across the city. Get your favorite flavor while you still can"

-Urban Eye

# Budget

	Boston "Splash and Sail"	Philadelphia "What's Your Flavor?"	New York "Honestly You"
Field Team Hours	Recruiters: 20 hours (x5) Sign-in Table: 3 hours (x2) Craft Table: 3 hours (x5) Race Moderators: 1 hour (x2) Refreshment Table: 4 hours (x2) Clean Up: 1 hour (x5)	Set-up: 2 hours (x2) On-site & cameras: 6 hours (x4) Break-down: 1.5 hours (x2)	Set-up: 3.5 hours (x10) Recruiters: 10 hours (x3) On-site: 10 hours (x7) Breakdown: 3 hours (x10) Handheld camera crew: 10 hours (x2)
OOP Expenses	Honest Tea product: \$500 MSRP Craft supplies: \$750 Honest Tea Logo T-Shirts: \$1,500 Frog Pond Rental/Permit: \$1,500	Honest Tea product (500 bottles per campus): \$2,500 MSRP Handheld cameras (for field marketers): \$500 - reuse for all events	Booth stand (rate: \$90-\$450/sq. meter): \$1,170 - \$5,850 Video projector: \$3,000 Honest Tea product (60 cases): \$1,200 MSRP
Vendor/Agency Fees		Large vending machine: \$200/month 267 bottles; install/refill at no cost Temp. recycling bins: \$200/campus	Small Event in Times Square Permit: \$9,950 Film Crew: \$5,000 Cameras (3) & Equipment Rental: \$8,000
Total	\$4,250	\$3,800	\$28,320-\$33,000



# *Evaluation*

## Output Objectives

- Keep track of the number of press releases and invitations sent

## Informational Objectives

- Count the number of impressions in each city
- Survey participants of each event for retention of the benefits of Honest Tea

## Attitudinal Objectives

- Measure attitudes before and after each event with a Likert scale survey given to participants

## Behavioral Objectives

- Measure the increase in sales from 2012 to 2013
  - Pre: Obtain regional sales figures
  - Post: Obtain regional sales figures following promotion
- Count the number of participants at each event
- Measure the increase in Facebook, Twitter, and YouTube followers from 2012 to 2013
  - Pre: Count the number of followers on each platform
  - Post: Count the number of followers on each platform after the events



## *Conclusion*

Honest Tea knows what they want to achieve. The company remains true to its mission and develops nutritious beverages in a socially and environmentally friendly manner. But there are key demographics that have yet to be fully tapped and Passion PR believes we can successfully promote Honest Tea in those markets bringing the company to new heights. Our campaigns focus on highlighting Honest Tea's most viable selling points:

- ◆ Unique and delicious flavors
- ◆ Organic, antioxidant rich, and chemical free beverages
- ◆ Socially and environmentally responsible goals

Looking at these points, Honest Tea has impressive opportunities to promote their brand in our selected demographics. Many key audiences are unaware of the benefits from drinking Honest Tea, and we aim to highlight such aspects to college students in Philadelphia, families with young children in Boston, and tech-savvy college graduates in New York City.

By organizing campaigns that appeal to each audience, Honest Tea can position itself as the ultimate beverage in a competitive market.