



# Research on Brisk's Strategies of Choosing its Advertisement Mode

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**Abstract.** With development of technologies, TV advertisement which used to be one of the most effective ways of promotion is now facing great changes, such as social media advertisement. This paper mainly discusses how to choose between TV ads and social media ads. Brisk in 2010 decided whether to use TV ads or social media viral ads. This research is made by deep analysis and data comes from Harvard Business School. In conclusion, TV ads' audience group is huge but some of them do not react to the ads and just ignore it. Compared to TV ads, social media ads' audience group is not stable, but interaction among audience is huge, which means that audience not only view it but also react to it and influences audience to share, comment and forward it with more and more people. Every company should consider their own situation and choose the suitable ones. This paper may offer some references for future marketing analysis, and help new entrepreneurs.

**Keywords:** advertising, social media advertising, TV advertising, Brisk.

## 1 Introduction

Nowadays, TV advertisement is being replaced by social media advertisement. A number of people are making more social media ads and the trend of social media seems to be unstoppable. However, TV advertisement still takes the most in advertising industry. This paper mainly discusses how to choose between TV advertisements and social media advertisement. The research is conducted by analyzing a specific company that once faced the difficulty in choosing TV ads or social media viral ads. In the research, 3c's and 4p's theories are mentioned to more deeply understand the situation the company was dealing with. Strategies that companies make are vital and nobody wants to be responsible for choosing bad decisions. The research aims to clearly tell how to choose between TV advertisements and social media advertisement and pursues the key to how an advertisement succeeds. The research company is Brisk. Dating back to 2010, it was a ready-to-drink company which has a glorious history back in 1990s but then dropped from the top and demand of reviving itself came to Brisk. Brisk's funds for advertising was limited, which made it able to just choose one way of advertising TV ads or social media viral ads. Executor of Brisk was considering which is

the right one. The point of the research is to be an example of marketing analysis that can help new entrepreneurs.

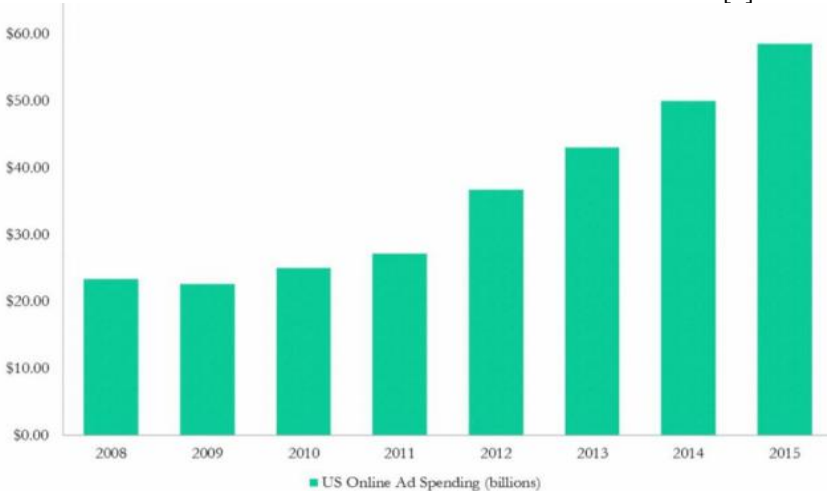
## 2 Advertisements analysis

### 2.1 Sports TV Advertisements

Generally, sports TV advertisements are the promotions that companies use sports events as a platform to promote their products or their perspectives [1]. From time, sports TV advertisements include before during and after of the Sports events. From means, sports TV advertisements include the sideline advertisements and the TV broadcasting advertisements. For example, in a NBA game, people can usually see the LED logo such as PS5, McDonald's and ATNT. Those are the sideline advertisements. TV broadcasting advertisement are the advertisements which audience are watching during maybe a timeout or half court show [2].

### 2.2 Social Media Viral Advertisements

Social Media Viral Advertisements usually are based on stream websites such as YouTube and Facebook [3]. Companies post videos on the stream websites to promote their products or their perspectives. People from all over the world can see them and also can interact with the videos. For instance, they can choose the video of what they like to comment below, share it and forward it with their family numbers or their friends. What differs from the Sports TV advertisement and Social Media advertisements is on social media audience can do more interaction than on TV [4].



**Fig. 1.** US online Ad Spending [4]

*Source: The Improved Marketing Tactic Research on Social Media E-commerce of CTF*

From the data in Figure 1, it can be seen that the trend of online advertisement is on the rise.

### **3 Understandings of Marketing Concepts**

#### **3.1 3C Theory**

3C theory are the basic framework for marketing analysis, which contains competitor, company and consumer [5]. For company, entrepreneurs need to figure out what are the definition of their own companies. For consumer, entrepreneurs need to know who they are targeting at, such as young people or old people, male or female and healthy or energetic. For competitor, entrepreneurs need to find out how many companies they are competing with and what's the features other competitors do not provide to the consumers. Combining with competitor consumer and company, entrepreneurs can have a full knowledge of their situation and make their decisions. That's the reason why 3C theory exists [6].

#### **3.2 4P Theory**

Similar to 3C theory, 4P theory also is a basic skill for marketing analysis. It includes four parts, which are product, price, promotion and place [7]. Price is easy to understand, which is the money that consumer need to pay for the product. So does the product. Product is the things companies sell. Place is where consumers can find the product. Promotion is how entrepreneurs make their products known to the consumers. Mastering 4P theory is the key to marketing [8].

#### **3.3 STP Model**

STP Model includes segmentation, targeting and positioning. In segmentation, entrepreneurs need to answer three questions: who are the people in each segment, why does each segment want their products and what does each segment do with the product. In targeting, entrepreneurs should consider how large or narrow of a target their companies should have and if the consumers match to the value proposition and find out which segment is the most attractive based on economic reasons. Positioning is the benefits companies provide and the way to make them perceived. In a word, STP model can help entrepreneurs choose their targeting markets, make marketing strategies and expand the market [9].

## **4 Analysis of Brisk's marketing strategies**

### **4.1 Market introduction around 2010**

Up to 2010, ready-to-drink tea was one of the fastest growing drinks. It reached 2.2 billion dollars. Before the 2008 economic crisis, ready-to-drink tea beverage was

growing and growing year by year in the mid 2000s. The success of ready-to-drink tea beverage owed to the tea's benefits to the health, which is recognized to be beneficial to people's immune system. Entrepreneurs noticed the trend that more and more millennials were falling in love with the tea drinks. They loved healthy drinks with a variety of flavors.

#### **4.2 Analysis of Brisk with 3C's**

Up to May 2010, Brisk's sales volume was the third in ready-to-drink tea beverages, only after Arizona and Lipton. Even though Brisk's sales volume was the one third of Arizona, Brisk's sales volume increased 34.4% than last year and the increase of Arizona was 7.6% than last year. After all, Brisk's social media followers were falling behind other competitors. Arizona Facebook likes were 300 times than Brisk. Snapple Facebook likes were almost 200 times than Brisk. So Brisk was facing powerful competitors.

For the consumers, the male and female consumers leaned. Brisk chose to focus on the male millennials and Hispanics. The goal was to reintroduce the male millennials and Hispanics and persuade the people who currently chose Arizona as their drinks to turn to Brisk and encourage their friends to make a good word of mouth of the brand. The reason why Brisk chose to lean towards male instead of female is Brisk's personality was male and if lean on one specific group, the number of the other group decrease.

For the company, Brisk was known for its varieties of flavors and their value. Dating back to 1990s, it had a glorious history and in 2010 it dropped from the top. Brisk recognized himself as a ready-to-drink company with their unique value which tried to revive itself as in 1990s.

#### **4.3 Analysis of Brisk with 4P**

The product of Brisk is ready-to-drink tea beverage with a variety of flavors. Brisk was sold at 0.99 dollar for 1 can. People can buy it in convenience stores, online websites, grocery stores and those places where consumers can buy other beverage. Brisk chose Mekanism to make online promotion but it was not the final decision. Brisk still needed to consider Sports TV advertisements.

#### **4.4 Analysis of Brisk with STP**

Young adult and male are the segmentation. The targeted people are Male millennials, Hispanics, People who currently are drinking Arizona and Friend who are drinking Arizona. For the positioning, Brisk paid a lot of attention to cool and edgy, providing energy and building own brand attitude.

#### 4.5 Positioning Statement of Brisk

At a time when society is increasingly focusing on the importance of health, customers who enjoy effervescent, especially the youth group, bubbly drinks now have a new option in the supermarket: bubbly tea. Brisk, a joint venture between Pepsi and Unilever, has introduced a "lightly carbonated" tea drink in a variety of flavors.



**Fig. 2.** Positioning Statement of Brisk

*Source: <https://de2.slideshare.net/fahmej/pepsi-lipton-brisk-harvard-business-review-case>*

### 5 Advertisement choices of Brisk

According to Brisk's actual situation, if it chooses sports TV advertisements, they contacted with audience in sports events, which was quite expensive but made sure of the predicted volume of audience. The money limit did not allow them to do that long-term. It was definitely risky and less rewarded. Executor of Brisk gave up this idea at the end.

Finally, Brisk chose Mekanism, which set up a unique way of viral ads and claimed that it was more easier to succeed than other companies. Mekanism had made 10 most view per wear videos on YouTube and in every campaign Mekanism received an average of 3.5 million social media viral views, providing 300 million views on total for the previous customers. The founder of Mekanism said, in order to succeed, a video ought to be beyond just claiming the products' information and an advertisement should show the value of the company. The people of Mekanism the best way to promote is telling the story. Each brand has their own stories and Mekanism regarded them as a tool of telling targeted potential consumers the stories of the brand. Mekanism needed some time to conduct focus team monitor the hits for researching and understanding the targeted potential consumers. It was famous for making viral ads for young group. Surfing and sharing interesting videos music and so on had become a

significant activity for millennials. Using this, Mekanism created a number of incredible stories.

Besides telling the stories, Mekanism had a following campaign. Once the viral content came out, Mekanism would immediately contact with online influencers to help promote the campaign leading their fans to the website of Brisk. For example, celebrities share the viral ads and comment below, showing the positive side of the products to their followers.

Based on the previous promotional campaigns, Mekanism came out with a line, "that's Brisk, baby". This concept not only could entertain the mass but also could impress them that Brisk was a cool brand that can reflect brand's attitude and help the expression of itself. It also could emphasize the major brand features, its taste, smell and unique appearance and show the change of the brand from before.

After all the actions, Brisk started a brand new life, which was bright and full of hope.

## 6 Conclusion

In conclusion, Brisk chose social media viral advertisements and started their brand new life. It means that when society is surrounded with technologies, social media advertisements seems to be much more flavored by entrepreneurs and it prove to people who chose social media viral advertisements that it can work out [10]. When facing promotion, there is not only just one way to choose. It can be TV advertisements and social media advertisement. But social media advertisement still need to be conducted full of attention and it's still pricey but lower than TV ads. Entrepreneurs should consider their own situation and evaluate the risks of choosing social media advertisement, and then think it over and make their own decision.

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