

DIGITAL MARKETING

PEDIALYTE RE- IMAGINED



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THE OPTIMAL ELECTROLYTE - REHYDRATION BEVERAGE

Our New Vision for Pedialyte



BRAND OVERVIEW

For our brand we chose Pedialyte. Pedialyte is a beverage that prevents dehydration. On Pedialyte's official website they state what symptoms of dehydration are and what causes dehydration. Such examples of what causes dehydration are exercise, food poisoning, heat, travel, etc. Symptoms of dehydration include dry mouth, dizziness, tiredness, headache, and many more. They really drive home how important it is to stay hydrated while working out, traveling, or if you're just out in the sun. For over fifty years Pedialyte has provided an alternative to the other common "sports drinks".

The difference between Pedialyte and the other competing brands is Pedialyte offers twice the amount of electrolyte sodium levels and half the sugars. Pedialyte can be used by anyone, not just kids. They even quote on their official website "Uses of Pedialyte range from helping adults and kids stay hydrated during the stomach flu to helping athletes recover after a serious workout" (Laboratories, 2020). Pedialyte provides many options of drinks for how serious you need to be hydrated. For example Pedialyte, the normal standard beverage, provides many probiotics to support and promote digestive health. Pedialyte Plus contains thirty-three percent more electrolytes to help you replenish the fluids you lose during the dehydration process faster. They also offer packets for a more convenient way to stay hydrated, the packets include an option to be "fuzzy" for adults and children who enjoy carbonated beverages.



CURRENT SITUATION

In May 2015, Pedialyte announced that it would target the hangover market - or rather, a subset of the adult market made up of people who engage in what the brand refers to as "occasional alcohol consumption" (Tiffany, 2018).

This is when Pedialyte decided to join social media, Facebook, Instagram, and Twitter. They now have 18.6k followers on twitter, 18.2k on Instagram, and 128k likes on Facebook. When describing Pedialyte's voice on social, in-house research scientist Jennifer Williams refers Abbott Laboratories (Pedialyte's parent company) as a conservative company, careful to never make too specific a hangover reference when marketing the product on social (O'Leary, 2019).

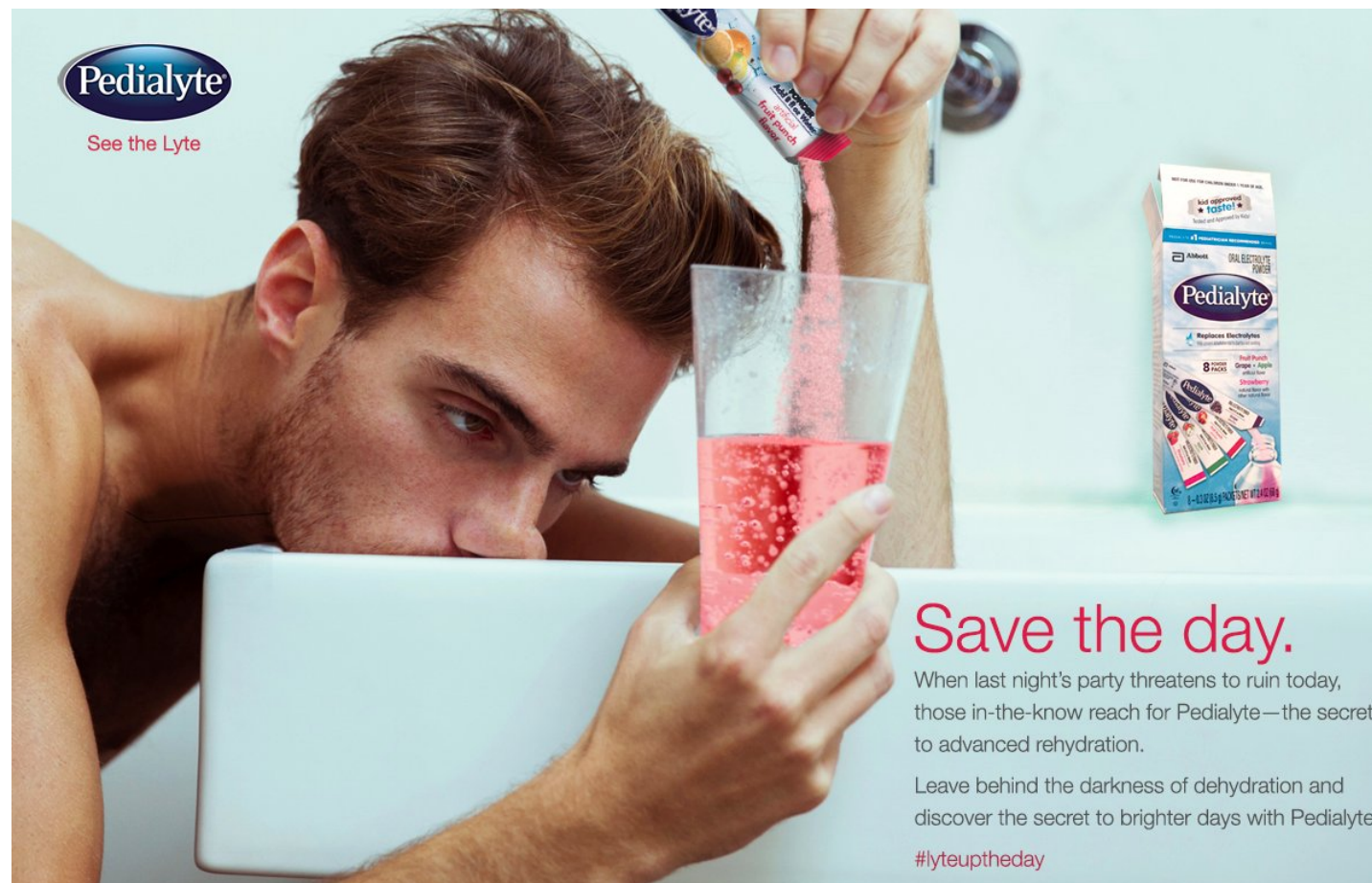
If you look on their social media you won't find a post that specifically refers to using Pedialyte as a hangover cure.

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FOR THE HANGOVERS



FOR THE ATHLETES



not just
for kids
anymore.

REHYDRATION FOR EVERYONE

CURRENT SITUATION CONTINUED:

They try to be subtle about it so in some of their posts they will add hashtags including, #notjustforbabies and #seethelyte. Their Instagram account is where they get most of their earned social media. That is where their followers are most active on their account and get most of their likes and comments. Pedialyte's most liked post was on twitter though. It was when they announced that they now have Pedialyte popsicles, with 6.6k retweets and 55.3k likes.

They have recently paired with Odell Beckham Jr. to promote the product. Cleveland Browns wide receiver Odell Backham Jr. will promote Pedialyte through the 2020 NFL season and serve as its creative director. This paid endorsement will help reach out to the young adults/adults audience.

The issue with Pedialyte's social media is that they post the same content on all platforms. To bigger their brand they need to diversify what they post. There is no need to follow all three platforms of their social media if they are just going to post the same thing on all of them. Pedialyte's posts are mainly sick kids or athletes. They could try to target a different audience by expressing other ways their product could be used.

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COMPETITOR ANALYSIS

There is a large market for advanced rehydration drinks that are designed to replenish the electrolytes and nutrients of the consumer. Gatorade and Hydralyte are two of the brands that directly compete with Pedialyte. These drinks all serve as competition for Pedialyte because they all serve to replenish the electrolytes of the consumer.

HYDRALYTE

Hydralyte is another rapid rehydration drink that aims to replenish electrolytes. The brand is a global leader known for their on-the-go clinical hydration formula. There are combinations of electrolyte hydration powder packets, electrolyte tablets, and electrolyte solution beverages. The brand is known for dominating the market in Australia, but their products are now available in the United States (Fast, Effective Rehydration..., n.d.). Their digital image is mostly present overseas in Australia. Hydralyte entered the Canadian and U.S market in 2014 and their digital presence is not well known.

GATORADE

Gatorade Company, Inc. is a well-known American sports beverage company. In the summer of 1965 a combination of coaches from University of Florida and researchers decided to formulate a new fluid that enhances player performance and replenishes "wilted" players. After time, an electrolyte beverage that was later coined as "Gatorade," was created (G Series Sports Drinks for Energy, Hydration and Recovery, n.d.). Gatorade has a prominent digital presence, and has a brand image that is especially well known among the athletic community. The manufacturers of Gatorade products, PepsiCo, market the brand better than most, which may be why Gatorade holds over 50% of the sports drink market.




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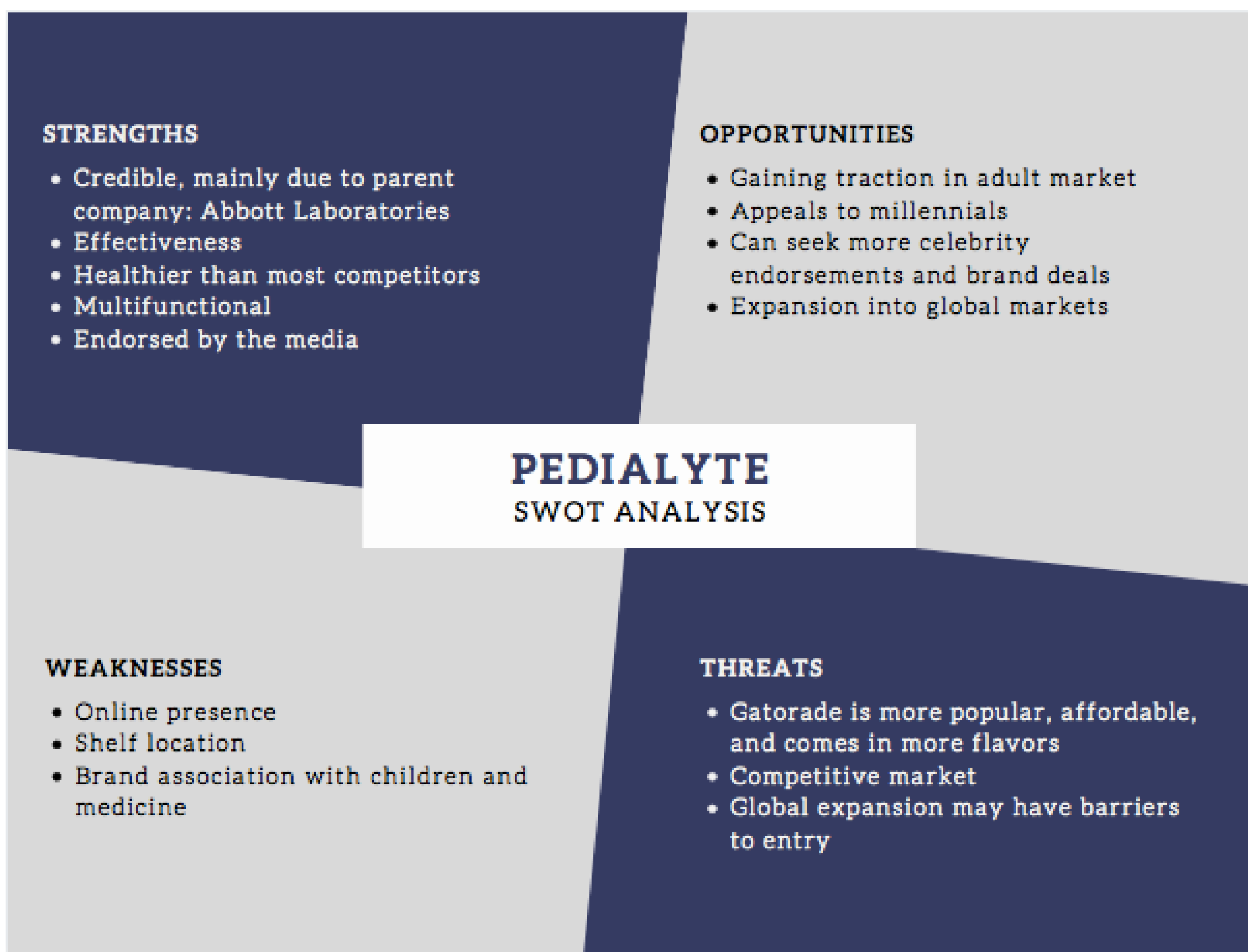
		
Est. 1960	Est. 2001	Est. 1965
Target Market: Young Children	Target Market: Young to middle age foreign market (Australia)	Target Market: Athletes
Product: Electrolyte Hydration Beverage	Product: Electrolyte Hydration Beverage	Product: Electrolyte Hydration Beverage
Price: 33.8 fl oz: \$5.29	Price: 16.9 fl oz: \$3.99	Price: 32 fl oz: \$1.68
Social: Fairly well known social platform	Social: Primary social presence is overseas	Social: Extremely well known social platform
Instagram: 18,200 followers	Instagram: 2,324 followers	Instagram: 1.1 million followers

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SWOT ANALYSIS



STRENGTHS

Pedialyte is an effective and trustworthy brand amongst its users. Its parent company, Abbott Laboratories, serves the healthcare sector in providing pharmaceuticals, nutritional, diagnostics, and vascular products (Bloomberg, n.d.). Pedialyte's association with Abbott Labs ensures its credibility and reputation. The beverage serves to rehydrate, and replenish fluids and electrolytes. Pedialyte's biggest strength exists within its performance and how it compares against its competitors. According to the Pedialyte brand, it contains twice the electrolyte sodium, and half the sugar in comparison to leading sports drinks. Meaning, Pedialyte is not only more successful in nourishment and rehydration, it is also one of the healthiest options (Abbott Laboratories, n.d.). The multifunctional nature of the brand allows the beverage to serve in many different markets. The beverage is used by children, athletes, adults, and anyone suffering from a cold or flu. Pedialyte is also being backed by the media, as influencers, celebrities, and journalists alike endorse the brand (Tiffany, 2018).

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SWOT ANALYSIS

WEAKNESSES

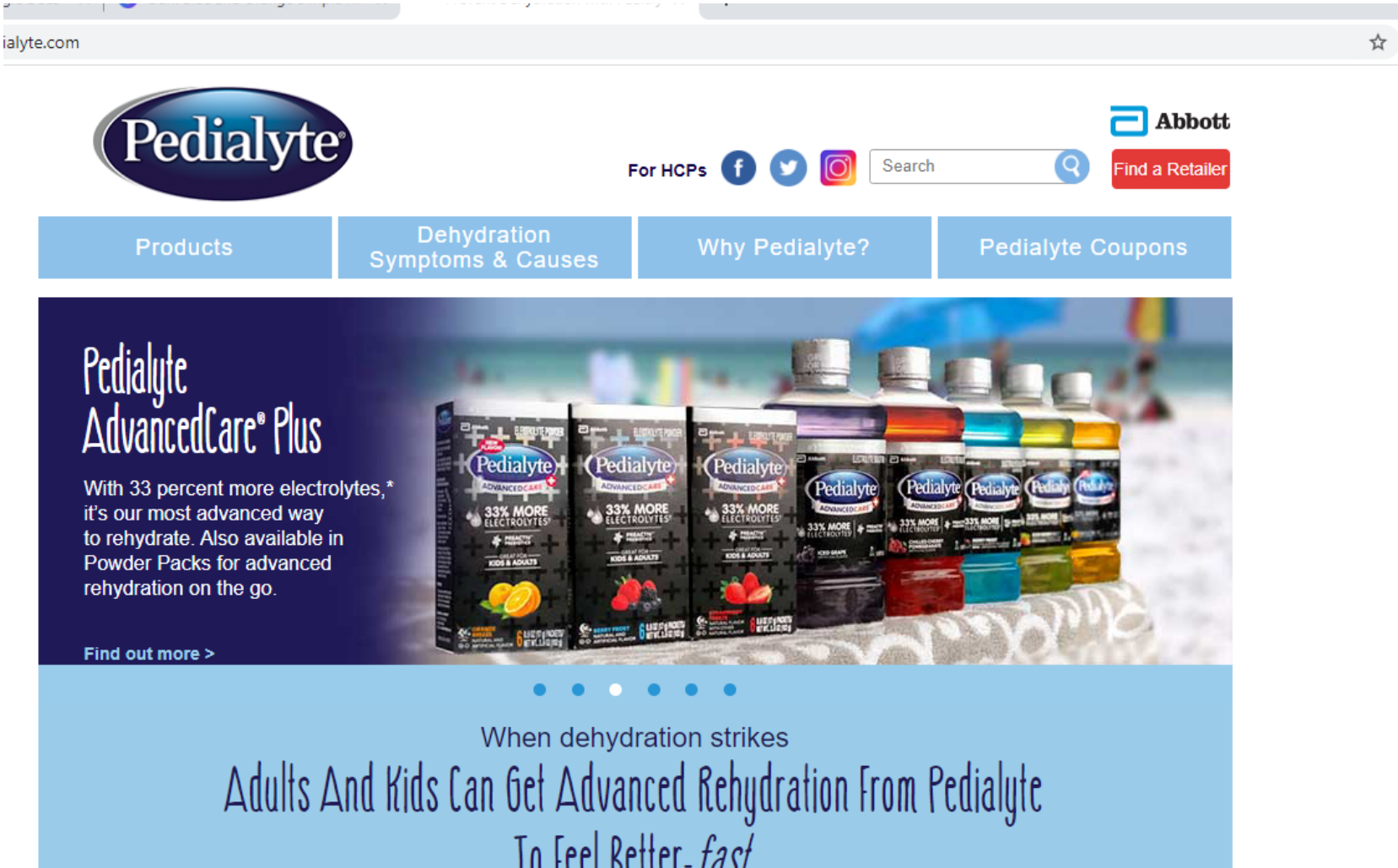
One of Pedialyte’s weaknesses is in online presence. More specifically, their website could use some improvements such as using more sophisticated design elements, and perfecting its user experience. Store location, although appropriate, may be a barrier in Pedialyte’s efforts in targeting adults. According to Pedialyte’s corporate website, Pedialyte is typically located in the baby/toddler aisle, or in the pharmacy aisle. Most consumers may associate the brand with children and medicine given the shelf location, instead of a drink that can be used by adults for quenching thirst and replenishing electrolytes.

OPPORTUNITIES

Pedialyte is already gaining traction in the adult market, rather than just a children’s beverage. More specifically, the “hangover cure” market. Its fruit-flavored powder has the perfect selling points for millennial consumers: low-calorie, hydrating, and health conscientious. Pedialyte has already been endorsed by celebrities such as Miley Cyrus and Pharrell Williams (Tiffany, 2018), therefore, Pedialyte would see a benefit in securing more celebrity endorsements and social media influencer brand deals. This strategy would help in Pedialyte’s effort to tap into the young-adult demographic. Similar to Gatorade, Pedialyte may expand into global markets.

THREATS

Substitutes such as Gatorade, are more popular among the sports drink market. Gatorade is also cheaper and comes in more flavors (Klosowski, 2017). Depending on the consumer, these features could easily be the determining factor in choosing Gatorade over Pedialyte. Pedialyte operates in a very competitive market as well, not only in nutrition, but also in sports drinks. While global expansion can result in more sales revenue, regulation requirements may differ in other countries, resulting in a barrier to entry.



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NEEDS ANALYSIS



There are many digital opportunities Pedialyte could take advantage of in order to raise brand awareness and increase sales. For example, improving all of their social media platforms could arguably be one of the most beneficial opportunities for Pedialyte to take advantage of. Despite already running a Facebook page, the brand lacks frequent and engaging posts. By increasing activity and creating content pleasing to the eye, Pedialyte could boost their overall Facebook following and audience.

Similarly, Pedialyte's social media presence could also improve on Twitter. With only just over 18 thousand followers, Pedialyte could greatly benefit from gaining more followers. This can be done by tweeting and posting content that is not only trendy, but also relatable and comical to their markets. Creating witty tweets and responses to other brands could cause the company to go viral, thus drastically gaining more brand awareness. Another strategy Pedialyte could take advantage of would be to focus on their paid media. This would include having more sponsored Instagram posts, YouTube advertisements, and banner ads. As of now, Pedialyte has little to no digital advertisements across all platforms.

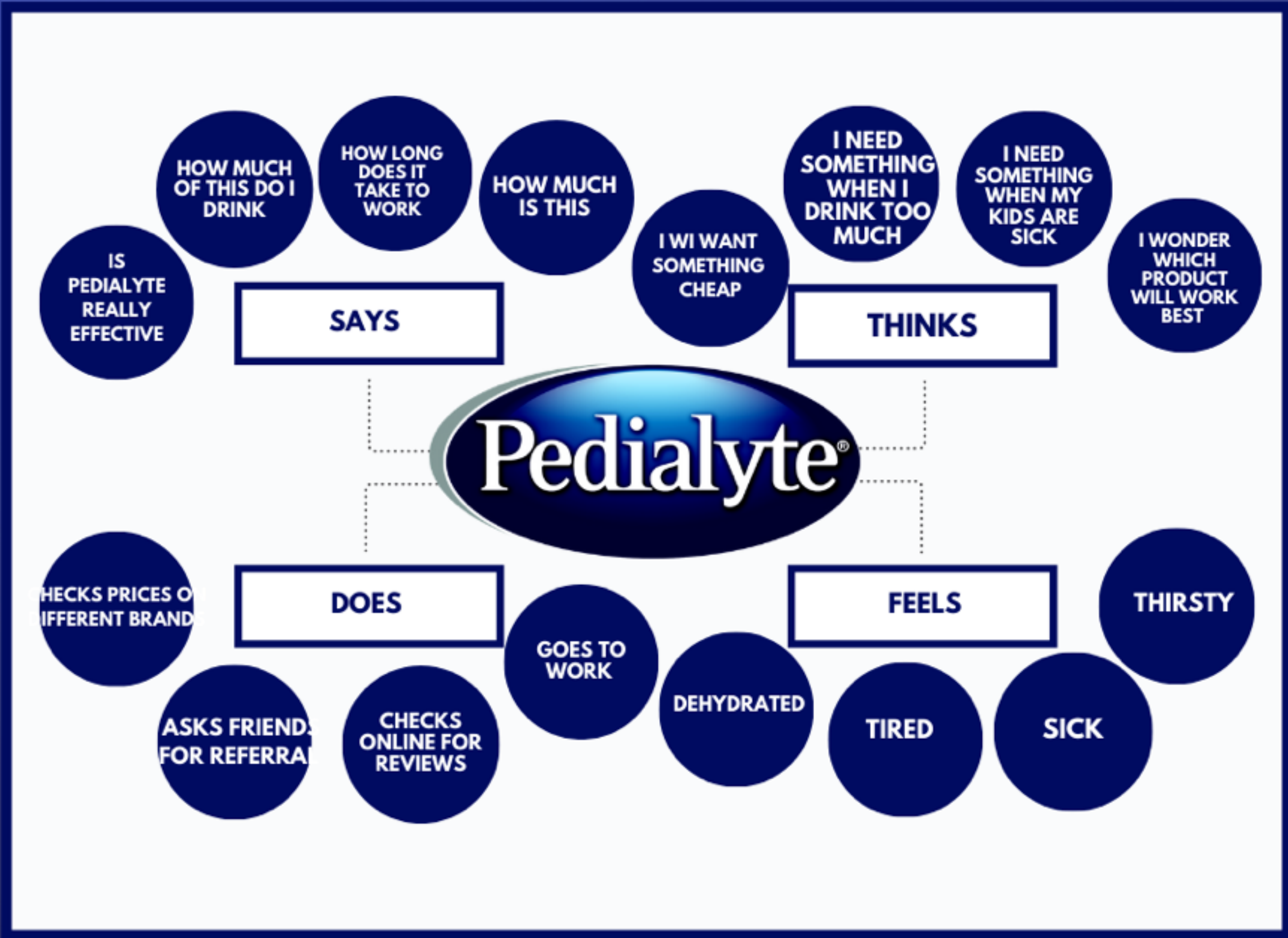
Pedialyte can go into many avenues when it comes to which category to put this product in. We choose a combination between paid and earned. We choose 'paid' because the company pays for the social media they promote on their websites. Some examples are Instagram, Twitter, and Facebook. Having these sources can help them tremendously with promotion, but if they don't take advantage of how significant an impact social media has on our society which means they need to increase the activity so it can be appealing to their customers. Secondly, we choose earned due to them changing their social media engagement and activity. They can have more customers which will be more of a profit for them due to how many people will see their product.

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Empathy Map



This empathy map portrays what our primary audience does on a daily day. This goes off of Chelsea, our working mom with 2 kids would say, think, do, and feel on a day to day. She cares about her family and her job as a nurse. This might be what our target audience could be going through as well. Our main target would be parents who want to make sure their kids are well and hydrated, as well as themselves. This information would be useful to know so we know how to attract our audience.

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Personas



DEMOGRAPHICS

AGE: 21
INCOME: \$2,000-\$6,000
EDUCATION: Junior @ PSU
OCCUPATION: Campus Beer Cashier
STATUS: Very Single

PAIN POINTS

-STRUGGLING TO HANDLE SOCIAL AND EDUCATIONAL RESPONSIBILITIES DUE TO THE FREQUENT FEELING OF (DRINKING RELATED) FATIGUE



PERSONA #1

CHAD DAMON

MOTIVATIONS



Motivation	Percentage
Girls	60%
His Frat	20%
Thirsty Thursday	15%
School	5%



GOALS/NEEDS:

- SOCIAL CLOUT
- TO GO TO CLASS
- HANGOVER RECOVERY

President of Delta Pi Omega

CHAD DAMON

PERSONAL BIO



Chad is that kid in your class who thinks he's better than everyone else because he is in a fraternity. He spends most of his time hitting on girls, drinking horrible beer, and getting "big" at the gym. Chad is searching for a way to minimize his hangovers so he can get more girls and get more likes on Instagram than he already does...and also so he can attend his his 2 communications classes.

Chad represents the newest target market for Pedialyte: college students and adults that enjoy drinking alcohol. Pedialyte recently started branching into the “hangover cure” market, as more and more people discovered that the electrolyte filled beverage alleviates hangovers. Someone like Chad, who tends to binge drink on the weekends, would be a part of Pedialyte’s secondary audience. Chad will be looking for something to remedy his headache and dehydration, and Pedialyte serves as the perfect solution to bounce back. College students can easily purchase Pedialyte at their local grocery store, and through word-of-mouth and targeted ads, news is spreading about Pedialyte’s hangover healing properties.

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BUYER PERSONA

WORKING PARENT

MEET: CHELSEA BROWN

Background and Demographics

- A nurse who works long hours and sometimes takes night shifts
- Female
- 33 years old
- Married and a mother of two
- \$55,000 annual salary

Needs

- An affordable and fast-acting beverage to help prevent dehydration on long work days
- A flavorful and nutrient-rich drink that will appeal to her kids in order to keep them healthy and hydrated

Hobbies

- Reading
- Coaching her kids' soccer teams
- Cooking
- Weekly wine nights with the girls

Barriers + Pain Points

- Time
- Exhaustion from long work hours and young kids

Goals

- To reach a promotion and pay raise
- Find a way to balance her time between work and family




Chelsea symbolizes Pedialyte’s primary audience. Not only do busy moms need a boost to rehydrate during the day, but they’re also the ones with the buying power on behalf of their children. Chelsea wants Pedialyte to ensure she’s drinking enough fluids, and to rehydrate after wine night. Chelsea’s children need Pedialyte to replenish their electrolytes when they’re sick, which is quite often due to them being in grade school. Parents with young children have always been Pedialyte’s number one consumer, as it is recommended by Pediatricians and backed by a trustworthy healthcare company.



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Meet: Kyle Bradshaw Athlete





DEMOGRAPHICS

- A student Athlete who is carrying 14 credits this semester
- Male
- 20 years old
- Education: Sophomore
- Status: Single

PAIN POINTS

- Struggles with time management with a busy schedule that includes 6 practices a week along with team meetings twice a week

NEEDS

- A hydration beverage that doesn't carry all the extra calories or sugars of the competing brands
- A flavorful but affordable hydration beverage that can replenish electrolytes after a 6 am lift and a 2 hour practice

HOBBIES

- Lifting weights
- Jogging

GOALS

- To make the varsity starting rotation
- Have 300 strikeouts this season
- Become one of the best pitchers in his schools history

Kyle Symbolizes the energy boost that Pedialyte has on athletes and how they need a boost of energy in such a busy schedule with having school to balance and early morning. Having this boost of energy and less calories is a great thing for athletes especially Kyle and his teammates. Kyle wants his teammates to have the utmost energy when it comes to playing and practicing. Kyle's teammates and himself need Pedialyte to feel replenished after a long day at school to have the right nourishment and have the right electrolytes so they can be ready for their 6am lift and a 2 hour practice. Athletes are a very good consumer when it comes to Pedialyte due to the nourishment and boost of energy they have while drinking it.

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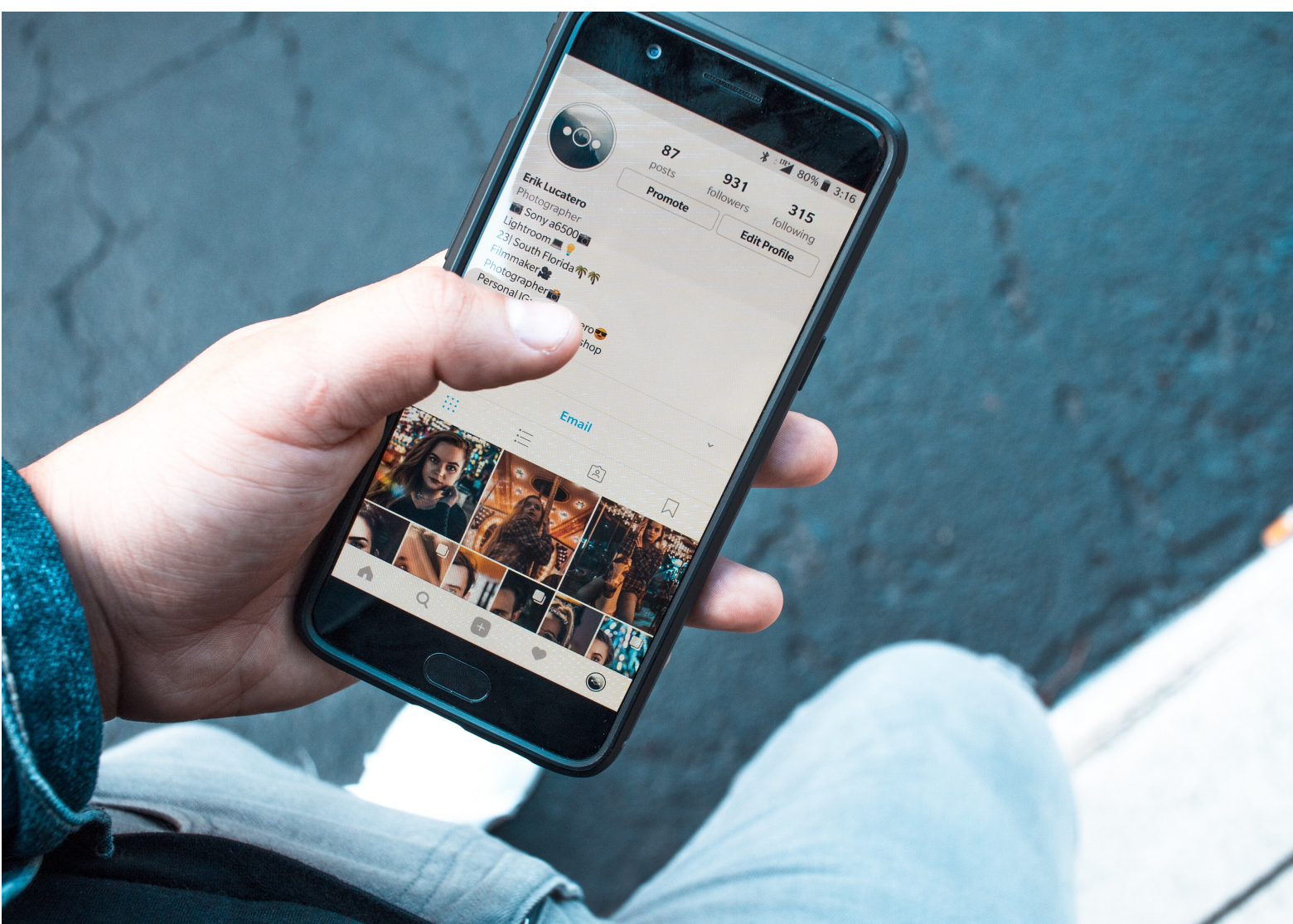


DIGITAL STRATEGY

Based on the personas and objectives that we have created as a group, our next step is to determine our digital marketing strategy. When companies are in the process of choosing a marketing campaign, they can go several different routes. Depending on what they are trying to accomplish, they can choose between awareness, conversion or traffic campaigns.

As a team, we have decided to create an awareness campaign for Pedialyte. The purpose of an awareness campaign is to reach out to the public and generate brand awareness. This campaign aligns directly with our brand because it is our goal as a team to market Pedialyte to a larger range of people aside from the small segment of young children and babies that it is currently targeting.

An awareness campaign is a perfect route for our brand because we can show potential consumers some of the many benefits of this electrolyte beverage, and prove that it's not just a children's drink! Overall, our hope is that the awareness campaign can not only familiarize people with the name "Pedialyte," but also begin to build a customer loyalty bond for old and new customers. Pedialyte is seen as a perfect beverage for young children, but after this campaign Pedialyte could be recognized as a drink that is helpful for college students, athletes, parents, and other hard-working adults. Reading onward, you will see in great detail how we plan to take on our campaign and market Pedialyte.



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PLATFORMS

With the goal to create more brand awareness for Pedialyte, we felt the best digital strategy would be to create a video storyline. By using characters and spokespeople with lifestyles similar to those of Pedialyte's targeted consumers, a video advertisement would not only catch the attention of those consumers and allow them to relate to the brand, but also inspire them to purchase Pedialyte in order to mirror the success of those displayed in our storyline. Utilizing social media platforms would be the best outlet for carrying out this strategy. Specifically, we would focus on promoting through networks such as Facebook and Instagram.

Advertisements on social media platforms prove to be some of the most effective methods taken by content marketers today. Technology enables communication with the masses, and even provides useful analytical information in regards to the failures and successes of advertising campaigns. This is why we believe Facebook will be a fundamental component to the success of our video advertisement. With billions of daily users, Facebook gives us the opportunity to reach out to practically an unlimited pool of potential buyers. Due to the fact that consumers rely heavily on the recommendations and opinions of their peers, Facebook would give our brand the chance to gain even more awareness through the sharing and liking of our video. Facebook is also the home to thousands of different digital communities where people come together based on similar interests and hobbies, allowing Pedialyte to easily target markets such as athletes, college students, and working parents.

Another beneficial approach to a successful digital campaign for Pedialyte would be to utilize Instagram. Like Facebook, Instagram has hundreds of millions of daily active users, allowing our advertisement to be exposed to a vast audience. On Instagram, our video would appear as a sponsored post on a user's feed. This type of post would also allow for the liking and sharing of the content, thus providing our brand with useful feedback. The overwhelming popularity of these two networking platforms is what would help expose our brand to new markets, as well as increase overall awareness.



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GOAL OF OUR CONTENT & SMART OBJECTIVE

The overall SMART objective of this advertising campaign is to obtain 2,000 website visits through the ad, and have at least 500 people sign up for Pedialyte’s coupon offerings through the ad within two months of the campaign’s launch. The goal of our content is to make our secondary audience, being athletes and young adults, more aware of the benefits Pedialyte. Some of these benefits include fast hydration and electrolyte replenishment.

Our content is also designed to encourage increased visits to our website, and sign-ups for Pedilyte’s coupons that hopefully lead to viewers purchasing Pedialyte products. The Facebook ad will show a video that intends to draw the customers’ attention, and keep them entertained and informed with a famous athlete being the subject of the video. The call to action will be placed below the video to urge the audience to learn more by visiting Pedialyte’s website, and to sign up for Pedialyte’s coupon offerings. The image below shows the landing page that customers will be directed to when they click on the “Learn more” button.



Sign Up For Pedialyte® Coupons!

Complete the fields below to access printable Pedialyte coupons today.

Fields marked with an asterisk (*) are required.

First Name*	Street Address*	
<input type="text"/>	<input type="text"/>	
Last Name*	City*	
<input type="text"/>	<input type="text"/>	
E-mail Address*	State*	Zip Code*
<input type="text"/>	<input type="text" value="Select a State..."/>	<input type="text"/>
Your Date of Birth*	<input type="text"/>	

THE OPTIMAL ELECTROLYTE - REHYDRATION BEVERAGE

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STORYBOARD



Scene 1, Action shot

Ad opens with clips of Tom Brady playing for the New England Patriots. Suspenseful action music is playing softly in the background



Scene 2, Close-up action shot

Scenes 2-5 shows footage of Tom Brady training both in the gym and in an open grassy field. Cue in Tom Brady Narrating.



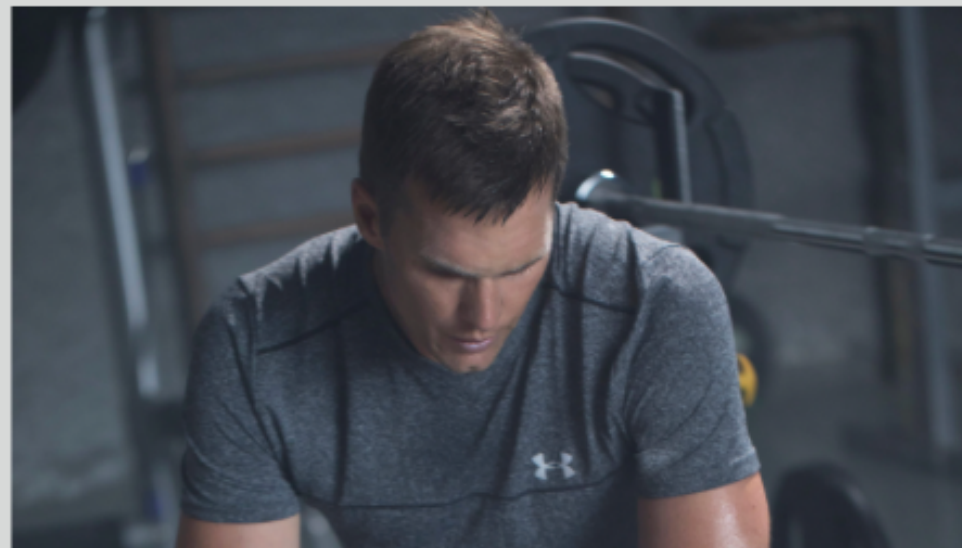
Scene 3, Close-up action shot

Tom narrating: "During offseason, I need to focus on what I need to do to improve myself as a player. Waking up early to train is hard work, but it's what I love to do."



Scene 4, Close-up

Tom narrating: "Whether it's lifting in the weight room, catching, or doing footwork exercises, it can be hard on the body. That's why I drink Pedialyte."**Shows Tom Brady drinking Pedialyte**



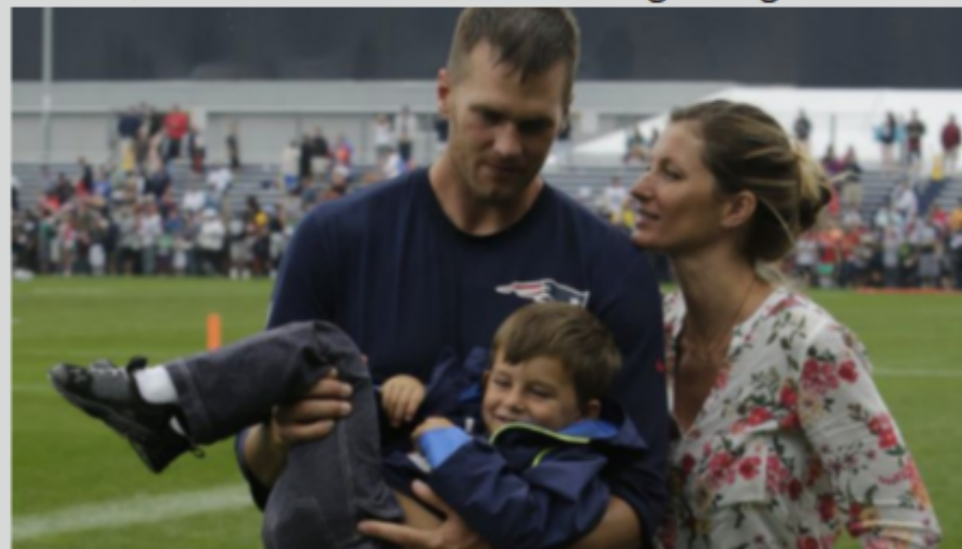
Scene 5, Action shot

Tom narrating: "I can count on their advanced hydration and electrolytes to keep me feeling my best, so I can remain durable during a long season."



Scene 6, Close-up

Shows clip of Tom Brady embracing his kids
Tom: "I can even trust Pedialyte to give to my kids as well."



Scene 7, Close-up

Tom narrating: "Because unlike other sports drinks, Pedialyte contains half the sugar, and twice the electrolyte sodium. So that they too can train like a six-time Superbowl champion."



Scene 8

Ad ends with a cut to the Pedialyte logo

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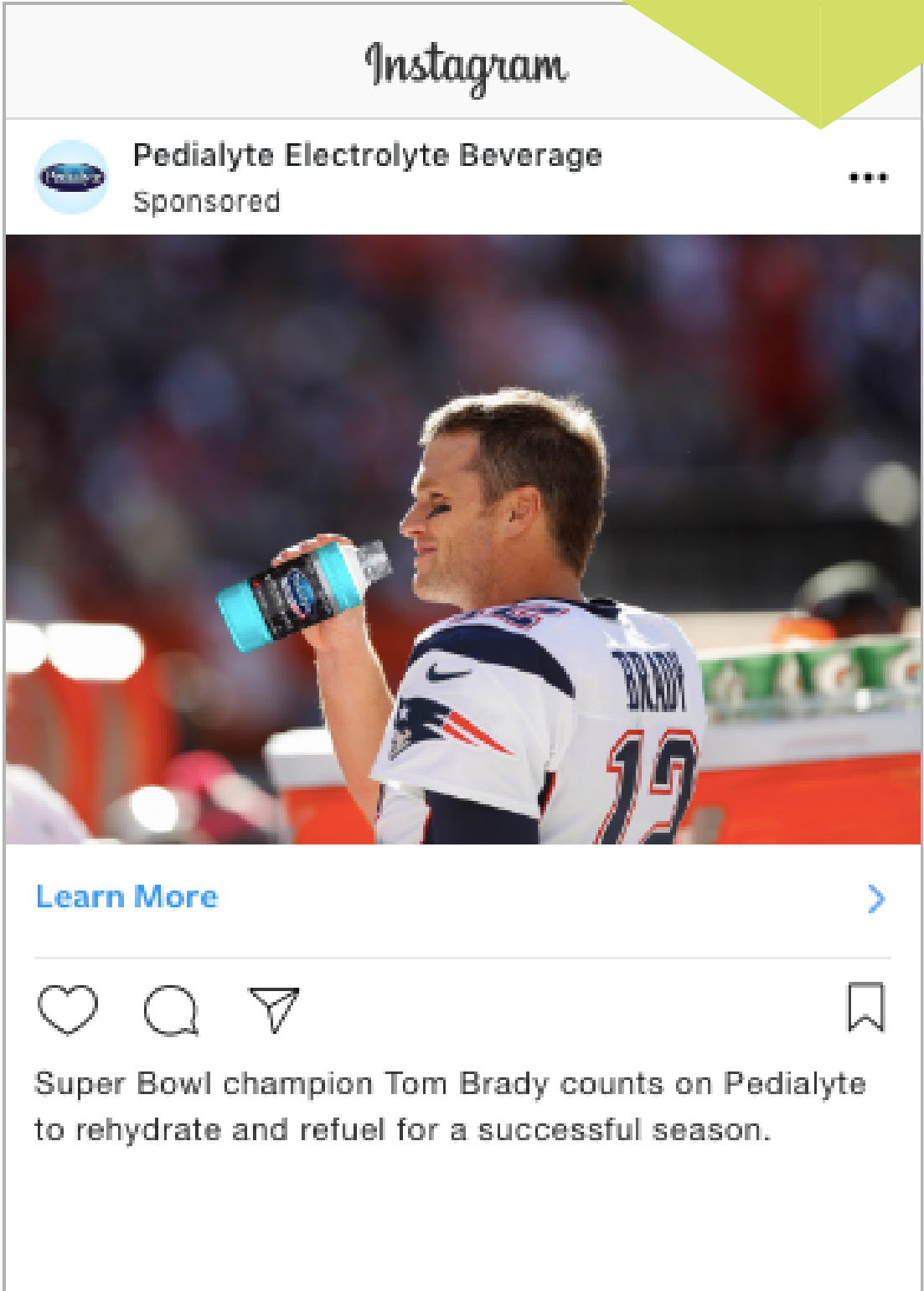
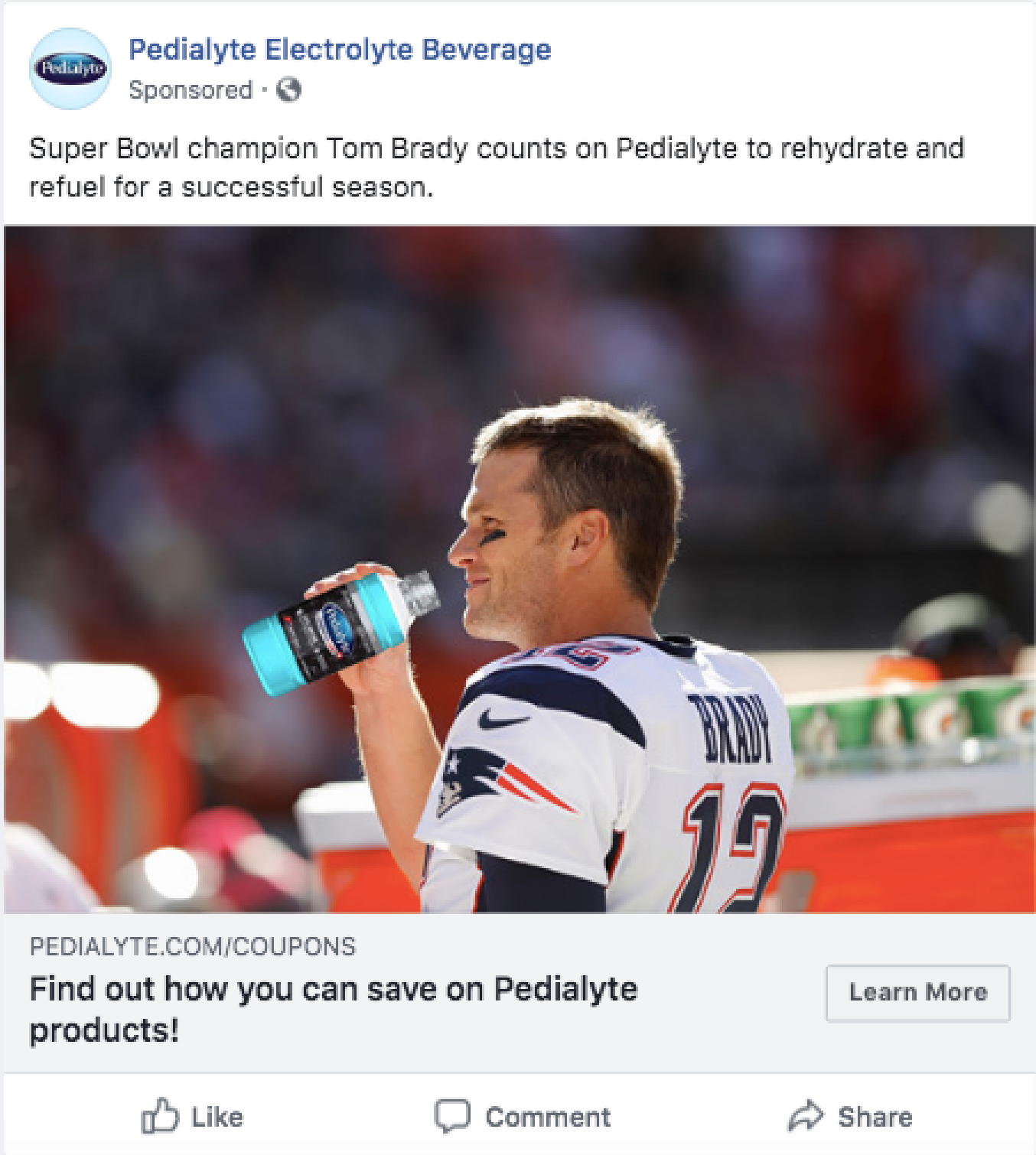
HOW THE CONTENT WILL MEET OUR GOALS

Our video ad focuses on an athlete, such as Tom Brady, who also has kids so there is more than circumstance Pedialyte can be used. This will help to reach our goal of bringing Pedialyte to the attention of athletes and young adults. Seeing an athlete as big as Tom Brady drinking it for hydration and to replenish electrolytes can prompt other athletes to also use it. Sports also has a huge following with young adults so it is expected to reach out to them as well. Using a celebrity endorsement makes people think using that product makes them just as good as the celebrity.

One of our objectives is to obtain 2,000 website visits through the ad. We expect that when people see the ad of Tom Brady it will interest them enough to click the ad and go on our website. We want to make sure it is intriguing enough that viewers will be interested to learn more about our product. Once they are on our website we would like at least 500 customers to sign up for coupon offers within two months after the ad is posted. Once our ad is posted and consumers click on it they will be directed to our website where a pop up to sign up for coupon offers will appear. We are hoping that our ad will entertain our target audience while also connecting/relating to them enough that they want to sign up with us.

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The two images above show how our video advertisement will look to our audience on Facebook and Instagram, respectively. These two platforms were specifically chosen for this campaign, because Facebook and Instagram are arguably the most used social media platforms amongst adults. We want to grow our brand awareness into newer markets, such as young adults, or in this case, athletes of any kind. The strategy for this ad campaign is for an athlete, sports fan, or a parent, to come across the video of Tom Brady and immediately give their attention to the ad. In the video, you see action shots of Tom Brady, and hear him talking about the benefits of Pedialyte. This is meant to keep the audience entertained and informed about what makes Pedialyte different from other sports drinks. The audience can then interact with the advertisement by liking or commenting, and visiting our website as prompted by our call to action, “Learn more.” The ultimate goal is for them to sign up for coupon offerings when sent to the landing page.

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The above advertisement shows an example of what additional campaign elements will complement this advertisement. This ad would be utilized for Pedialyte's Facebook page. Just like the video, it will come across as a sponsored ad. Its purpose is to gain more reach and get more people to recognize the brand as a beverage that suits athletes and adults as well as children. With additional promotional materials such as this example, the campaign will bring more awareness to our target audience. We will measure the success of this advertisement in particular by looking at the engagement: how many people like and comment on this post.

MEASURING OUR CAMPAIGN

We plan to measure our campaign through our social media presence and website activity. Our current objective is to get 2,000 website visits, and 500 coupon sign ups within the first two months of our campaign launch. Our current social media presence could be increased so that is our main focus. We plan to put up facebook, Youtube, and instagram ads in the hopes of more people visiting our site. We will prioritize google analytics in order to maintain information on how our ads are doing after the launch. Younger adults are more prevalent on social media; we figured we better focus our attention on popular social media websites. We plan to use Facebook's ad manager in order to gain information on interactions with our ads. Since Instagram is already owned by Facebook it makes our jobs of tracking engagements that much easier through Facebook's ad manager. Facebook's Ads manager will provide us with information on the users clicking our ads and visiting our website. This allows us to see if we are going to make our objective, and if not how can we improve our process that it allows to make our objective.

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