

THE PITCH PROJECT

# PUTTING THE FIZZLE BACK IN 7UP

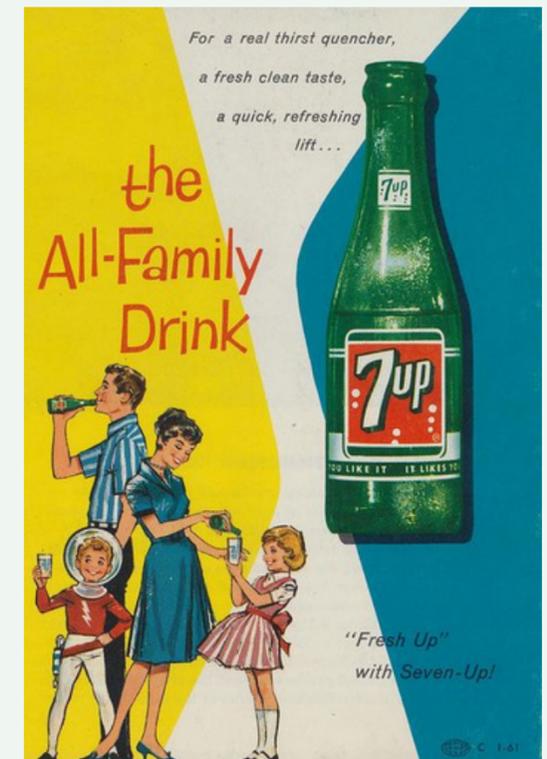
MKT 4540 – Fall 2022

Eleanor Grant



# INTRODUCTION

Similar to other drinks in the carbonated soda industry, 7Up had pharmacological beginnings. Using lithium citrate, a mood-stabilizing drug, between 1929–48. Similar to many parts of 7Up, the name has many theories. The most logical theory is the original 7 main ingredients. As well as the soda used to be sold in 7-ounce bottle compared to the traditional 6-ounce soda bottle. Some more outrageous theories include could the 7 is lithium citrate's atomic mass and the "up" came from its mood-lifting abilities. While it is not lifting moods with drugs anymore, peeping up life with 7Up is something they must return to.



7UP'S CORE ESSENCE

**NATURALLY ORIGINAL & REFRESHING**

# KEY TARGET: THE FAMILY



7Up for years has marketed the product as the family drink. That it is a beverage even your kids can drink because there is no caffeine. In recent years they have made strides toward a more natural beverage. With a few hiccups, they came out with Simple 7Up with real ingredients.



7Up's website has drinks and recipes for kids and parents to make together. The drinks are fun with Sherly Temple and Cherry Limeade. While the recipes seem more chaotic with 7Up Guacamole, Chicken fajitas, and pancakes. But would be really fun and most are simple for kids to do.

# SECONDARY TARGET: ADULT FRIENDLY

While promoting a family beverage, 7Up does have a focus on the cocktail use of the beverage with cult classics like 7 and 7. 7Up dedicates a large section of the recipes to 21+ cocktails. Including variations of classics like the mojito, old-fashioned, Tequila Sunrise with a 7Up twist. While others are more creative like 7Up Orange Spice Punch and The Cure which calls for green juice, orange juice, vodka, and 7Up.



# LOYALTY

Lacks strong brand loyalty. It has a low committed segment but is potentially increasing.

At the end of 2020, 7Up had a 1.7% share of the market and in a year increased by 0.1% to 1.8%. While this is not much Pepsi decreased by 0.3 and Coke had no change. Sprite increased by 0.3.

Sprite and 7Up's market share increase may be due to changes in behavior.

Consumers most likely look at the two brands as price switches or fence-sitters. Sprite has a higher commitment than 7Up.

FIGURE 20: MULTI-OUTLET SALES OF FULL-CALORIE CARBONATED SOFT DRINKS, BY LEADING COMPANIES AND BRANDS, ROLLING 52 WEEKS 2019 AND 2020

Company	Brand	52 weeks ending January 26, 2020	Market share	52 weeks ending January 24, 2021	Market share	Sales change 2019-2020	Share change
		\$million	%	\$million	%	%	% point
<b>Total</b>		<b>13,900.3</b>	<b>100.0</b>	<b>15,742.2</b>	<b>100.0</b>	<b>13.3</b>	<b>-</b>
The Coca-Cola Company	Coke	3,713.9	26.7	4,207.5	26.7	13.3	0.0
	Sprite	1,244.5	9.0	1,456.6	9.3	17.0	0.3
	Fanta	347.5	2.5	315.5	2.0	-9.2	-0.5
	Others	247.5	1.8	233.6	1.5	-5.6	-0.3
	<b>Total</b>	<b>5,553.3</b>	<b>40.0</b>	<b>6,213.2</b>	<b>39.5</b>	<b>11.9</b>	<b>-0.5</b>
Keurig Dr Pepper Inc	Dr Pepper	1,433.6	10.3	1,786.7	11.3	24.6	1.0
	Canada Dry	544.7	3.9	656.3	4.2	20.5	0.3
	A&W	291.3	2.1	367.0	2.3	26.0	0.2
	7Up	236.7	1.7	276.2	1.8	16.7	0.1
	Sunkist	210.3	1.5	249.2	1.6	18.5	0.1
	Crush	214.8	1.5	214.3	1.4	-0.2	-0.2
	Squirt	161.9	1.2	201.5	1.3	24.5	0.1
	Schweppes	156.0	1.1	172.5	1.1	10.6	0.0
	Others	282.4	2.0	308.0	2.0	9.1	-0.1
	<b>Total</b>	<b>3,531.8</b>	<b>25.4</b>	<b>4,231.8</b>	<b>26.9</b>	<b>19.8</b>	<b>1.5</b>
PepsiCo Inc	Pepsi	2,075.7	14.9	2,312.9	14.7	11.4	-0.2
	Mountain Dew	1,622.0	11.7	1,798.4	11.4	10.9	-0.2
	Others	122.3	0.9	110.9	0.7	-9.3	-0.2
	<b>Total</b>	<b>3,820.0</b>	<b>27.5</b>	<b>4,222.2</b>	<b>26.8</b>	<b>10.5</b>	<b>-0.7</b>
Private label	549.4	4.0	539.5	3.4	-1.8	-0.5	
Others	445.8	3.2	535.5	3.4	20.1	0.2	

Note: values shown in this section encompass only sales through IRI's Multi-Outlet channels, while sales data shown in The Market and Market Breakdown sections of this Report cover the entire retail market; data may not equal totals due to rounding

Source: IRI InfoScan® Reviews/Mintel

7UP POSITIONING  
STATEMENT

FOR FUN FOCUSED  
FAMILIES, IN SEARCH OF  
THE REAL INGREDIENT  
CLASSIC ONLY 7UP GIVE  
YOU A REFRESHING,  
FLAVORFUL CARBONATED  
SOFT DRINK.



## Red Dot

First showed up in the 80s, without a reason. Later became an anthropomorphic mascot. This mascot is no longer in use but many remember it.

## Fido Dito

First appeared in 1987, having the ability to control and alter the reality of the ads. Acted as a representation of cool. No longer in use for the U.S., but still used in international advertising



## The UnCola



As a way to separate themselves apart from the other competitors in the market. Creation of the UnCola man, Geoffrey Holder to be the voice and image of the campaign on television and radio. He warned people of other clear sodas in the markets as fakes.

# BRAND ASSOCIATIONS



## No Caffeine

7Up has had no caffeine for decades and promoted itself as a family beverage. As a part of the UnCola campaign promoting that the product had no caffeine

## 7 and 7 Cocktail

Popular highball cocktail using Seagram's Crown Seven and 7Up. In the 70s this cocktail became the go-to American Cocktail. It was very casual for a bar setting and was cheap. It still remains a well known drink.



# PERCEIVED QUALITY

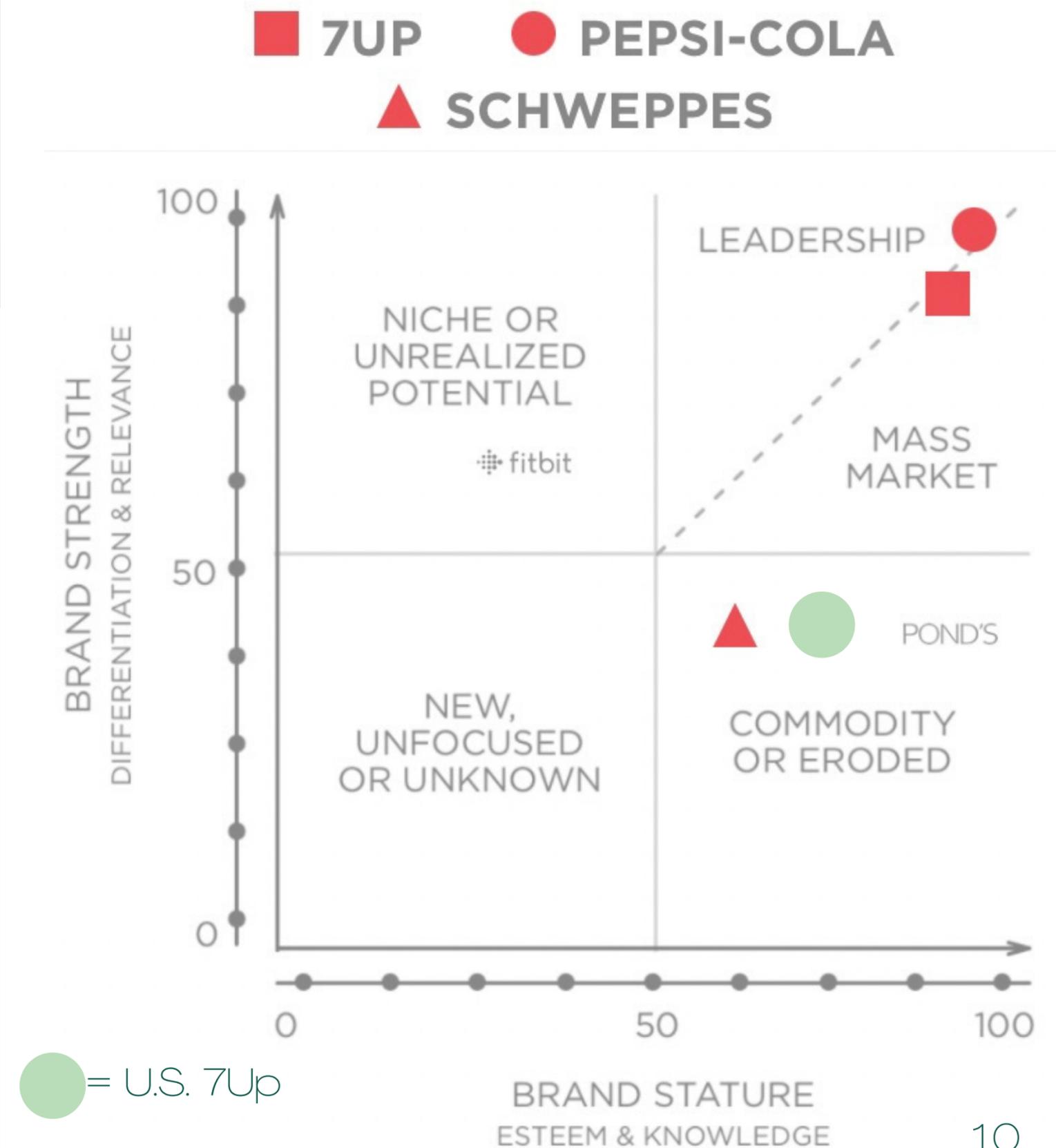
Compared to its lemon-lime competitor 7Up does not do as well as Sprite. The perceived quality of Sprite is much higher, as 7Up is often seen as too syrupy and not as carbonated.

7Up is trying to boost its perceived quality in terms of ingredients with the offering of Simple 7Up. This might be hard as in 2007, 7Up got in trouble for false advertising when calling their product all natural.



# SEGMENTING

BAV Group's Brand Asset Valuator puts 7Up in the top right box which would be due to its global love for the product. This would not be the location if looking at 7Up in the U.S. market. I added my own personal opinion of where it would stand in the U.S. market. Its brand image has eroded.. There is not much where 7Up has tried to stand out as their price, purchase, psychographic, and demographics is similar to other competitors in the market.



## Product



7Up has regular and diet options for their original lemon-lime and cherry. They have a seasonal winter holiday flavor of Pomegranate. Cherry and Pomegranate are promoted as antioxidant beverages.

## Organization

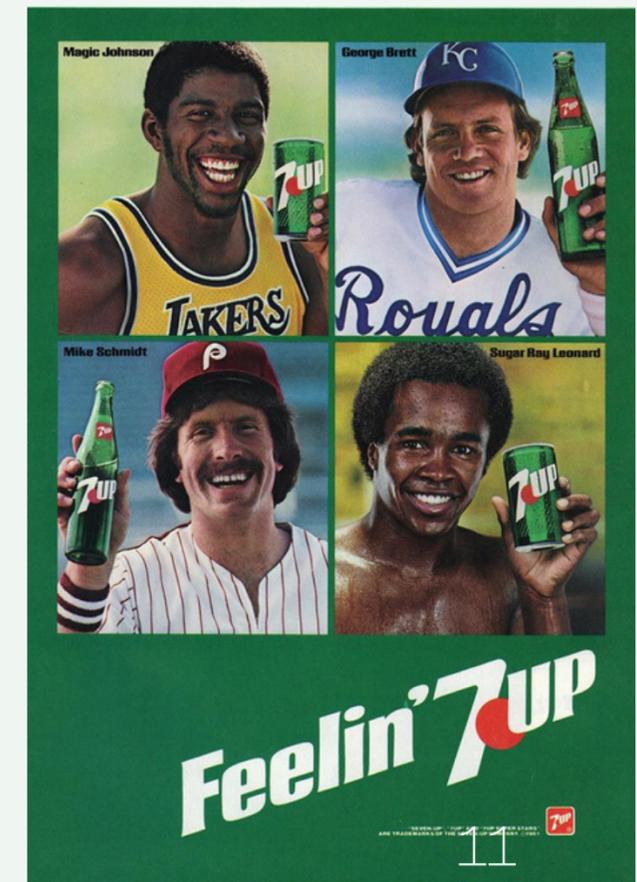


Keurig Dr. Pepper owns more carbonated and non-carbonated beverages compared

to the Coca-Cola Company and PepsiCo. In 2020, 20% growth and picking up market share led by its Canada Dry, A&W, and Dr. Pepper brands.

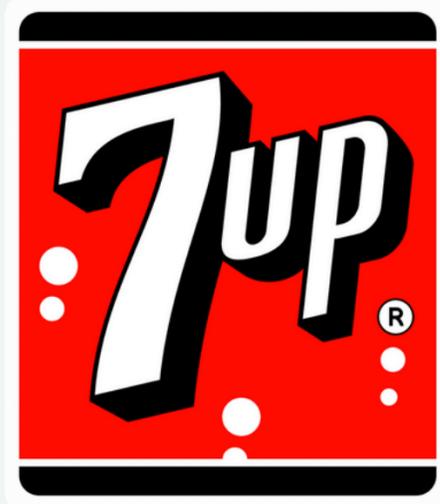
## Person

1980s – Use of athletes, most famously Magic Johnson. As well as George Brett, Mike Schmidt, and Sugar Ray Leonard.  
 2011 – Cee-Lo Green "Be 7Up" Campaign. In 2014 he pleaded no contest to a felony charge of giving a woman ecstasy and continued with a series of tweets about rape. Which could tarnish the 7Up image.  
 2017 – Mix it up with 7Up Commercial, hanging out with 2 Chainz on a yacht. He has a very positive image, but this was a lackluster use of 2 Chainz.  
 Santa – 7Up has tried to use Santa for the holidays but is more connected to Coca-Cola's brand image.



# SYMBOL LOGO

1943-1972



Originally colored in red, black, and white color scheme similar to others in the Carbonated Beverage category

1980-1987



When the red dot first appeared in the 7 Up logo. No one really seems to know why.

2003-2007



The 7Up logo I grew up with. Very 2000s graphic.

2015-Present



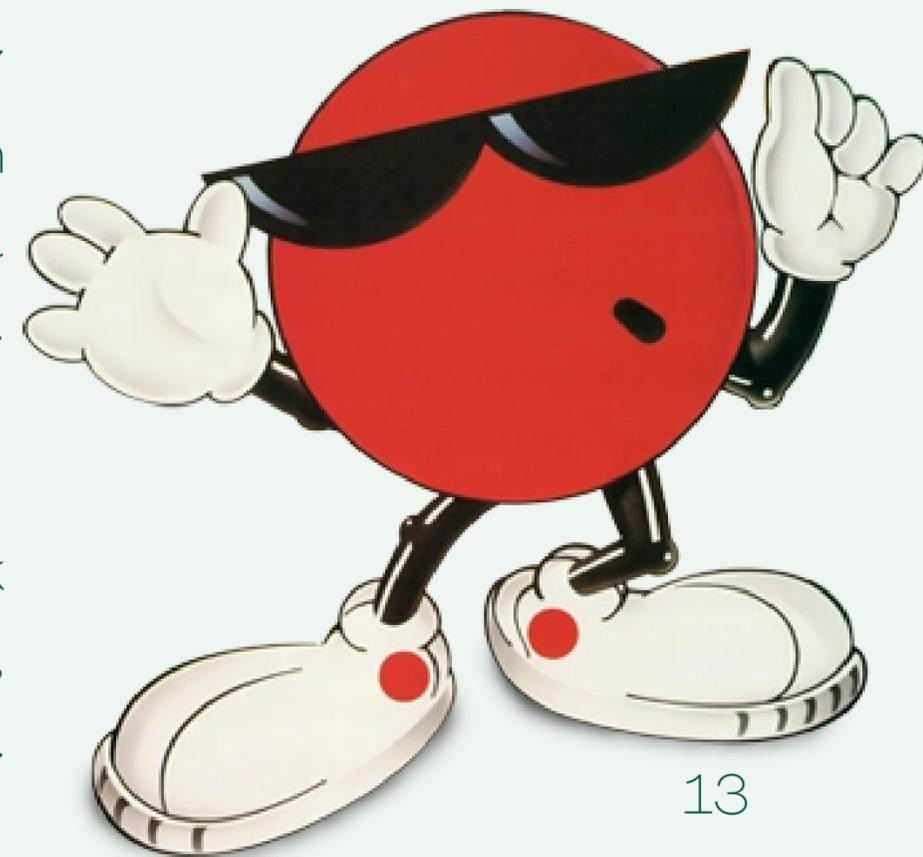
Looks like an attempt to go back to the retro feel similar to the '43 logo. Use of the bubbles, but still using the red dot.

# WHY THE RED DOT?

First showed up in the 1980s, but no one knows why. Some claim urban legend connected to the creator of 7 Up, Charles Leiper Grigg, who was claimed to be an albino. It does not make sense as the red dot came years after his death.

In 1987, Cool Spot, an anthropomorphic dot appeared as a mascot for 7 Up. In the 90s there was a line of video games created with SEGA, with "Cool Spot" in 1993 becoming a cult classic. The Red Dot was also a character of fun chaos in multiple commercials through the 80s and 90s. But eventually disappeared, but the red spot still reminded on the logo.

To make the Red Dot make sense some may recommend bringing back the mascot. I would not specifically because it lacks functional benefits, unlike Pillsbury dough boy which laughs when squished to signify freshness. The red dot just made odd noises and did random things.



# REVAMP THE LOGO

## What goes and what stays?

To stay:

The vintage feel. The 7 reflected more of the 1943 logo but a little more organic.

Also, keep the bubble/fizz effect, it speaks of the functional benefit.

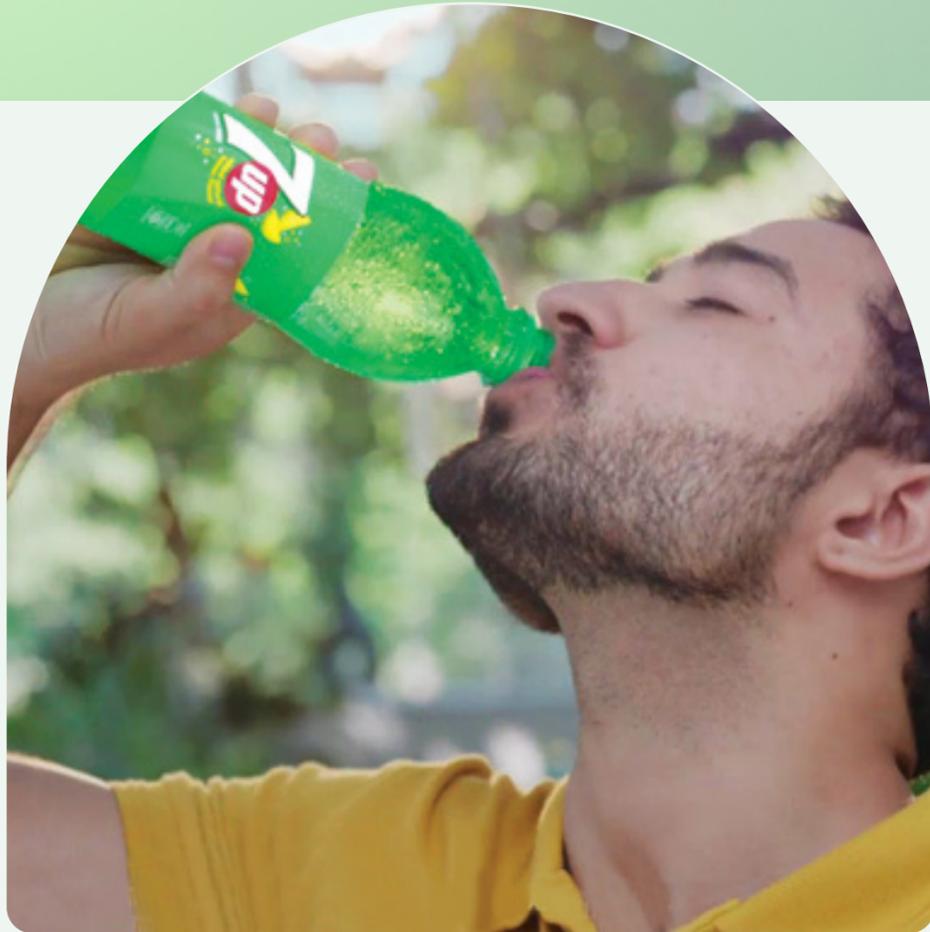
To remove:

The red spot, replaced by each flavor. this will stop the need to but a small flavor icon on the side.

The lemon, lime and bubbles statement that was under the red dot. Having it along with the flavor icon and bubble graphic makes the functional benefit redundant.



# VALUE PROPOSITION



## Functional Benefit

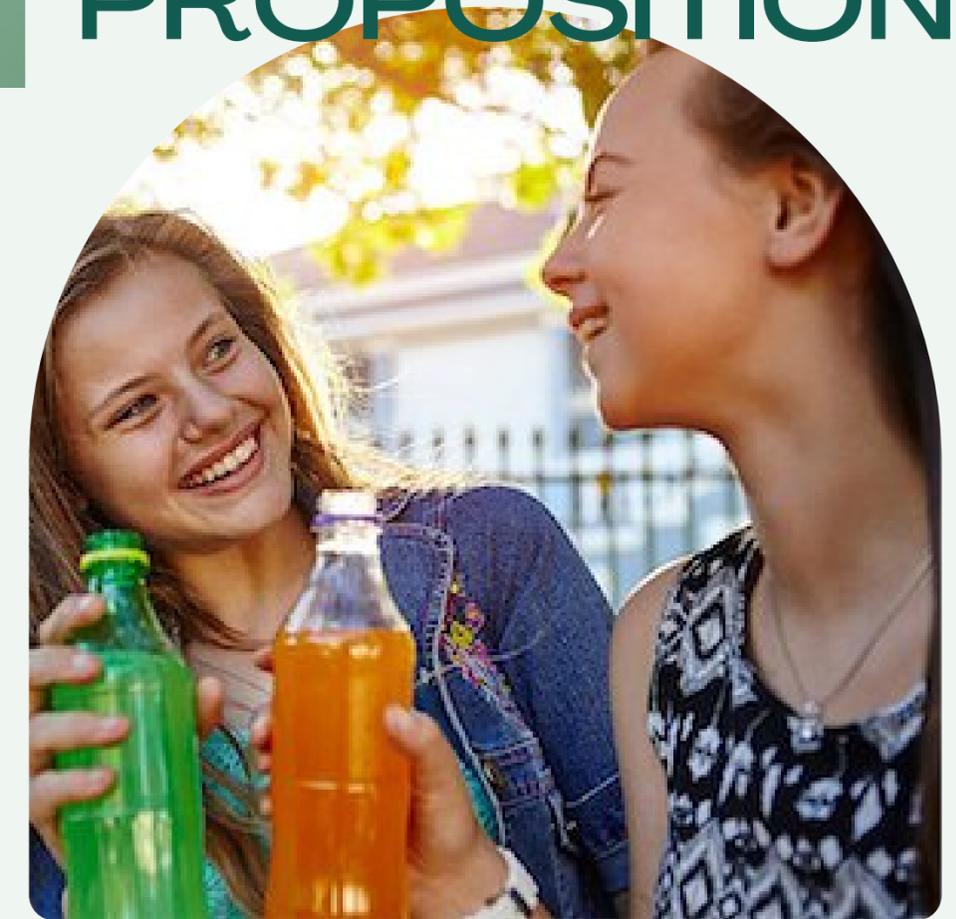
Refreshing and crisp lemon-lime beverage.

People enjoy the way it tastes.



## Emotional Benefit

Comfort that 7Up provides, many claim it is the remedy to a stomach ache. However, it has been debunked so this benefit is completely psychological and emotional.



## Self Expressive Benefit

Parents nurturing for their children by giving them 7Up over other sodas that are caffeinated and chemically.

# EXTENDED IDENTITY

## SLOGAN

It's always cool to  
be clear – 7 Up  
(early 1990s)

Crisp and clean.  
No caffeine.

The Un-cola.

Mix it up a little  
(2017)

Drink it straight up  
(current)

Lemon, Lime Flavor  
& Bubbles (on new  
logo)

## PERSONALITY

Bubbly  
Fresh  
Familiar  
Crisp  
Useful  
Beneficial  
Natural

## BRANDS

Multiple flavor extensions of  
7Up.

Owned by Keurig Dr.

Pepper, also owns brands

including:

Dr. Pepper

Crush

Canda Dry

Squirt

Mott's

Bai

Yahoo

Cactus Cooler

Swiss Miss K-Cup Pods

and many more!

## SYMBOLS

Logo with the red  
dot

Use of green  
bottles (glass and  
plastic) and cans

# SINCERITY BRAND PERSONALITY

## Down to Earth

- Commercials and slogans reflect having fun and enjoying yourself
- Refreshing function, simple and clear. They stick to it.

## Wholesome

- Focus on the product not having caffeine.
- Focus on the family unit as a family beverage.
- Product lines having simpler and positive additives

## Honest

- Simple 7Up using real and simpler ingredients.

## Cheerful

- Use of bubbles and colors
- Recipes for events or new trying ways of making classic dishes.

# PERSONALITY MODEL OF 7UP

## The Current Personality Model of 7Up: Functional Benefit Model

The current logo, says "Lemon, Lime Flavored and Bubbles" this shows the functionality of the product.

In the past, the use of UnCola caused a self-expressive personality model. Drinking 7Up separated them from the others who were drinking Cola. More recently they had the crazy recipes but that was in 2018. But this model is not applicable today.

## Propose to Change

Share A Coke Campaign shows how Coca-Cola has become a brand with a self-expressive personality. People wanted to find and share their names. Others will find their loved ones' names to share with them. It went viral on social media, people wanted it to be seen. 7Up wants to be on the same level with a self expressive model





## CHANGE UP 7UP

The carbonated soft drink market has a lot of opportunities specifically for those looking for a healthier option without having to sacrifice their enjoyment for the flavor.

7Up has a pomegranate flavor that they market as an antioxidant, which is a step towards this healthier soda. They can create better differentiation by adding vitamins, antioxidants, and other popular nutrients.

A flavor idea that they could make is an immunity-boosting soda that is pineapple with turmeric. Especially with people's increased care for a healthy immune system due to COVID-19

Finding a balance between the flavored soda and the perceived healthiness of seltzer..

## New Target



Family Unit would become a secondary target, health-conscious millennials would become the new primary target

## Tag Line

Switch it up with the new 7Up, the UnSoda.

Play on Uncola, as it is a healthier and nutrient-conscious product. It is different from the order carbonated soft drink segment.

## Celebrities

While 2 Chainz has a great brand image, the use of celebrities in ads often looks inauthentic, Lizzo is loved and seen as having a big, authentic personality and a very public health journey. I think using her as an easter egg in the ad will minimize cost and cause buzz.

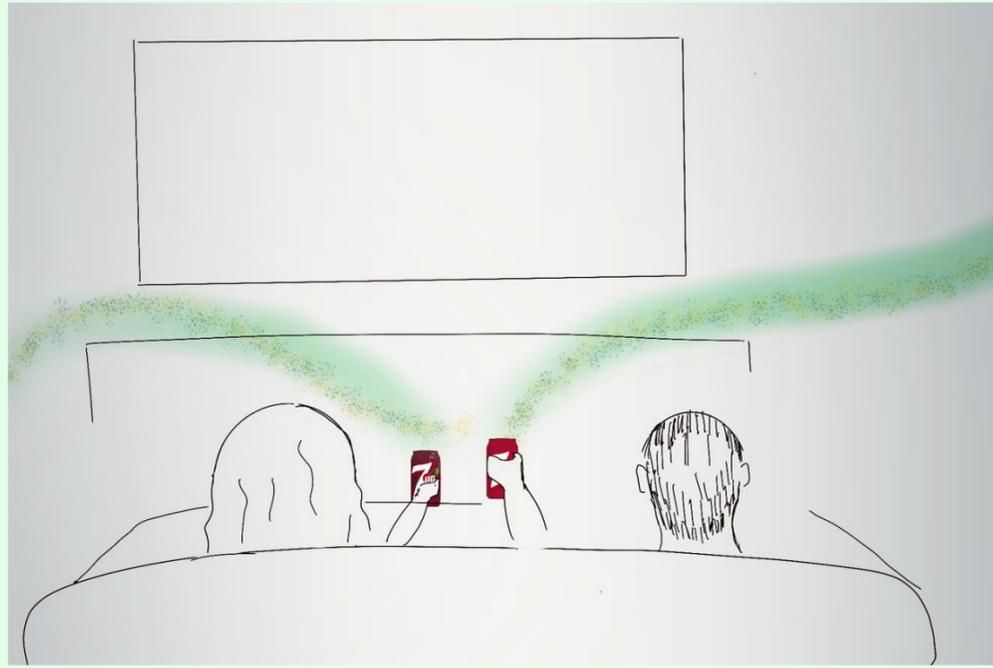
## Music

Lizzo's "Better in Color" Upbeat and happy song about looking at life differently. Also connects to the use of Lizzo.





Open on a party, the camera follows the bubbles.



Switches over to relaxing at home watching the tv. Following bubbles from last scene into this and then the next.



Following into scene Lizzo eating lunch with friends sipping on fizzy 7up. Fizz into the nestill scene



Fluid motion Into this scene where all cans pop open one at a time with the audible noise and fizz.



Motion into arial shot of flavors with their perspective fruits.



last shot blends into closing scene promoting the new 7Up.

# GOALS OF COMMERCIAL



## Functional Benefit

Bubble/fizz shows the functional benefit of carbonated soft drink.



## Emotional Benefit

The happiness to get to enjoy the flavor and refreshing feeling of soda with healthier benefits.



## Self Expressive Benefits

Having other people see you drink the new 7Up makes you stand out.

# NONTRADITIONAL



- Murals in replacement for Billboards
  - By using and supporting local artist and their expression presents the brand as authentic, adding to their sincerity personality model.
  - Places like St. Petersburg, Fl. has a very positive mural curation scene with new ones by artist every year, sponsoring for these events would be easy. Along with being positive for social media.
- Product Placement
  - If using Lizzo as an mini cameo In the commercial then being a product placement in her show would also make Lizzo's participation more authentic.
- Editorial Content
  - As a healthier soda option in the carbonated soft drink category getting published in health and women's' magazines would have a positive effect on the brand.

# GO DIGITAL

## Current Digital: Terrible

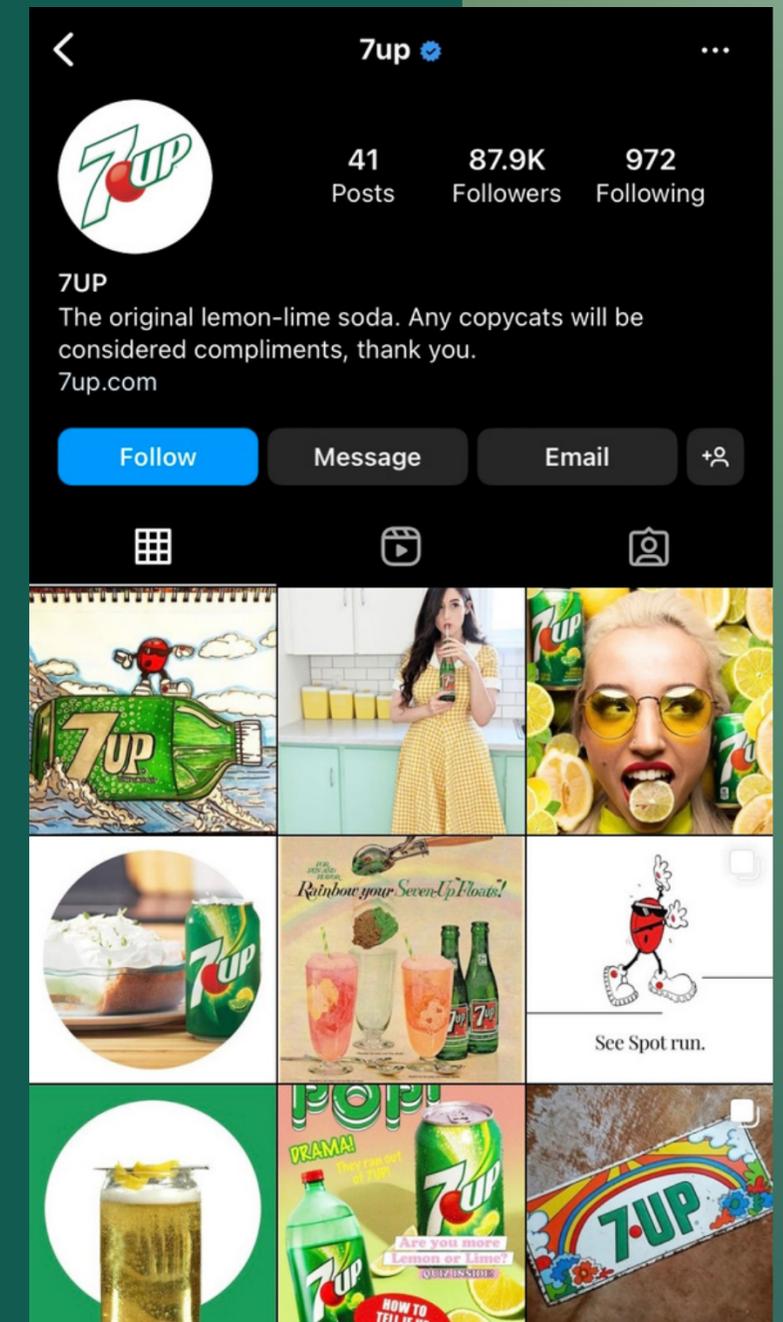
Instagram has not had a post since 2021 and is chaotic looking like it no long utilizes a true marketing plan

## Improve Digital: Healthier Life with 7Up

Using Instagram, as it is the new Facebook for millennials, there would be a very interactive experience to have people show their healthier life with 7Up. Using PR for influencer to get involved and then reposting everyday people tagging 7Up.

The creation of the murals would also be a fun set of post to show how the artist living a healthier life with 7Up

This is where I think 7Up to return to their recipes, especially for fun mixed drinks.



# CONCLUSION



Overall, 7Up as a carbonated soft drink is the lesser of two lemon lime flavor sodas. Sprite is superior and it would be hard to try to change people's perceptions. So to have 7Up attack a new target putting less focus on the lemon lime being a point of differentiation. But to instead have a nutrient rich, delicious soda that fight both the soda and seltzer industries as the new healthier option.