

— *The Original* —

CLUBTAILS™

HARD SELTZER

DIGITAL STRATEGY



STANDING OUT IN A CROWDED MARKET

AS NEW AND LEGACY ALCOHOL BRANDS ENTER THE SELTZER SPACE, RAPID MARKET SATURATION COULD LEAD TO WHITE NOISE IN THE RTD AISLE.

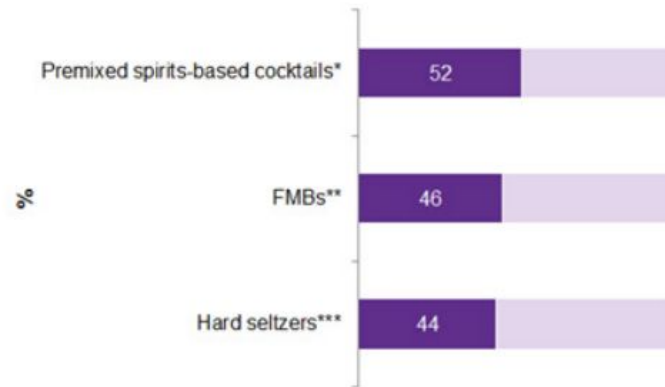
- One of the fastest growing alcohol segments, with sales forecasted to hit \$2.5 billion by the end of this year.
- An annual growth rate of 66% and a jump in consumption from 14 million cases in 2018 to 72 million cases in 2021.
- Well over 130 different hard seltzer offerings on the market.

FIGURE 4: INTEREST IN RTD ALCOHOLIC BEVERAGES: "I HAVE NOT TRIED AND AM INTERESTED IN TRYING," SEPTEMBER 2019

"Which of the following best describes your experience with pre-mixed cocktails (eg Jose Cuervo Margaritas)?"

"Which of the following best describes your experience with flavored malt beverages (eg Mike's)?"

"Which of the following best describes your experience with alcoholic seltzers (eg White Claw)?"



Base: *536 internet users aged 22+ who have not tried premixed spirits-based cocktails; **534 internet users aged 22+ who have not tried FMBs; ***572 internet users aged 22+ who have not tried hard seltzers

Source: Lightspeed/Mintel

HARD SELTZER LANDSCAPE

“IT'S LIKE A FOUR LOKO THAT WENT TO PRIVATE SCHOOL.”

- While consumption is way up, spiked or hard seltzers are perceived as basic.
- Internet culture loves to make fun of them.
- Each brand has its own “persona.”



CLUBTAILS HARD SELTZER

COMPETITOR LANDSCAPE



WHITE CLAW
Made Pure



TRULY
The hard seltzer as refreshing as you are



WILD BASIN
Keep Running Wild



BON VIV
Zero sugar. Great taste.

PARTY ACCESSORY

**FOCUS ON COCKTAIL FLAVORS
WITH A HUMOROUS,
“CLASSY” LIFESTYLE**

PRIM + PROPER

THE ALL-DAY RING LEADER

AGE: 25-34 | GENDER NEUTRAL



Source: Mintel

79%

agree flavors drive their alcoholic
drink choices.

COCKTAILS, NOT FLAVORS

The overarching platform should lean in to our big differentiator of being cocktail hard seltzers versus single fruit flavors like strawberry, watermelon, or black cherry.

43%

agree health drives their
alcoholic drink choices.

FULL FLAVOR WITHOUT THE GUILT

We'll be the answer to day drinking: sessionable, low ABV, low cal, no sugar alternatives for your favorite cocktails. Hard seltzers need no special occasion; one can imbibe anytime.

1 in 8

say they avoid RTDs because
they're perceived as
"low quality".

THE SELTZER OF THE PEOPLE

RTDs are associated with being cheap, unsophisticated, and unnatural. Let's showcase Clubtails Hard Seltzer as a "classy", accessible anytime drink.



CLUBTAILS HARD SELTZERS
aren't simple single fruit flavors.

We don't offer Black Cherry, but
rather a big, juicy **BLACK CHERRY**
MARGARITA.

Instead of Strawberry, it's actually a
sexy **STRAWBERRY DAIQUIRI.**

And it's not Watermelon. It's a wet
and wild **WATERMELON MOJITO**
(thank you very much).



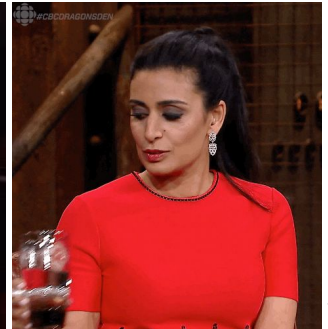
One might say we have a bit of an “attitude.”
But that’s an understatement.

We’re a **WHOLE MOOD.**

A drink that deserves royalty treatment.
While commoners raise a glass with all five
fingers, we prefer to leave one up. Like our
gorgeous noses turned to the sky.

We think the biggest
statement comes in the form
of the littlest finger.





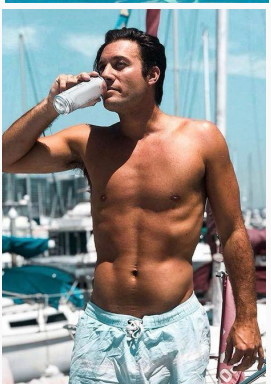
RAISE A PINKY



We raise a pinky to non-ironic drinking of seltzer.

To all-day drinking and no regrets. All the flavor allll over your taste buds—and no added sugar. This finger stands tall for hard cocktails—with no extra cals.

And of course, we pick pinkies over claws. Let's keep our tiny fingers raised high for the next huge obsession.



SEXY · AMUSING · FRESH

Alluring, playful, primary colors

Dramatic sex appeal

Crisp hydration and sparkling condensation

Brightly-lit day-time with sunny, direct shadows

Mesmerizing, seductive hand gestures

RAISED PINKIES. ALWAYS.

OUR CONSUMER TOUCHPOINTS

SOCIAL

Facebook, Instagram,
Snapchat, and GIPHY

INFLUENCERS

Instagram and
TikTok

PARTNERSHIPS

DISPLAY
High-Impact
Programmatic

OLV
YouTube and more



ORGANIC SOCIAL MEDIA

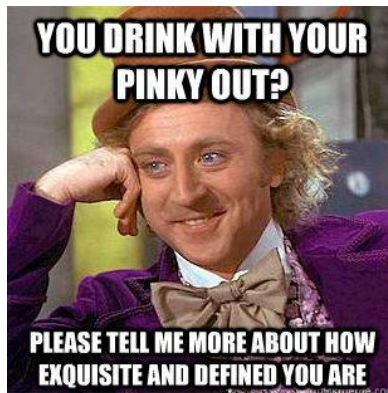
FACEBOOK + INSTAGRAM

Shareable quote posts and memes, including ones that go after competitors.

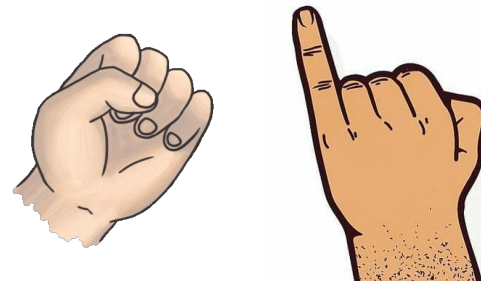
- Pinkies Over Claws
- If you didn't raise it, did you even seltzer?
- How do you seltzer? Pinkies up.
- When the pinkies go up, the Clubtails get downed.

GIPHY

Create stickers for when the Clubtails Hard Seltzer kicks in. It's a whole mood.



When in doubt, pinky out. Then drink like there's no tomorrow.



PAID SOCIAL MEDIA

FACEBOOK + INSTAGRAM

Generate awareness with engaging stories and enticing graphics that fill the consumer's feed with product benefits relating to health, humor, and emotion.

SNAPCHAT (+ TIKTOK?)

Create content that places the product front and center. For example, consumers will see a Clubtails Hard Seltzer can in center of frame with people's pinkies coming in one-by-one from every side to surround it. This would be paired with on-screen copy, "Pinkies raised. All day. Ery day."



PROGRAMMATIC HIGH-IMPACT DISPLAY

We'll feature Clubtails Hard Seltzers in visuals that are a mix of lifestyle, graphics, and animations to show off the fun cocktails types.

Through our partners, we can optimize across Homepage Takeovers, Native, Display, and Email to appear wherever our audience is online.



ONLINE VIDEO

YOUTUBE

Short commercial-style videos of our product playfully compared to lame competitor flavors.

For example, we can go after the White Claw audience by showing a plain white can with “Black Cherry” on it and bear-like claws humorously attempting to grab and open it.

This is side-by-side a human hand (pinky up, of course) holding a Clubtails Hard Seltzer.

On-screen copy would finish with “Leave the claws to the commoners.”



INFLUENCERS + PARTNERSHIPS

WHAT DO YOU RAISE A PINKY FOR?

Swag giveaways allow cross-promotion with relevant brands for a greater reach. For example, with Chubbies we could team up to create shorts with the Clubtails Hard Seltzer cans patterned on them.

Give influencers a reason to #RaiseAPinky: Send pink-raising-worthy packages to key macro influencers in targeted geographies. We can personalize the drinking experience with branded fruit floaties, koozies, and “pinky protectors” (puppet-like finger coverings). Stars, such as those from “The Quarantine Crew” or other reality tv personalities, could be amongst the first folks to receive these pinky packages.

Consider a paid micro influencer campaign to increase credibility and authenticity of the brand —and run it across Instagram and TikTok.



WEB DESIGN

Let's leverage the existing Clubtails website and create a space for Clubtails Hard Seltzer.

On the homepage, we'll feature the new product, as well as create a single page housed in the products section with more detail on the campaign, cocktail types, and product information.

Looking to the future, after product awareness has increased, we'll consider pulling in UGC utilizing #RaiseAPinky.

