

# Me & the Bees Lemonade

Ashley Moody, Christian Owusu,  
Gabriella Goodison, Jada Gordon,  
Sebastian Martinez, Zion Green

**Marketing campaign**



**MIKAILA ULMER**

**CEO/FOUNDER,  
ME AND THE BEES LEMONADE**





# Me & the Bees Lemonade

Slogan: "Buy a bottle... to save a Bee"

- Me and the Bees lemonade donates half of their profits to Bee farms.
- Our marketing objectives is brand recognition, environmental influence, community engagement then finally nutritional awareness.

The Lemonade is a freshly squeezed lemonade with Texas wildflower honey and flaxseed, made with love from Austin, Texas.

**Mission Statement:** To help save the bees, which contributes to a better ecosystem and a better planet.

# Strategic Objectives

---

- Brand Recognition: Launch social media marketing campaign
- Community Engagement: Partner with businesses and community quarterly
- Nutritional Awareness: Inform consumers of nutritional value.
- Environmental Influence: Communicate brand commitment toward ecosystem.



# Positioning

Target Market: Environmentally aware individuals.

Core Competencies:

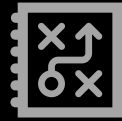
- Minority Business Enterprise (MBE) certified.
- Nonprofit to further help the mission of saving the pollinators.
- We are dedicated to the quality of our ingredients and branding of our products to serve our customers better.
- A private company.
- Promotes wellness.



# Positioning Objectives



Brand Positioning: **Sugar-free**, and flavored products.



Strategic Approach: Position the product as **first pick** in the minds of our customers & relative competitors.



Distribution: Place the product in more **grocery stores** that offer healthier options of food & drinks.



Promotion: Advertise our product as the best & **healthiest option** with all-natural ingredients.



Proceeds: Part of the revenue will be **donated** to bee farms.

# Product

- Expand flavor options
  - Strawberry, blueberry, and raspberry
  - Sugar free options



# Place

- Launch e-commerce platforms
  - Buy a pack directly from the website
  - Have a product on social media marketplaces
- Partnering with brick-and-mortar retailers
  - Replace or include it in locations that don't already have lemonade options such as gas stations, restaurants, and movie theaters
  - Add it to stores such as Publix Greenwise, trader joes, and Sprouts



# Promotion

- Advertising through Social Media
  - Increased brand awareness through social media
  - Creating reels to post on platforms such as Instagram and Tik Tok
- Sales promotion
  - Provide product demonstrations at local warehouse clubs like samples
  - Bogos and coupons as sales promotion



# Price

- Prestige Pricing
  - State that ours is higher because of natural ingredients, better quality, and the healthiest option



**Some of our BEE-autiful,  
simple ingredients...**



Lemons



Flax Seed



Honey



Mint



Prickly Pear



Ginger



Black Tea

# IMPLEMENTATION: Promotion

- Expand brand recognition by 20%



# Evaluation: Promotion

- Create an IMC plan that includes public relation, social media, traditional advertising, and digital marketing. Keep an eye on KPI metrics such as impressions, engagement, and brand mentions.



# IMPLEMENTATION: Product

- New flavors + Sugar-free



# Evaluation: Product

- Record sales within limited time product test run to gauge demand.



# IMPLEMENTATION: Price

- Raise profits by 10% over the following two years



# Evaluation: Price

- Analyze pricing, determine the perceived worth of goods, and modify prices to align with the perceived value of the product. Keep an eye on consumer reviews and competitive prices.



# IMPLEMENTATION: Placement

- Partner with additional retailers within the next fiscal year.



# Evaluation: Placement

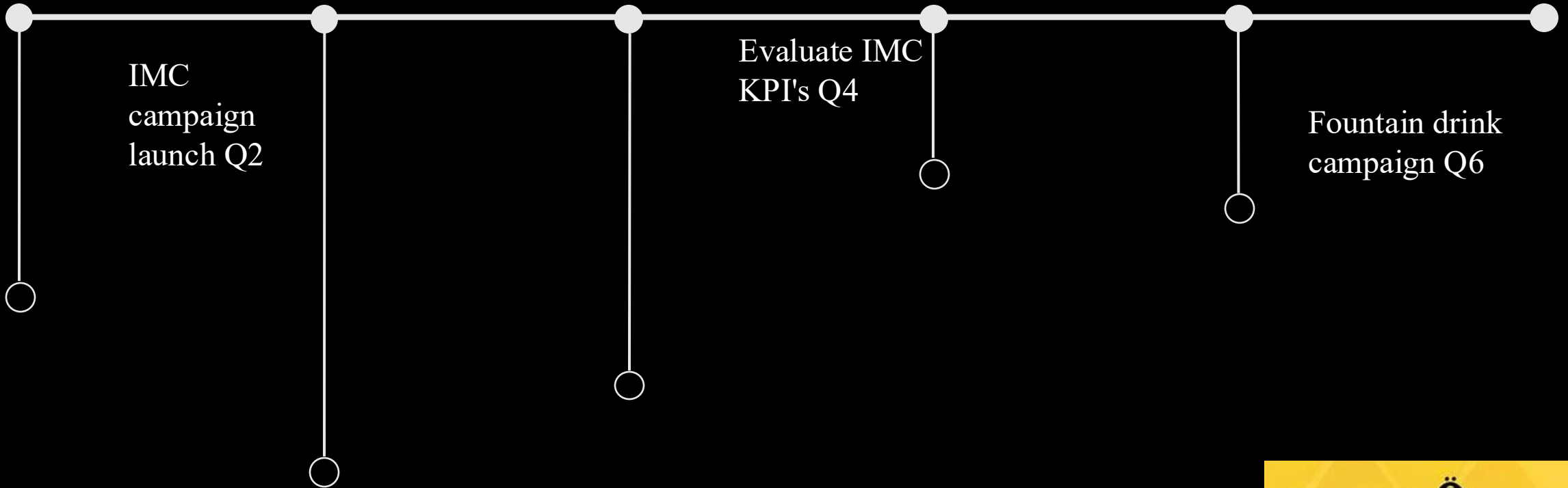
- Conduct market research to identify potential new locations.



Raise social awareness campaign (through content marketing) Q1

New product line (sugar free + new flavors) Q3

Value Based Pricing (increase sales 10%) Q5



IMC campaign launch Q2

Evaluate IMC KPI's Q4

Fountain drink campaign Q6

TIMELINE

