

Taylor Vrettas

Cony Ho

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## **MKT 3020 Final Project**

### **Pick a Company & Product:**

For our Marketing 3020 final project, we chose the company High Noon and their new seltzer flavor Cranberry, which is only available in the High Noon LTO Tailgate Pack. High Noon is a spirits company that makes hard seltzers with Real Vodka and Real Juice. High Noons were introduced to the market in May of 2019 and have been a top-selling beverage ever since. The Cranberry flavor is a part of the Tailgate Pack and is a limited edition flavor.

### **Design a Promotional Strategy:**

The promotional strategy we devised was the buy one, get one free promotion. The potential customer would receive one free Tailgate Pack when they purchase a Tailgate Pack at full price. Due to this promotion, the prospect of buying the High Noons over any other seltzer brand would be more attractive because of the benefits they would receive (a free pack), and would allow the new Cranberry flavor to have a strong introduction to the market. (1) In class we learned that in order to use reduction of price as a simplifying strategy, savings must be at or above the just noticeable difference. With the buy one get one promotion, the savings are very clear to the customer and are of a noticeable difference. (2) Another thing we learned in order for a promotion to be successful is that the special pricing must not be used too often in order to

avoid the risk of dilution. Because we are just using this promotion during the holiday season and will stop it after Christmas, it will not be used too often. When it comes to how to retain customers, we learned a few strategies in MKT 3020 in order to do this effectively. (3) With this promotion, we are having empathy, remembering our customers during the holiday season, building trust, and providing extra effort for the customers. By giving customers a free Tailgate Pack, we build customer loyalty and encourage customers to return to our company because we are providing them with twelve more drinks for the same price.

### **Design a Print Ad:**

We designed the print logo like this in order to (1) keep consistent with the beach and summer aesthetic of the High Noon brand, however altering it slightly as it is becoming the Holiday Season. We learned that it is important for a company's product to stay consistent with the original brand and marketing, so it is easily recognizable to the consumer. This is a strategy many companies use in order to have the customer purchase the product with low consumer effort. By looking at the availability heuristics, a customer could potentially see the High Noon summer-looking logo and recall that they have had a good experience with these seltzers, encouraging them to purchase again.

(2) We also learned that color can dictate a consumer's perception of a product or service depending on the emotion that they associate with the color of that product or service and considered this when designing our logo. High Noon is consistent with the color blue which can bring calming thoughts. They utilize the color blue through pools, the sky, and the beach to convey that they are a trusting and dependable company. So we decided to stay consistent with that theme to continue to convey this message. We also incorporated the use of the color red to

promote the new cranberry flavor with the hat on the snowman and the text. The color red conveys the feeling of excitement and boldness which is exactly what we want to market to potential customers. (3) In our class, we learned that people's attention spans are quite short, so we needed to keep our print ad short and sweet so people would not get overwhelmed. We made sure people could clearly see what we were advertising just by a glance at the ad, hence why we made the can so large. We also stayed consistent with the font that High Noon uses, Bebas Neue, for our ad.

