The University of Texas El Paso

New Media Advertising

Dr. Pepper Geo-Based Thirst Quench Campaign



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**Brand Overview**

Dr. Pepper Snapple Group Inc. is positioned in the number-three seat as largest beverage manufacturer in the United States, behind Coca-Cola and Pepsi (Bailey, 2014). It doesn’t just stop with Dr. Pepper or Snapple, as they are conglomerated with other well-known beverage brands: Canada Dry, 7UP, Squirt, Crush, A&W, Sunkist, Schweppes, and Sun Drop (Bailey, 2014). The company’s key brands within the US are comprised of Hawaiian Punch, Snapple, Mott’s, and Clamato, surprisingly, while also manufacturing Mott’s Apple Sauce (Bailey, 2014).



Dr. Pepper Snapple Group Inc’s paramount brand is indeed Dr. Pepper. It is one of the oldest dating soft drinks in the industry, well known for its unique flavor when compared to Coca-Cola, Pepsi, and other soda-pop beverages (Bailey, 2014). Dr. Pepper’s loyal fan base is derived from its signature 23 flavor blend that give it the unique taste that differentiates itself from its competitors. Dr. Pepper may sit in third place within the hierarchy of beverage giants in the US, but what they clearly do better than any other soda brand is not blending in with their competition.

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A critical way they achieve this reputation is through brilliant advertising campaigns that reflect their persona as different from other soda beverages on the market (Bailey, 2014). For example: In 2012, Dr. Pepper launched their “Always One of a Kind” campaign which was inspired by popular 1970’s Dr. Pepper commercials. They addressed the point that people drinking Dr. Pepper makes them unique because by doing so they stand out in a crowd

(Bailey, 2014).

**Company History**



Dr Pepper Snapple Group has quiet a history: it is the oldest of all major soft drink concentrates and syrups in the United States. Starting from humble beginnings in Waco, Texas,

Dr Pepper, who is referred to as a “native Texan” originated at Morrison’s Old Corner Drug Store in 1885 ("History of Dr Pepper", n.d.). Not only is Dr Peppers flavor regarded as “out-of-the-ordinary”, but so is its origin. It is believed that a young pharmacist, Charles Alderton, is the inventor of the iconic Dr Pepper beverage, who spent much of his time mixing up medicine for the people of Waco, but also enjoyed serving carbonated drinks at the soda fountain ("History of Dr. Pepper", n.d.).

His inspiration to create Dr Pepper came from something strange, but ultimately, great: the smell of the pharmacy. The mixing of the sweet syrups at the soda fountain filled the pharmacy with the Dr Pepper aroma that is uniquely easy to pick up on.

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This gave Alderton inspiration to create a drink that tasted like the smell ("History of Dr Pepper", n.d.). After lots of experimenting with different syrup combinations, he finally arrived upon the holy grail we now love so famously: Dr Pepper ("History of Dr Pepper", n.d.).

The name Dr Pepper went through some trial and error before being reached upon. People who tried and enjoyed the drink first referred to it as a “Waco”, ordering it by asking Alderton to “shoot them a Waco”. He is credited with naming it, but the actual origin for the name is unclear ("History of Dr. Pepper", n.d.). People all over town loved the new tasty concoction; so much in fact that other soda fountain operators in town began buying the syrup from him. While this was a good thing overall, it presented a problem for Alderton, and, Morrison’s drug store: meeting demand ("History of Dr. Pepper", n.d.).

Robert S. Lazenby, a young beverage chemist, also tried Dr Pepper and enjoyed it. At the time, Alderton was mainly focused on Pharmacy work and had no designs distinguishing the beverage. He suggested that Morrison and Lazenby continue with its development, and, impressed with its success, led to the birth of the Artesian Mfg. & Bottling company in 1891 ("History of Dr. Pepper", n.d.). This later evolved into the Dr Pepper company, while simultaneously migrating the company from Waco to Dallas in 1923 ("History of Dr. Pepper", n.d.). A significantly notable piece of history attributed to Dr Pepper is their presence at the 1904 World’s fair in St. Louis, where Hamburgers and frankfurters were first served on buns, along with ice cream cones being served in large volume for the very first time ("History of Dr. Pepper", n.d.).



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Over the years, Dr Pepper has seen success through many of its icons and slogans. In the early 1900’s it was coined as “King of Beverages” ("History of Dr. Pepper", n.d.). During the 1920’s and 1930’s, Dr Pepper was known as “Old Doc” which was a popular country doctor character during the time ("History of Dr. Pepper", n.d.). During the 1950’s, the slogan for Dr Pepper was “the friendly Pepper-Upper” for its sugary energy-boosting effects, which preceded the brand into the 1960’s when it became associated with rock and roll, and Dick Clark’s American Bandstand TV show ("History of Dr. Pepper", n.d.). Today, Dr Pepper enjoys their newest slogan “There’s just more to it” which puts emphasis on the 23 fruit flavor combinations that create the sweet concoction that is widely enjoyed by a mass audience today ("History of Dr. Pepper", n.d.).



**Current Product Mix**

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* Dr Pepper Original
* Cherry Dr Pepper
* Diet Dr Pepper
* Dr Pepper Ten



* Diet Cherry Dr Pepper
* Caffeine Free Dr Pepper
* Cherry Vanilla Dr Pepper



* Diet Cherry Vanilla Dr Pepper
* Diet Caffeine Free Dr Pepper

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**Dr Pepper Geo-Based Thirst Quench Campaign**



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In 2015, Dr Pepper Snapple Group set out on an endeavor to stimulate and improve its multichannel marketing strategy. This extended marketing efforts into the online, particularly, mobile, channel for this campaign. Improving and increasing “local lift” was the main objective behind this marketing effort, which was handled by Rocket Fuel, the prominent programmatic marketing company which has seen positive attention as of late due to its successes in this newly emerging sector of marketing (Bohannon, 2015).

The secret behind Rocket Fuels extremely effective marketing technique is their ability to predict the future. Rocket Fuels Website does a great job of explaining the power of programmatic advertising, and how this new marketing phenomenon drives success to companies who embrace it. “You can get to the future faster by using predictive marketing to anticipate consumer wants and needs. Rocket Fuel’s Predictive Marketing Platform, built on a foundation of AI, will enable you to: Delight more people in more places: add predictive capabilities to your media across brand and direct response advertising. Transform complexity into performance: Rocket Fuel only gets better when faced with complex consumer journeys and large volumes of high-velocity data.

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Achieve real results: centralize and activate data from digital and real-life signals to create consumer experiences that drive business growth” (Predictive Marketing Is Here” (n.d.).

Predictive marketing is certainly ahead of the curb in terms of capabilities from more traditional forms of marketing; so how is it different than those other forms of marketing, and why is it better? Rocket Fuel explains: “Predictive marketing gives you the power to deliver

personalized, always-on, always-relevant experience to the consumer. When you predict and

create these magic moments, you’ll be rewarded with higher levels of engagement and higher ROI” (Predictive Marketing Is Here” (n.d.).



“Local Lift capitalizes on Rocket Fuels scale of more than one trillion monthly global mobile opportunities with 593 billion of those in the U.S. to reach the right audience with the highest visit intent. Location data availability is growing, according to Rocket Fuel. The programmatic platform sees 40 percent of bid requests in the U.S. Advertisers that leverage location-specific rich media units, such as Tap-to-Locate, which deliver a customized map of the closest advertised locations, are experiencing even greater campaign success” (Bohannon, 2015).

The proof is certainly in the pudding; Dr Peppers Geo-Thirst Quench campaign is no exception to the success of predictive marketing that Rocket Fuel delivers. Through their programmatic advertising, Dr Pepper successfully executed on measuring its combined mobile and in-store activation objectives (Bohannon, 2015). It is becoming more and more crucial for food and beverage brands like Dr Pepper to embrace multichannel marketing initiatives to advance their products into the future, where mobile is most likely to account for driving in-store activations (Bohannon, 2015).

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Shelia Bonner, vice president of shopper marketing at Dr Pepper Snapple Group Inc., Dallas, had this to say about the success afforded to them through the use of Rocket Fuels predictive marketing: “We engaged Rocket Fuel to increase foot traffic and the purchase frequency of Dr Pepper at more than 1,000 grocery stores. Rocket Fuel succeeded in driving 213,000 store visits at a cost of only $0.21 per visit. And, as a part of the broader promotional effort, we introduced 25,000 new households to Dr Pepper products. This was our first foray into using Local Lift as an in-store purchase-intent driver, and Rocket Fuel went well beyond our expectations and those of our retail partners” (Bohannon, 2015).

Dr Peppers success was attributed to this amazing new emerging marketing technique that is sure to become an industry standard in the near future. Rocket Fuel enabled Dr Pepper to reach consumers in a way not possible without their predictive marketing platform, which vastly increased new exposure to the brand, and generated a plethora of store visits at an unbelievably cheap price per visit. This goes to show the undeniable power of this newly emerging form of marketing. It would be wise for companies not embracing it to start doing so, as they will be left behind the rest who do very quickly.



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