



# IZZE Sparkling Drink

Principles of Marketing- MKTG-230

Australia

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# IZZE Sparkling Drinks

- IZZE was created by two best friends, Todd Woloson & Greg Stroh, in Boulder, Colorado
- They wanted to bring the “sophisticated” sodas common found in Europe to America
- IZZE is a sparkling and refreshing fruit drink created with 70% fruit juice and a splash of sparkling water.

## Available flavors include:

- Clementine, Apple, Grapefruit, Pomegranate, Blackberry, Peach, Cherry Lime & Blueberry





# Executive Summary

- Our group will be marketing IZZE sparkling drinks in Australia
- In Australia there is a large health factor that goes into consumer purchases. We will have to focus on promoting those traits because IZZE does have them, there are just not that well known.
- Current trends show that Australia has an increase in purchasing drinks that contain coconut water so we could possible bring new flavors into the mix to improve sales and overall visibility for IZZE
- Our “health” factor will be our biggest strength in the Australian market



# Mission and Goals

- Increase overall visibility for IZZE products
- Bring in new ideas to make our product stand out to our competitors
- Promote a more “green” factor to how we sell out product (glass and cans over plastic bottles)



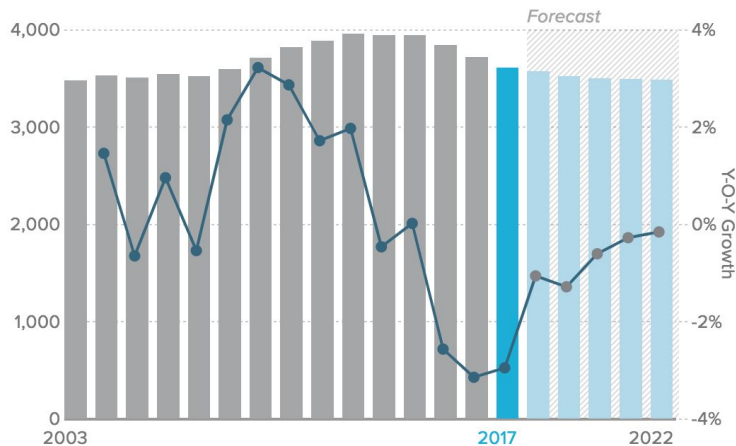
# Industry Analysis

- IZZE is trying to achieve a solid national distribution but struggle to carry a stronger presence in the market compared to other sparkling juices. IZZE are sold mainly in Target and Walmart and in some convenience store chains.
- IZZE has a smaller market share than most of its competitors. Other carbonated and sparkling juices such as Sparkling Ice and Ocean Spray are mainly dominating the the juice category by being sold in major national grocery chains.
- One of the biggest opportunity in the IZZE market is since consumers today are looking for the highest quality product for the best value. The brand has the potential to be positioned as both a suitable carbonated juice drink and a sustainable product that people can love and trust.

# Market Size

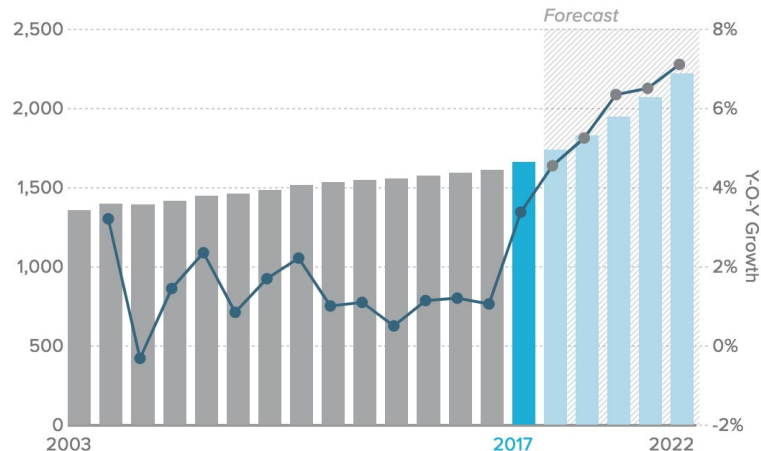
## Sales of Carbonates

Off-trade Value RSP - AUD million - Current - 2003-2022



## Sales of Juice

Off-trade Value RSP - AUD million - Current - 2003-2022





# Market Trends

Some of the current trends that consumers look for are healthier products. IZZE follows that trend by introducing IZZE esque which is a reduced-calorie version of their original product, but with a fewer calories and packaged in glass bottles to make it look more mature and elegant. This could lead to a market that are robust and mature rather than watered down and cheap which most sparkling and carbonated juices (such as Ocean Spray) tend to carry out. Consumers see IZZE as an all natural alternative to soda for the health conscious soda drinker since being healthy in today's world is trending. Most carbonated and sparkling juices categories main target audience are mostly children, while IZZE aims for an older demographic of age than kids. This demographic of consumers prefers a trend that is mature and robust products which IZZE follows as.



# Market Needs

One of the main issues with the IZZE market is how they are not noticeable or readily presented to the consumer. The need is to achieve a solid national distribution. IZZE needs to increase market penetration which can be achieved through a necessary breakthrough in Australian largest convenience store chains.



# Competitor Analysis



australia  
*schweppes*





# SWOT Analysis

## Strengths:

- Izzie fits into the social healthy trend
- Bright colors on brand, easy to be drawn to design
- Logo is simple and easy to spot
- Affiliation with PepsiCo makes them much more reputable



# SWOT Analysis

## Weaknesses:

- More expensive compared to other brands
- Affiliation with PepsiCo could make them appear unhealthy
- Is not a well known brand in the United States



# SWOT Analysis

## Opportunities:

- Healthy drink emerging during healthy trend
- Australia is an athletic country
- Australia is also more health conscious



# SWOT Analysis

## Threats:

- Blends in with other fizzy drinks companies
- Only 70% juice in each can/bottle
- Similar flavors to other companies



## Appendix A - Survey

1. What are you more likely to purchase
  - a. Water
  - b. Soda
  - c. Sparkling water
  - d. Milk/Dairy
  - e. Juice
2. Do you enjoy sparkling drinks?
3. Have you ever tried an Izze Sparkling Drink before?
4. How appealing are “healthy” drinks to you?
5. What plays a more important role in your purchase decision?
  - a. “Healthy” factor
  - b. Taste
6. Are you more likely to purchase variety packs or single flavors?



# References

<https://1.shocasecdn.com/2akkr34stpsmS1sjiykbfcfd10.pdf>

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