

An aerial photograph of a wide beach with waves washing onto the shore. The sky is filled with large, white, fluffy clouds. The water is a deep blue, and the sand is a light tan color. The word 'vapur' is written in large, bold, blue lowercase letters across the top right of the image.

vapur[®]

DARE

Mariana Bulgarelli, Rachel Cho
Lexie Guthan, Brianna Trinh

Agency Credentials

We are **DARE**, a full-service agency that strives to integrate brands into everyday life with data-driven human experiences. We defy expectations by pushing the boundaries of advertising in all forms from analytics to media strategy. Our team maintains a high standard of work through the collaboration of our creative and diverse skill sets. Like every person, every brand is different. We understand this at DARE and operate at an unmatched level of curiosity and drive, daring to go out on a limb for our unique partners.

Mariana Bulgarelli



Rachel Cho



Lexie Guthan



Brianna Trinh

Brand Profile

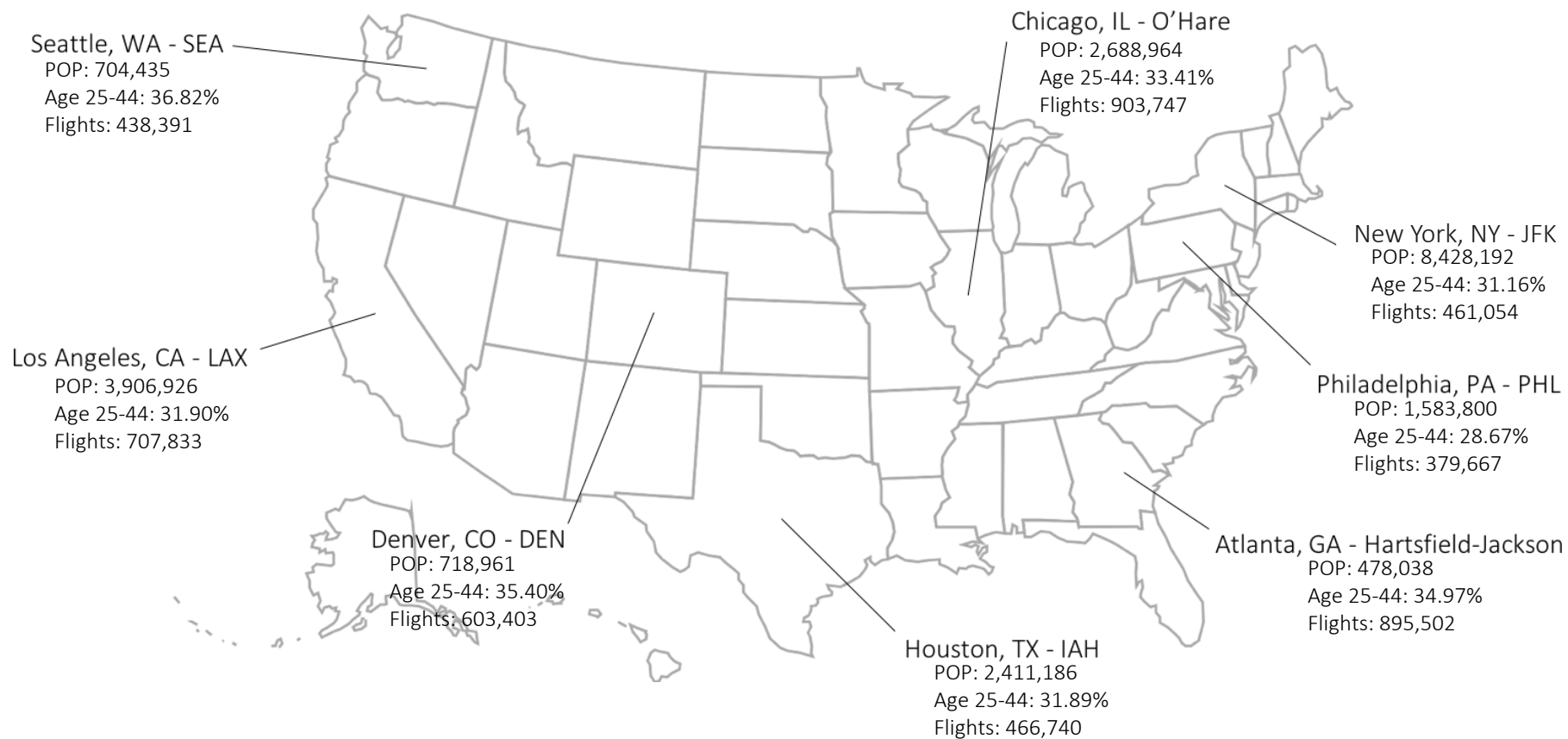
“To inspire and support active lifestyles with innovative, ultimately portable, products. Live Flexible.”

In 2009, California-based Vapur Inc. grew from the minds of three outdoorsman and is now distributed nation-wide in the US as well as internationally in Germany, Switzerland, Italy, Poland, and South Korea. The product line varies from flasks to the micro-filter, with the most popular item being the Anti-Bottle. Their reusable bottles are flexible, collapsible, durable, freezable, dishwasher safe, BPA-free, and are able to stand-up when filled with water. They last up to 3-4 years, depending on wear and tear and includes a year warranty.

“About 87% lighter than typical rigid bottles, the slim, flexible Anti-Bottle only packs water weight.”

By being so convenient to carry, the Anti-Bottle provides hydration and mobility to those with active lifestyles, grabbing attention from adventure-seekers, families, and business individuals. Some have questioned the material of the product, however, Vapur has partnered with recycling organizations and encourages customers to send their products back in to be upcycled into a new item and for a 50% promo code for a future Vapur purchase.

Geographic Profile



These eight airports were chosen by overlapping the following: *

Airports with the most flights, considered to be in the top 20 busiest airports.

Cities where the search term “vapur water bottle” was most present consistently every year for the past decade.

Business Travelers, our defined target market, are present in each city.

Competitive Analysis

Nomader is designed with a chemical-free silicone body, providing ease of transport and comfort of a solid bottle as it stands without water. Key features include their lifetime warranty and their patent on the lids, which remain air sealed and prevents germs from getting into the mouthpiece. Although the bottle is collapsible, the larger cap makes the product less than fully compact. It is also more expensive than other competing water bottles and is only sold through Amazon.



Que bottles take up more space and weigh more than other collapsible water bottles but is designed in a way that is flexible and shockproof. It is soft to the touch being made of 100% food-grade silicone, an environmentally-friendly material that is BPA-Free, advertising the product as “sustainability made simple.” Que also is dishwasher safe, taste & odor free, leakproof, and has a wide mouth for ice cubes since it is not designed for insulation purposes.

Hydaway bottles transform into a disk, flattening out to a slim 1.5-inch profile. Hydaway bottles are available in an array of colors and are easy to clean with its wide-mouth opening. Designed with silicone, this bottle has carbon filters that remove taste and odors from water. It is, however, the most expensive of the category, costing \$30.



Platypus is a strong competitor for Vapur, being a lighter weighing bottle on the market. It is 100% BPA free, stands up when filled, and has a DuoLock screw cap that averts the cap from twisting off. Yet, these bottles do not have the capability to stay rolled up and instead provides the option of adding accessories that can be bought on top of the bottle purchase.



The Consumer

Business Traveler

Demographics

Age: 25-40

Income: \$61,000

Psychographics

- Frequent flyer: whether domestic or abroad, planned or spontaneous.
- Dislike having one more bulky item to pack for trips.
- Favors uniqueness, convenience, and personalization.
- Keeps routines while away from home to stay healthy (e.g., working out in hotel gyms).
- Crave products that are a good deal and brands that give to their supported causes.
- Values active lifestyle outside of work (e.g., yoga).
- Connected to the internet for social media, magazines, and music (e.g., tuning into NPR).
- Buy organic, like at Trader Joe's and Whole Foods.
- Long hours spent online, including social media platforms like Facebook and Instagram.
- Shopping habits are affected by the sustainability of products since they place emphasis on self-image.

Communication Platform



Budget time, not water.

The world is fast-paced and meticulous with time. Saturated with successful young professionals, Business Travelers are diligent in budgeting their time throughout the day and night from work to play. Being on-the-go in the air and on the ground, Business Travelers prefer convenience and light-weight storage when it comes to daily essentials. Yet, they do still want to take the time to take care of themselves and their surroundings, keeping in mind their impact on the environment with their purchases. Space, convenience, routine and health should not be compromised, and Vapur is here to pick up the pace.

Campaign Scope

The purpose of this deck is to optimize Vapur's strategy to reflect the current social climate of the airline industry by evaluating the brand's known targets and combing over the geographic profile and competitive profile in order to make quality suggestions. For the next steps, the creative process will spur from the formulation of the nitty gritty details of work, research and the creative brief put forth.

Vapur proves its versatility, as consumers utilize the Anti-Bottle to accommodate for any adventure, activity, or workout. Since Vapur has acquired multiple targets over the past decade, there is an opportune moment to optimize on one, specific target to maintain relevancy next to the other big competitors in the space. For the upcoming 2020 year, DARE plans to launch a campaign from January to June by aiming to refresh, grow, and strengthen Vapur's brand.

With our eight targeted cities, we plan to put Vapur on the forefront of an exciting, new change in the airline industry. Our ultimate goal is to raise brand awareness to being top-of-mind all while keeping up with the ever-growing movement towards sustainability.

Media Objectives



Objective 1: Refresh

- Optimize social media channels to reflect improved brand vocabulary and functionality of product, strengthening brand image.
- Redirect focus of an existing audience by zeroing in on one specific target to follow current industry change.

Objective 2: Grow

- Spread awareness of revamped messaging to drive the unique features of the product, ultimately driving sales.
- Increase visibility of Vapur with unique points of contact digitally and in-person, taking advantage of the target's attention in the spaces they spend their free time.

Objective 3: Strengthen

- Continue to stay connected with consumers by emphasizing the vertical market with personalized influencers and Google display ads.

Continuous Efforts

Facebook Ads & Instagram Ads

- 68% of US adults on Facebook and 35% on Instagram. These platforms are great for not only sharing personal life events, but are also great in finding interesting brands while scrolling through. In particular, Facebook offers the most natural ad experience with 33.2% of consumers being 25-34 finding ads to be unobtrusive and 33.5% trust them on this platform. Facebook and Instagram efforts are to increase traffic for social media channels as well as Vapor's website and actionable items such as surveys, trackable links to events and partnerships, plus more.

Why?

These platforms will be employed continuously to be able to grab our audience where they will already be, as 47% of Instagram users are our target and roughly 80% of our target utilize Facebook. These constant online efforts will allow more Business Travelers to keep up with events and partnerships throughout the entire campaign. Their traceability and connection to so many other platforms highlight the ability it gives to Vapor to be able to communicate to this target effectively and its high rate of ROI. This will be incredibly valuable after our heavy experiential flight 2 especially since these platforms will be used as a point of reference for measurement of acquirement.

Continuous Efforts

Email

- An email campaign will be used for CRM by building relationships early and deepening these interactions throughout the campaign period. With our market taking more than seven flights per year, we will stay with them on-the-go as they keep track of and post their lives on their mobile devices. Business flyers are constantly checking their emails for business, and that is where Vapur will be meeting them halfway. The email campaign will keep them engaged with actionable items to maintain interest with Anti-Bottles and continue to promote the brand.

Why?

With our market relying heavily on email communication, this is a point of contact that is needed to intersect with the audience and stay relevant to them. MailChimp emails currently reaches an audience of 4 billion.

Flight 1: Let's Roll

Objective met: Refresh

Timeline: January – February

KPIs/Measurement: 1,487,107 impressions

Social Media Channels

- Instead of “Drink | Fold | Go,” the phrase “Drink | Roll | Go” will be highlighted to reflect the true method of using a Vapur bottle. Emphasizing the method of rolling will ensure that the product utilization is optimized, which in turn increases the product life cycle. This maximizes the product appeal for our target market. This clarification of the functionality of the product will be mirrored on current social media channels (Twitter, Facebook, Instagram, Vimeo, and Pinterest) as well as ads on Facebook and Instagram.

Why?

Based on reviews found on Facebook and retail store sites, we found that folding these products is a factor in wear and tear through the product's life cycle. By neutralizing this problem through different phrasing, we will be able to give the target audience an added benefit. We want to especially highlight this benefit as well as the product itself to increase awareness before our experiential flight.

National Public Radio (NPR)

- Our target is on-the-go, working and rarely looking up from their phones and laptops regardless of the location, and loves listening to music and podcasts. On its online platform, NPR currently has an audience from upwards of 41 million unique monthly users. NPR offers a plethora of stations, broadcast around the nation and available on mobile devices through podcasts. This market will be reached through geo-targeting, concentrating on our targeted cities, giving us the ability to connect with our niche target, instead of spending money on demographics that do not fit the brand.

Why?

Our age demographics listens to podcasts the most out of all age groups per month. 72% of NPR listeners in particular traveled domestically in the last year. Listeners are also 316% more likely to participate in environmental groups/causes, and 54% more likely to purchase natural/organic foods. Thus, in this stage of the campaign, NPR will be used to keep Vapur top-of-mind and bring awareness to the benefits of the Anti-Bottle.

Flight 1: Let's Roll

Objective met: Refresh

Timeline: January – February

KPIs/Measurement: 1,487,107 impressions

Google Display Ads

- Alongside Facebook, Google is ranked the most trustworthy ad experiences online as well as one of the less obtrusive. It gives the opportunity for Vapur to be naturally placed in the markets' mind as they search for reusable and compact water bottles. These display ads will play a role in highlighting the new phrasing seen on social media as well as improve Vapur's website SEO and it's ranking on the SERP.

Why?

Google ads are an inexpensive way to reach our large target across the U.S., even more so since Google dominates the search engine space with more than 90% market share.

Flight 2: Fill 'Er Up

Objective met: Grow

Timeline: March – May

KPIs/Measurement: 176,767,792 impressions

Hotels

- At some of the most expensed hotels in the US, Vapur bottles will be distributed to capture our audience's attention. These hotels will be Green Seal certified, meaning they reduce their carbon footprint by minimizing waste, conserving energy and more. Business travelers stay at hotels after their flight and enjoy utilizing hotel amenities like the gym. There will be one hotel per targeted city (seen below).
 - JW Marriott Hotel Los Angeles L.A. LIVE
 - Ellis Hotel (Downtown Atlanta)
 - Aloft Seattle Redmond
 - Grand Hyatt Denver
 - Hilton Americas (Downtown Houston)
 - Courtyard Chicago O'Hare
 - The Westin New York at Times Square
 - Philadelphia Airport Marriott

Why?

March is the month, other than October and November, where the most business flights occur. This is a peak time to meet them where they will be active after their flights. Hotels are a point of contact that is not only useful due to its clear interaction with the target, but also according to Mintel 2019, 61% of business travelers find hotel gyms useful. So, from amenities to being a rest stop after a long day, hotels are a good point of our target's day to showcase the product.

Flight 2: Fill 'Er Up

Objective met: Grow

Timeline: March – May

KPIs/Measurement: 176,767,792 impressions

Event Partnerships

- All work and no play is not the way of our Business travelers. Their busy scheduled lives mean that they mean business, but that does not mean they do not allocate time for fun. Being such frequent travelers, they also love to travel for the entertainment. Thus, Vapur will be meeting them at these events through an array of partnerships. Each event is in a designated city with the largest airports and where our target audience is. They cater to their interests of festivals, healthy living, and environmentally-friendly initiative.
 - Sweet Auburn Springfest
 - Sweetwater 420 Fest
 - Brooklyn Half Marathon
 - Health & Wellness Expo- Blue Cross Broad Street Run
 - Garfield Park Conservatory
 - Los Angeles Marathon Expo 2020
 - Spread The Word Music Festival
 - The Woodlands Marathon
 - 48th Annual Northwest Folklife Festival

Why?

These unique events in the selected cities captures our target's attention at the right time of the year. Business Travelers usually frequent these local scenes going to festivals and participating in health-related activities. In addition, the temperature during this time for these locations is optimal for face-to-face experiential activities.

National Public Radio (NPR)

- NPR will be used again during this flight with different ad messages, promoting experiential events and partnerships.

<https://www.greenaseal.org>

<https://academic.mintel.com>

<https://www.sdgusa.org/uploads/SDGreport2018.pdf>

<https://data.mintel.com/databook/918562/#Q4>

<https://www.concur.com/newsroom/article/mid-november-expected-to-be-the-busiest-time-of-year-business-travel>

Flight 2: Fill 'Er Up

Objective met: Grow

Timeline: March – May

KPIs/Measurement: 176,767,792 impressions

Airports OOH & Digital

- Airports are one of the biggest touchpoint areas for Business travelers who feel the airport is like a second home. With their focus usually being on their mobile devices, however, we want to capture their attention either on that device or providing amenities for it. Thus, WiFi landing pages and digital displays at charging stations are key points of contact during this time when business flights are most common.

Why?

According to the Nielsen Airport Insights Study, 42% of Frequent Flyers will visit a website or store after seeing that brand's airport ad. Plus with Millennials being the most frequent Business travelers and March being one of the peak months of business flyers, this is an optimal contact point to be able to gain actual deliverables, such as increased sales, leads on Vapur's website, and greater awareness of the brand on social and upcoming events.

Google AdWords

- From Google Display ads, AdWords will be used to take advantage of this influx of keyword searches. With March being a time for several business flights, the convenience of search will be utilized much more for quick investigations and purchases. With Vapur's sizable competition, we want to be sure that the Anti-bottle places right at the top of the SERP (search engine results pages), driving a direct offensive.
- Examples of keywords for Google Ads will include:
 - "vapur"
 - "travel water bottle"
 - "collapsible water bottle"
 - "compact water bottle"

Why?

Google trends show that keywords like "compact water bottle", "collapsible water bottle", "reusable water bottle", and similar peak on the months of March, April, and May. In addition, Google has a 92% reach across millions of sites, videos and devices. This thus improves clicks to Vapur's website and helps maximize the budget and ROI on ad spend.

<https://data.mintel.com/databook/918562/#Q4>
<https://trends.google.com/trends/explore?geo=US&q=reusable%20water%20bottles,compact%20water%20bottles,collapsible%20water%20bottle>
<https://www.concur.com/newsroom/article/mid-november-expected-to-be-the-busiest-time-of-year-business-travel>
<https://skift.com/2016/10/27/millennials-are-now-the-most-frequent-business-travelers/>
<https://www.wordstream.com/blog/ws/2017/07/05/online-advertising-costs>
<http://www.lamar.com/airportadvertising>

Flight 3: Stay Cool

Objective met: Strengthen

Timeline: June

KPIs/Measurement: 411,220 impressions

Instagram Micro-Influencers

- We will utilize micro-influencers on Instagram that are related to the airline industry as part of our media plan to maintain the attention of our target. In addition to flight attendants like @flywithmeghan, @flywithstella and @flywithabbylou, we will identify several more micro-influencers to partner with that are also based in the U.S. across specified cities.

Why?

70% of millennials listen to the recommendations of their peers in buying decisions. Since they are constantly in the air, they know the symptoms of being dehydrated and know how to pack efficiently and how to portray the brand. Plus, adding personalities to the brand will make it more personable and garner a stronger relationship with consumers, especially over Instagram since 34% of domestic Instagram users purchased a product that a blogger or influencer recommended.

Google Display Ads

- After garnering attention in flight 2, we want to maintain the brand image online while also analyzing how effective a direct offensive approach functioned for the Vapur brand.



@flywithmeghan
12.2k followers
\$100 per post
3.80% engagement rate



@flywithstella
51k followers
\$500 per post
10.10% engagement rate



@flywithabbylou
3.5k followers
\$100 per post
9.81% engagement rate

Budget

Media	Cost	% of Category	% of Budget
Experiential	\$118,657	100.0%	7.0%
<i>Sweet Auburn Springfest</i>	\$14,985	12.6%	0.9%
<i>Sweetwater 420 Fest</i>	\$1,634.57	1.4%	0.1%
<i>NYRR App - Brooklyn Half Marathon</i>	\$37,838	31.9%	2.2%
<i>Health & Wellness Expo - Blue Cross Broad Street Run</i>	\$5,000	4.2%	0.3%
<i>Garfield Park Conservatory</i>	\$18,000	15.2%	1.1%
<i>Los Angeles Marathon Expo 2020</i>	\$22,500	19.0%	1.3%
<i>Spread The Word Music Festival</i>	\$1,200	1.0%	0.1%
<i>The Woodlands Marathon</i>	\$7,500	6.3%	0.4%
<i>48th Annual Northwest Folklife Festival</i>	\$10,000	8.4%	0.6%
Out Of Home	\$97,500	100%	5.7%
<i>Airport Digital Display</i>	\$97,500	100%	5.7%
Digital	\$1,486,127	100%	87.3%
<i>Google Adwords</i>	\$478,136	32.2%	28.1%
<i>Google Display Network</i>	\$74,034	5.0%	4.3%
<i>Instagram Ads</i>	\$388,679	26.2%	22.8%
<i>Facebook Ads</i>	\$388,679	26.2%	22.8%
<i>NPR App</i>	\$75,000	5.0%	4.4%
<i>Email</i>	\$1,800	0.1%	0.1%
<i>Wi-fi Landing Page</i>	\$75,000	5.0%	4.4%
<i>Influencers</i>	\$4,800	0.3%	0.3%
Total	\$1,702,284		

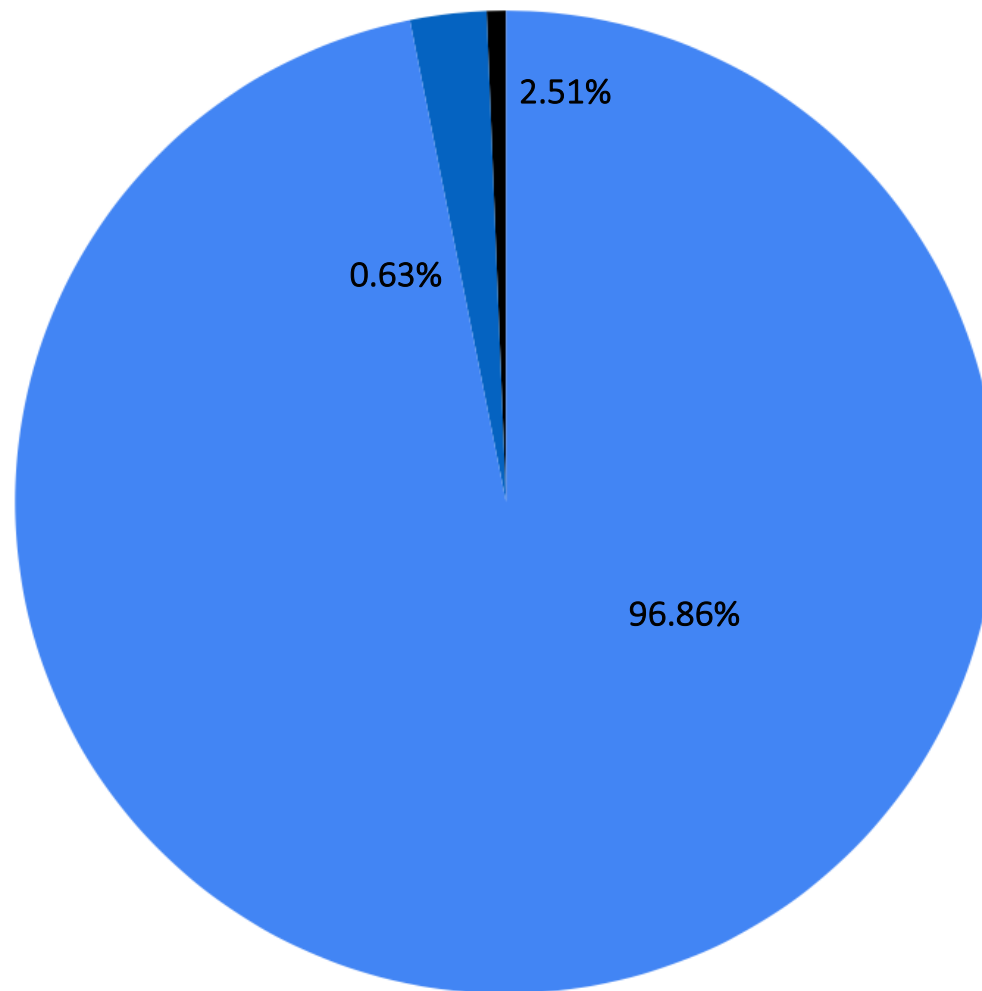
*Event dates located on flowchart

Flowchart

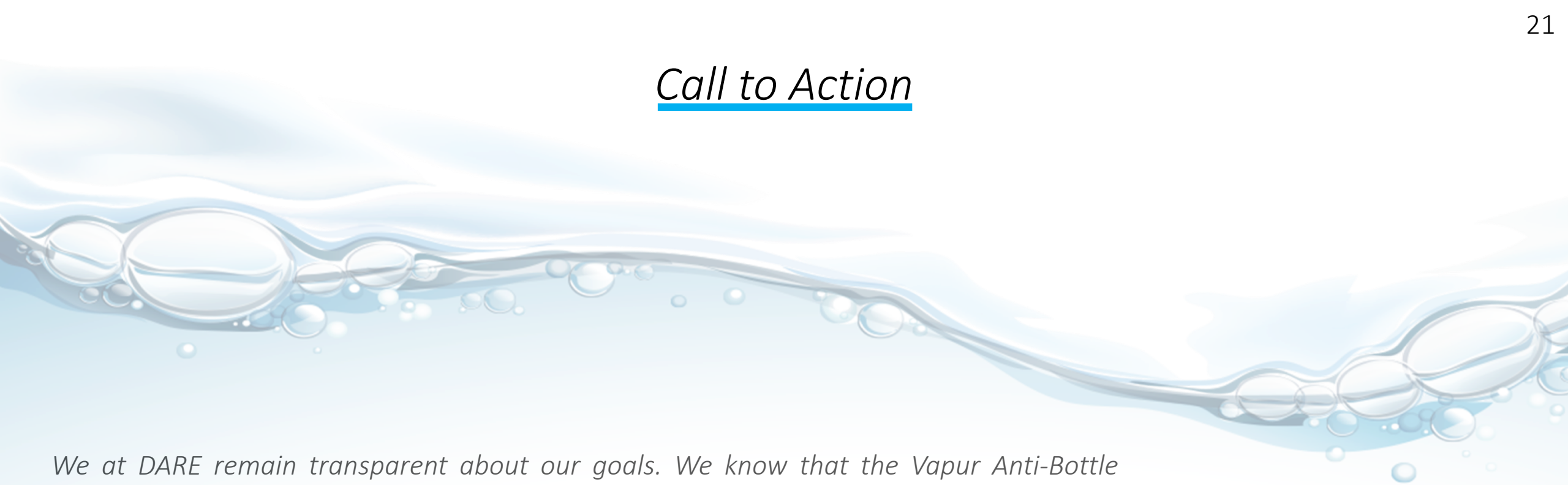
	January	February	March	April	May	June	Total Impressions
Digital							
Facebook Ads							616,830
Instagram Ads							616,830
Email							4,000,000
Google Adwords							308,415
Google Display Network							308,415
Wi-Fi Landing Page							481,027,434
National Public Radio (NPR)							1,500,000
*Influencers							*~8% engagement rate
							488,377,924
Out Of Home Digital Display							
Airports							12,650,000
							12,650,000
Experiential							
Sweet Auburn Springfest (May 11-12, 2020)							500,000
Sweetwater 420 Fest (April 24-26, 2020)							110,000
NYRR App - Brooklyn Half Marathon (May 2020)							1,340,000
Health & Wellness Expo - Blue Cross Broad Street Run (May 2020)							100,000
Garfield Park Conservatory (Bi-Weekly)							490,484
Los Angeles Marathon Health & Fitness Expo 2020 (March 2020)							90,000
Spread The Word Music Festival (May 2020)							8,000
The Woodlands Marathon (March 6, 2020)							20,000
48th Annual Northwest Folklife Festival (May 2020)							500,000
							3,158,484
							504,186,408

Impressions Breakdown

- Digital
- OOH Display
- Experiential



Call to Action



We at DARE remain transparent about our goals. We know that the Vapur Anti-Bottle fulfills the need for convenience and routine at a low commitment cost, which is why we are committed to turn Business Travelers into brand enthusiasts. With the new order San Francisco Airport put forth, we will follow their lead, gaining the upper hand in the space of today's social climate, the rise of sustainability.

Maximizing current channels as well as branching out in multiple, varying events around the nation will accelerate the growth of Vapur in a meaningful way. We are confident that moving forward, a similar campaign can be set in the second half of the 2020 calendar year with the success of the current recommendations to stay connected with our consumers. The next best thing is coming. Let's make sure it is [Vapur](#).

Creative Brief

BRAND STATEMENT

Vapur is a sustainable brand, known for their Anti-Bottle that is portable and collapsible, designed for any active or outdoor lifestyle.

PROJECT BACKGROUND

Vapur, Inc. began in September 2009 created by three outdoorsmen to decrease the utilization of disposable water bottles. Vapur strives to provide water for consumers anywhere and anytime. As the Anti-Bottle is about 87% lighter than a common rigid water bottle, it is reusable, flexible, and stays rolled up for compact carry with the integrated carabiner. With San Francisco International Airport recently banning the sale of disposable, plastic water bottles, the project will zero in on one specific target market where Vapur's Anti-Bottle will be at the forefront of water bottles sales at airports across the nation.

TARGET AUDIENCE

Business Travelers are males or females, single or married, around the age of 37 with an income of \$61,100 who value convenience over flaunting brand name. Consumers that fall into this category are on-the-go, dependent on their mobile devices, value healthy habits and routine, and do not want to be carrying any unnecessary clutter around.

ADVERTISING OBJECTIVE

The new campaign will refine the meaning of on-the-go, induce top-of-mind brand recognition, driving sales and buzz of Vapur's water bottle collection.

CONSUMER MESSAGE

A water bottle designed to provide hydration when you need it the most, adapting to your busy travel lifestyle.

KEY CONSUMER BENEFIT

Next best thing to a disposable water bottle to stay hydrated at the airport because of its unique ability to become extremely compact.

BENEFIT SUPPORT

- BPA-free, three-ply material for increased durability.
- Positioning of integrated carabiner to keep rolled-up bottle secure (design patent).
- Anti-Bottle is still plastic but a low commitment purchase yet and sustainable.
- Eco-friendly through every process of development and delivery being manufactured and processed in the United States.

COMPETITION

Que, Nomader, Hydaway, Platypus, plus other collapsible, reusable water bottle brands.

ADVERTISING TONE

Compact, Flexible, Affordable, Sustainable, Innovative.

ADVERTISING MEDIUM

NPR ads, Social Media ads, Instagram ads, Facebook ads, Outdoor ads.