

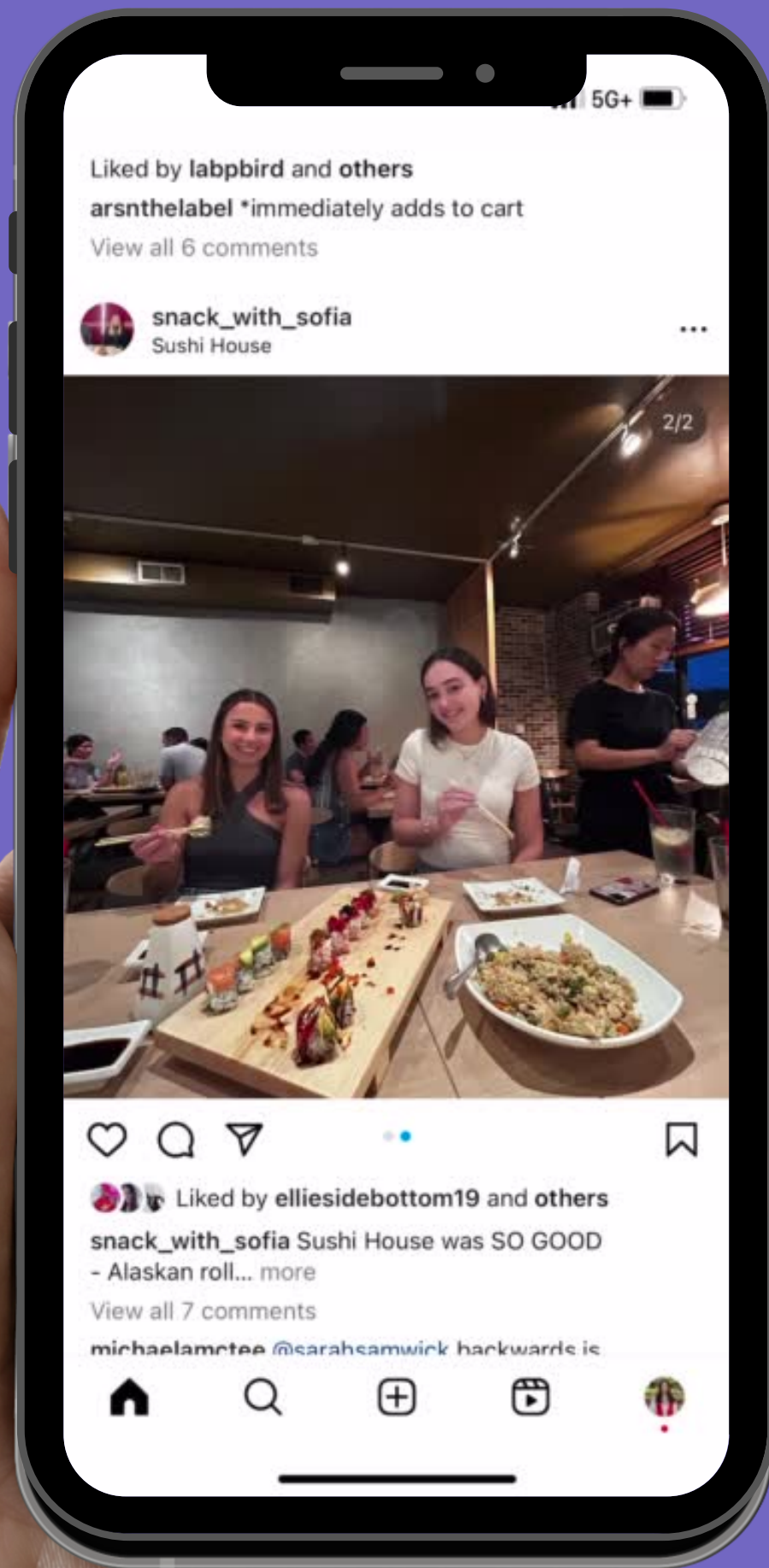
ZEALOUS BEVERAGE CO.



— By Elena Casement & Annabelle Lawton

8 SECONDS





THE INFINITE SCROLL

We see
4000 to 10000
ads PER DAY



WHY
SHOULD
YOU CARE?



In 2023,
Non-Alcoholic Beverage Industry
\$496.5 BN



Expected annual growth of 3.9%



**Packages altered to be dissimilar
from their original color increased
attention, shopping time, &
purchase intent.**

**Red increased attention, memory,
& favorable evaluations of ads.**

**Blue led to favorable feelings of
ads that highlighted positive
product benefits.**

01

**"WHAT COLOR SCHEME IS MOST
EFFECTIVE FOR ATTENTION-
GRABBING ADVERTISING?"**

THE FOLLOWING INFORMATION IS PRIVILEGED AND CONFIDENTIAL



02

**"WHAT TOPIC OF MESSAGING-
CONTENT IS MOST EFFECTIVE FOR
ATTENTION-GRABBING ADVERTISING
IN THE BEVERAGE INDUSTRY?"**

THE FOLLOWING INFORMATION IS PRIVILEGED AND CONFIDENTIAL



THE STUDY

Test which tone of colors & which messaging content will best grab the attention of Gen Z.

- 01** Warm colors will lead to more clicks on the ad (website visits).
- 02** Messaging relating to calories & health will lead to more clicks on the ad (website visits).



SURVEY SET UP: MESSAGING CONTENT

FLAVOR, CALORIE, & PRICE

zealous.

So tasty, other
drinks are jealous.



zealous.

So low calorie, other
drinks are jealous.



zealous.

Only \$15 a dozen, other
drinks are jealous.



zealous.

So tasty, other
drinks are jealous.



zealous.

So low calorie, other
drinks are jealous.



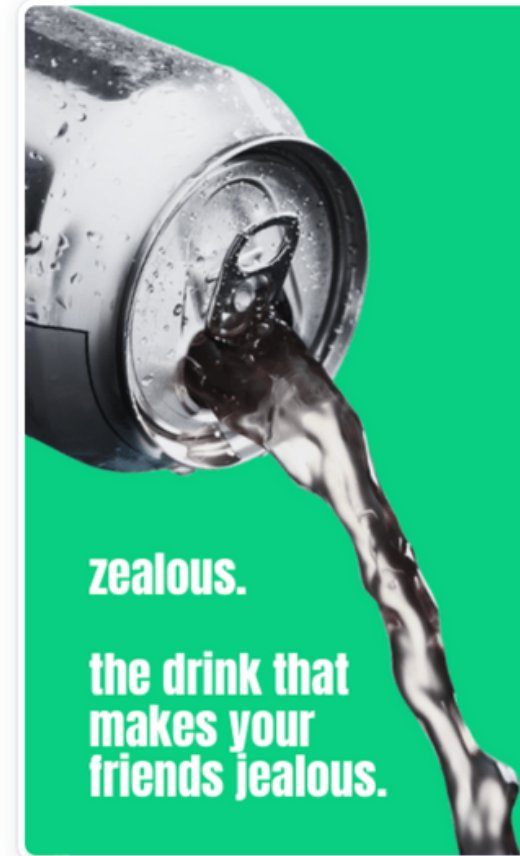
zealous.

Only \$15 a dozen, other
drinks are jealous.

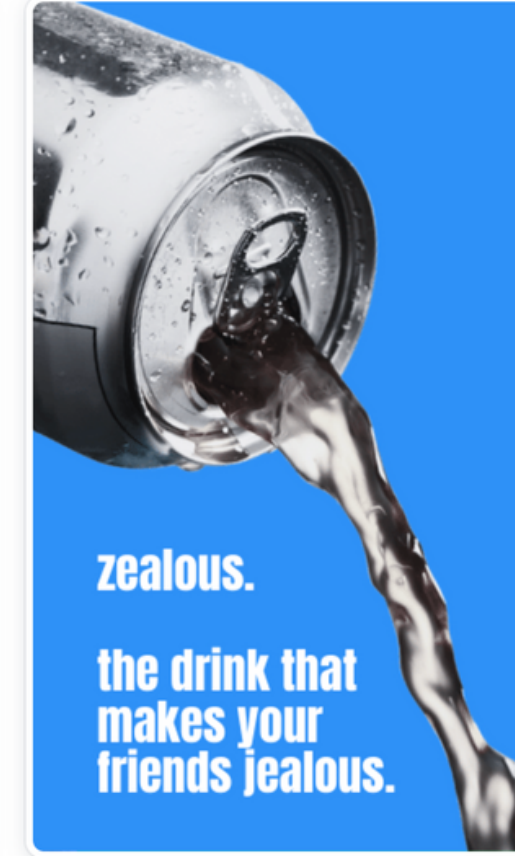


SURVEY SET UP: COLOR HUE PREFERENCE

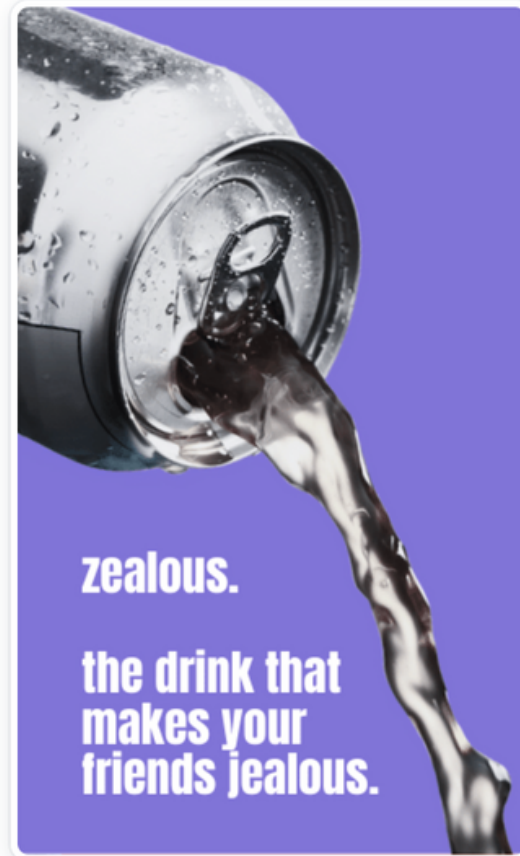
AD 1



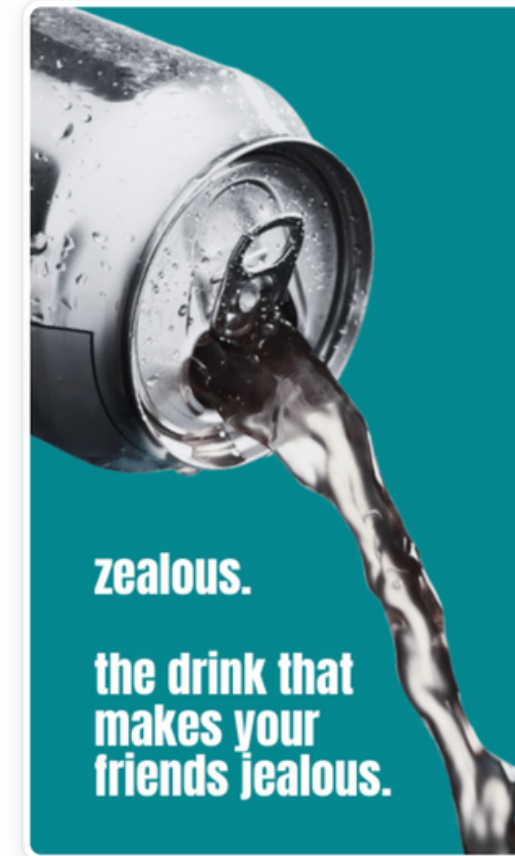
AD 2



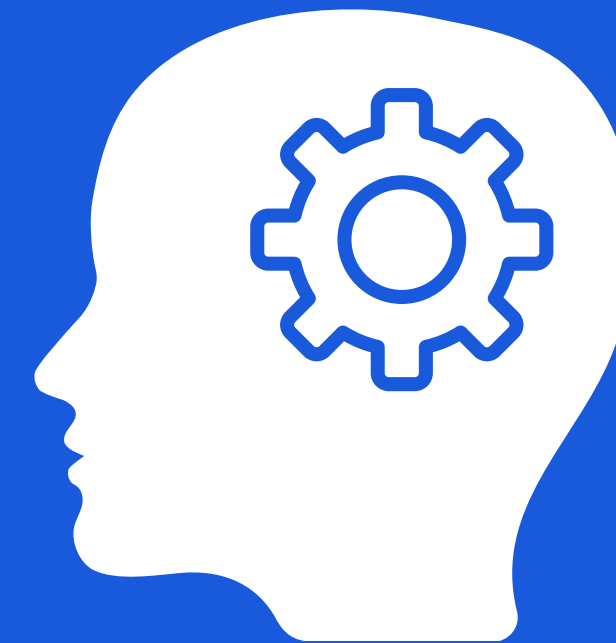
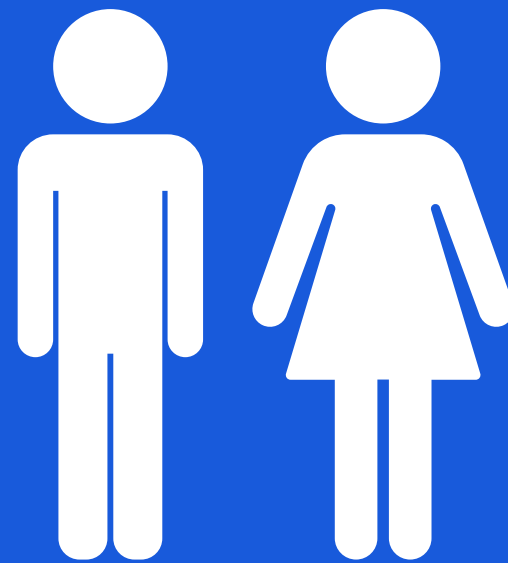
AD 3



AD 4

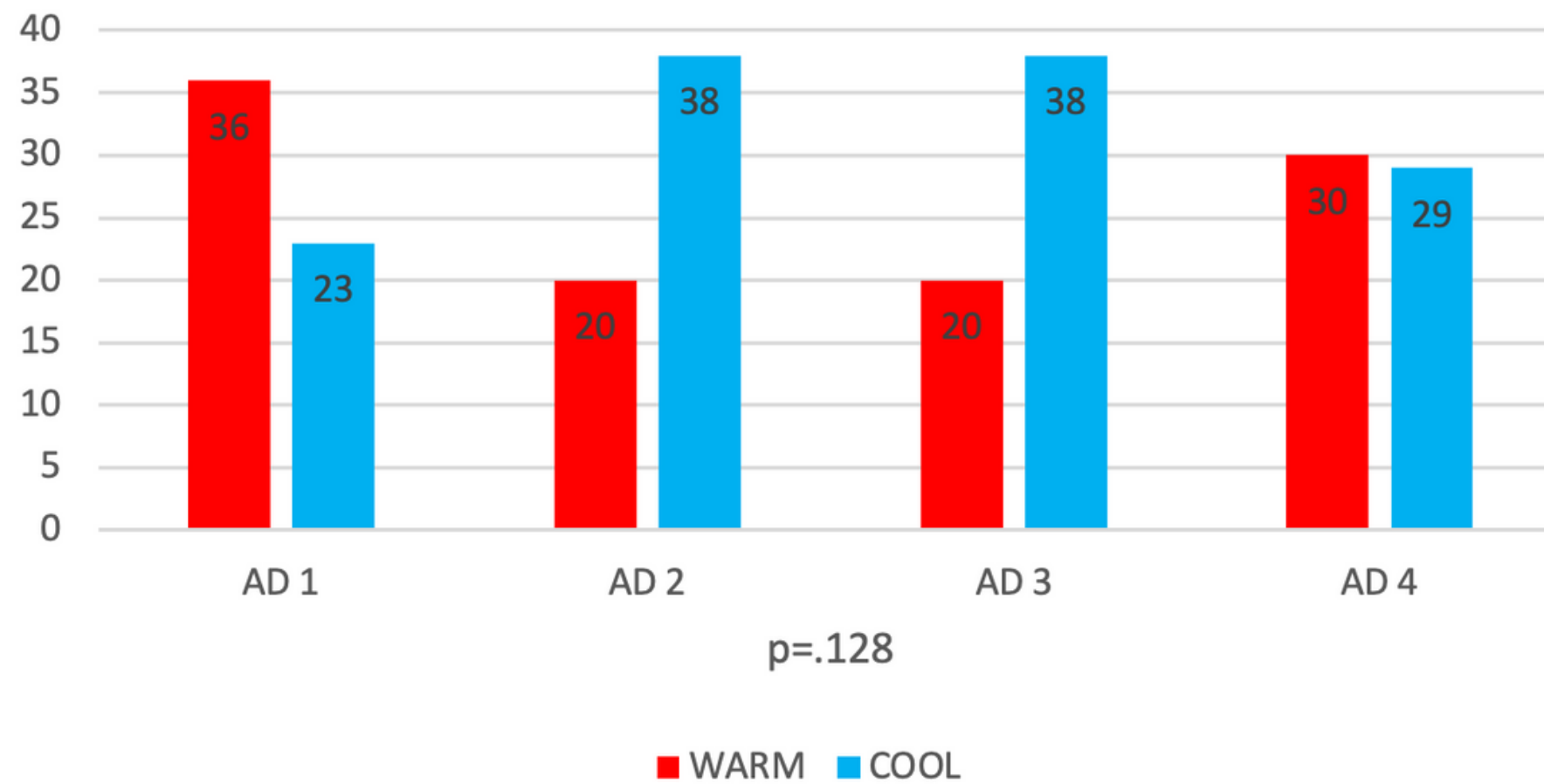


SURVEY SET UP: PERSONALITY TRAITS & DEMOGRAPHICS

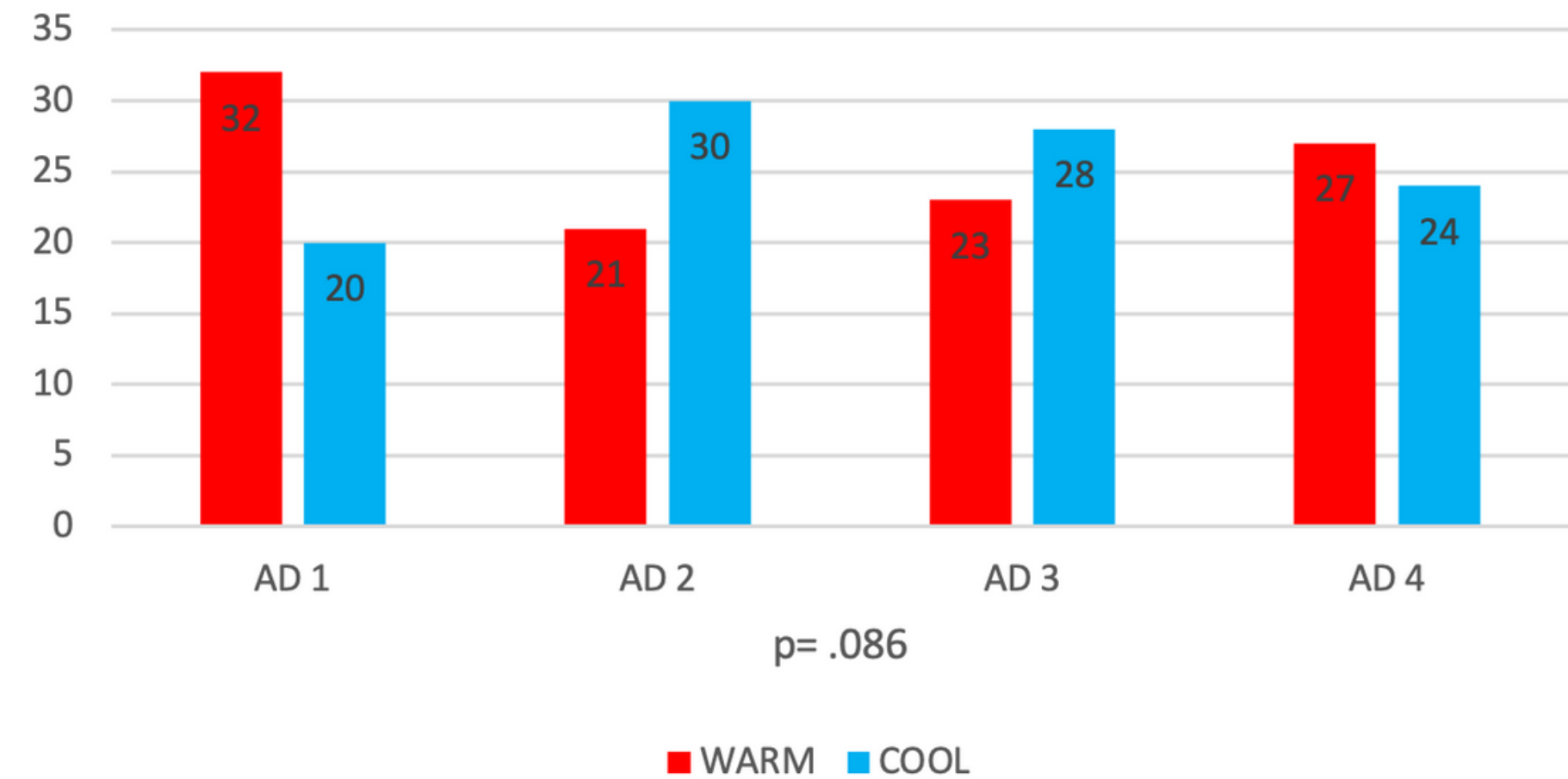


SIGNIFICANCE OF MESSAGING COLOR

Shown Warm Message Series



Shown Cold Message Series

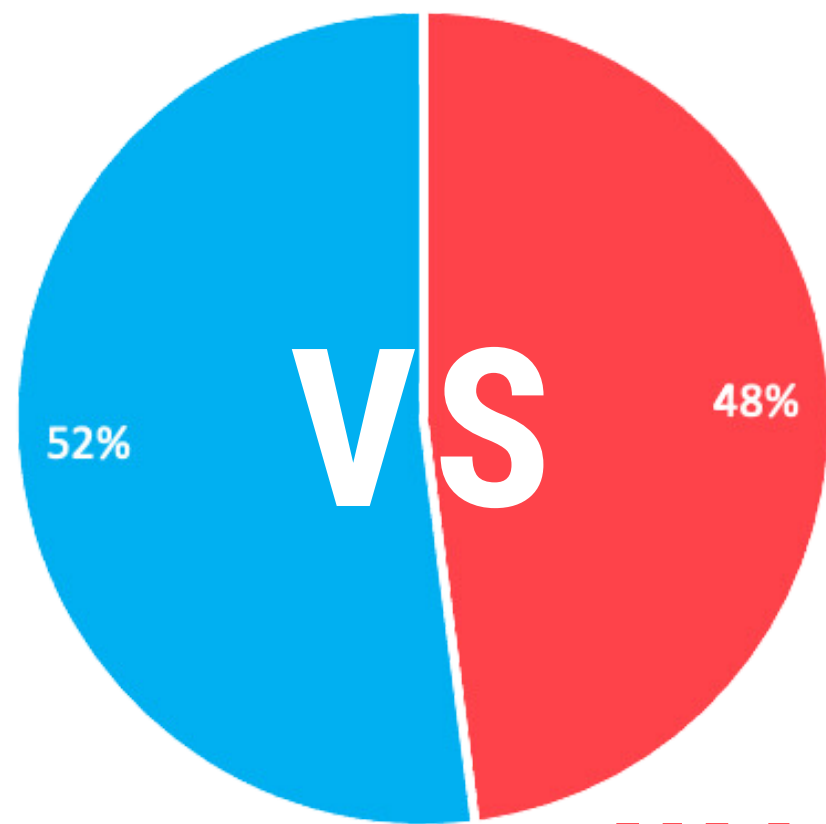


p < .05 significant; p between .05 & .10 marginally significant; p > .10 not significant



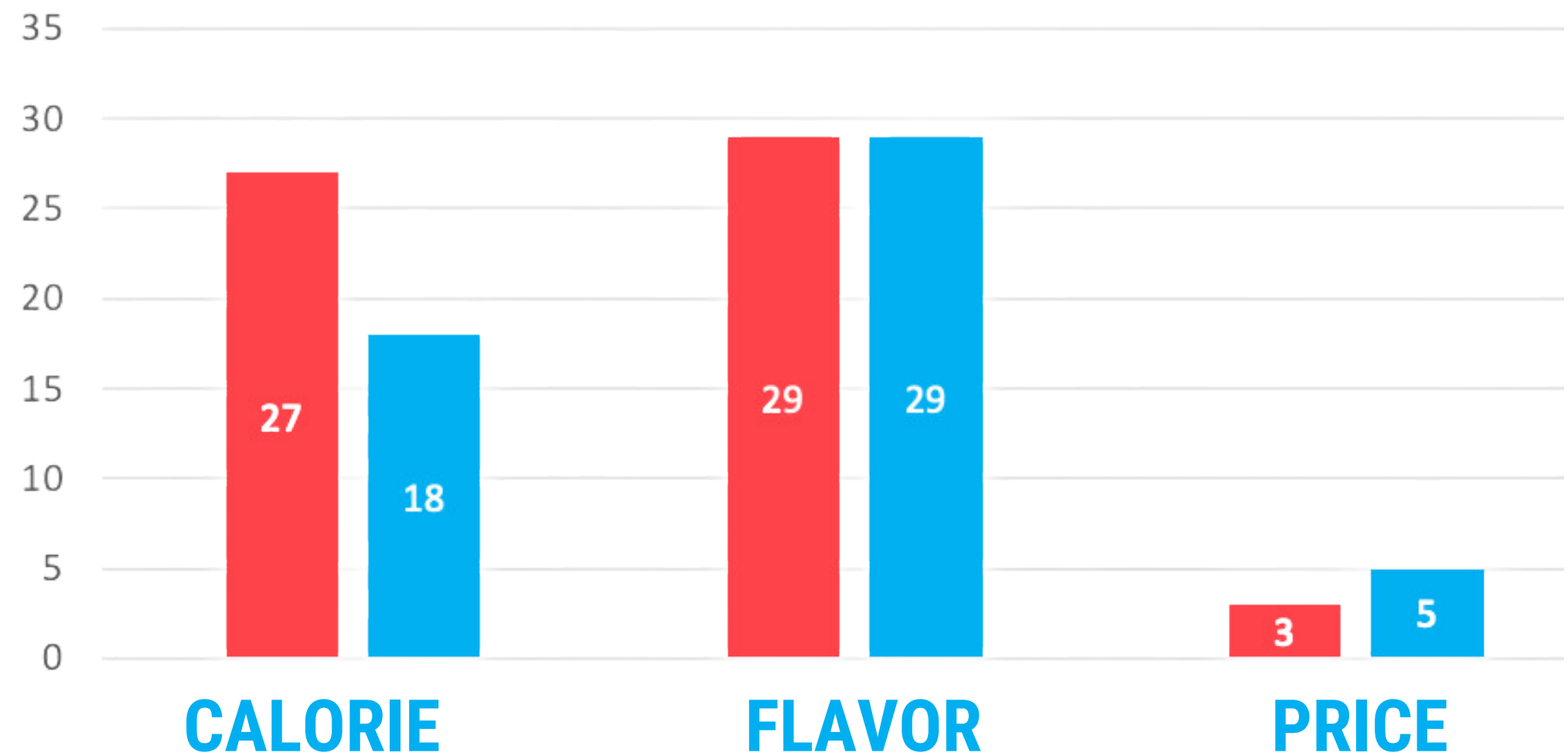
SELECTION STATISTICS

COOL



WARM

MESSAGE SELECTION



MESSAGE PREFERENCE



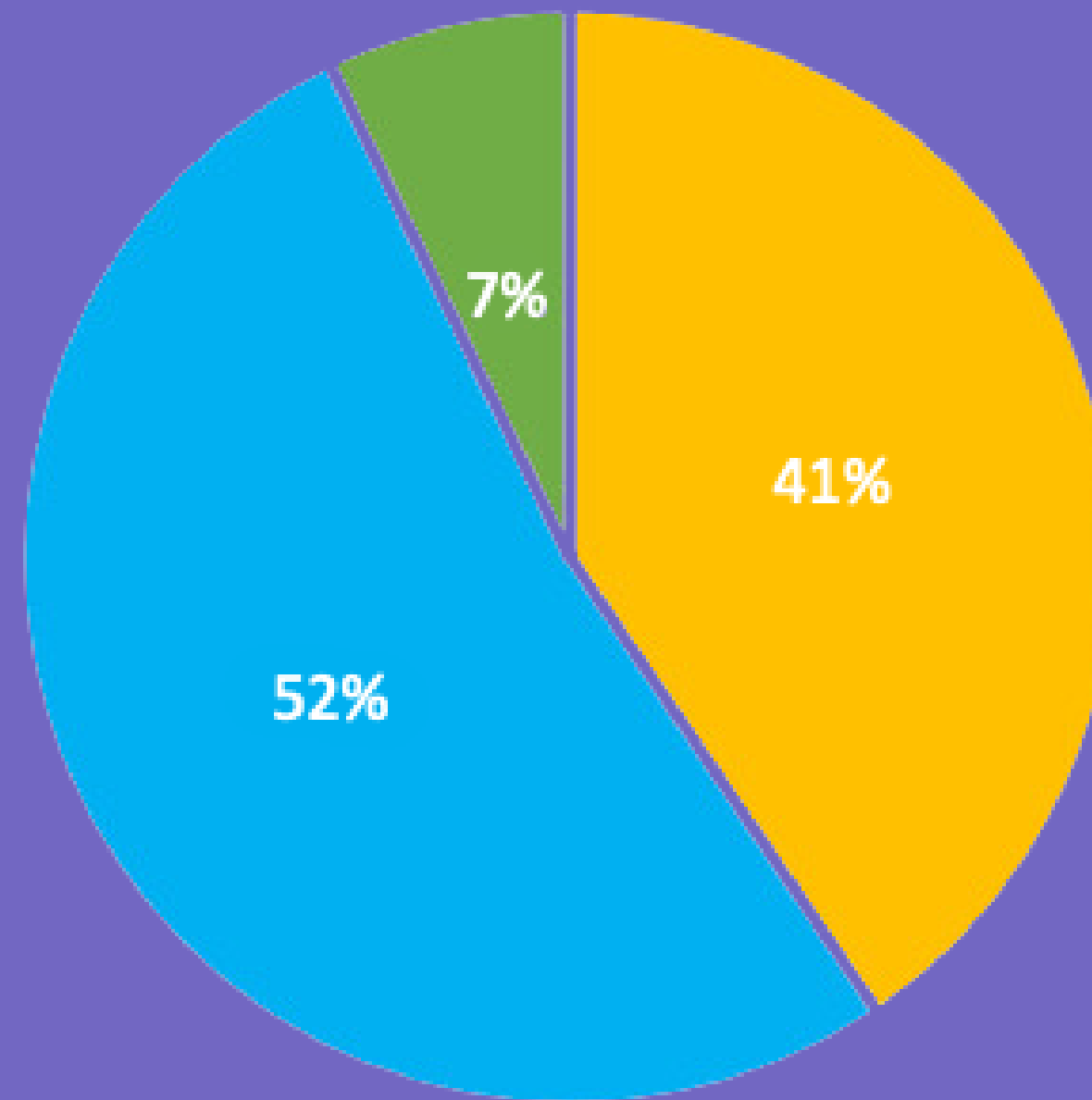
FLAVOR



PRICE



CALORIE



HOW CAN WE USE THIS?

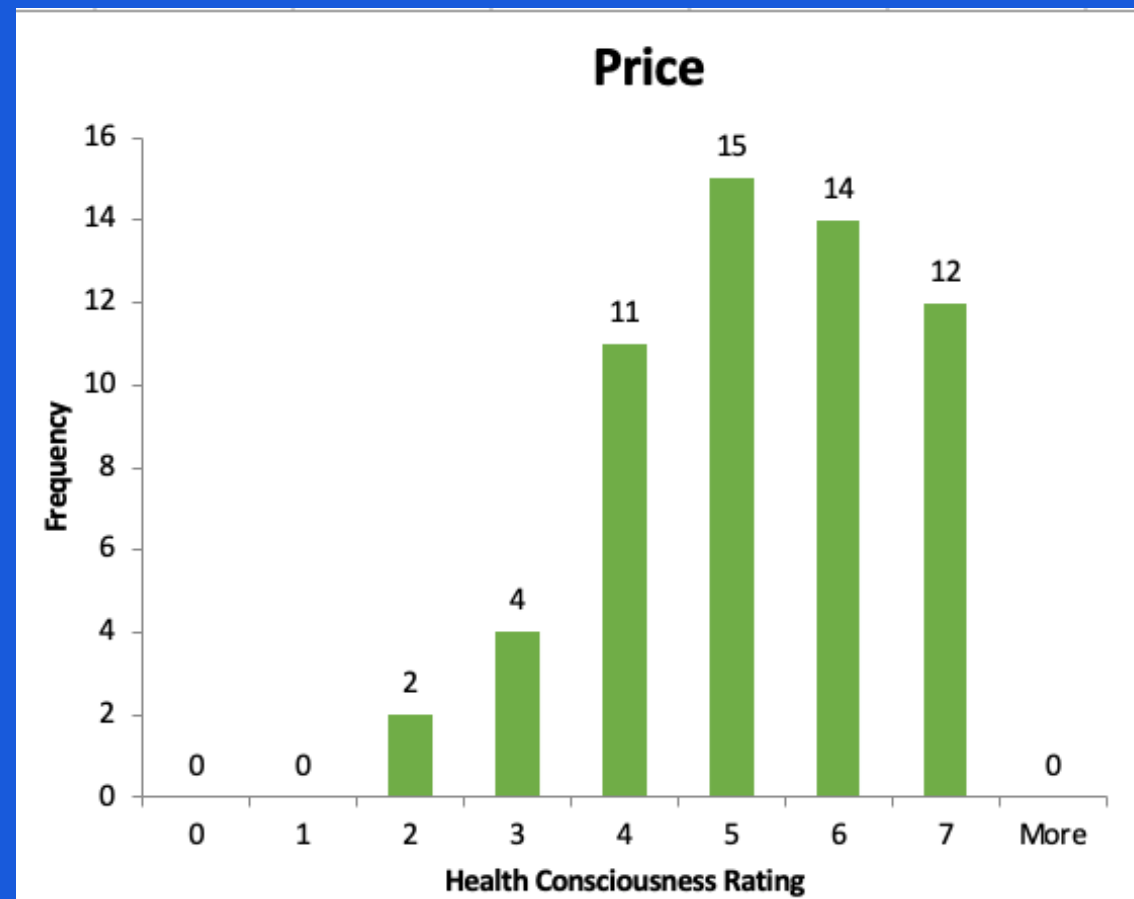


HEALTH RATING x MESSAGE SELECTION

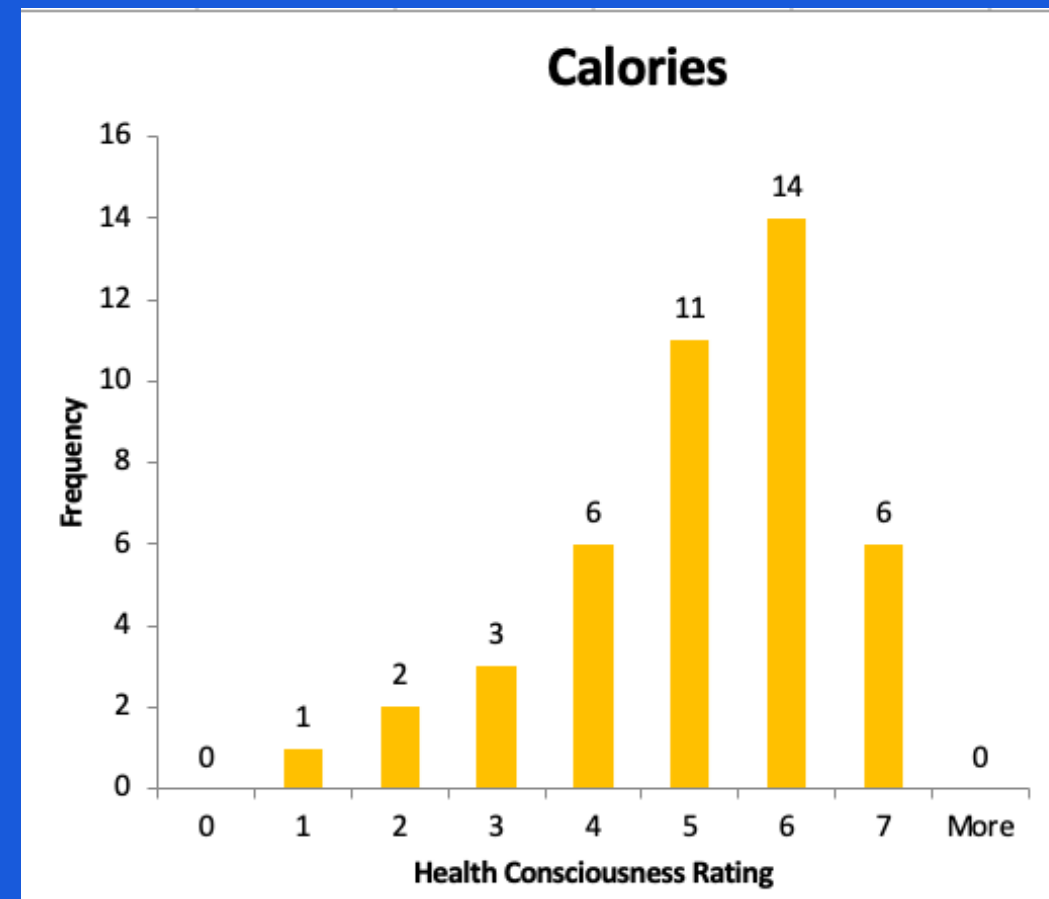
Overall Health Consciousness Rating

AVERAGE 5.130 on a scale of 1 (not at all) to 7 (a lot)

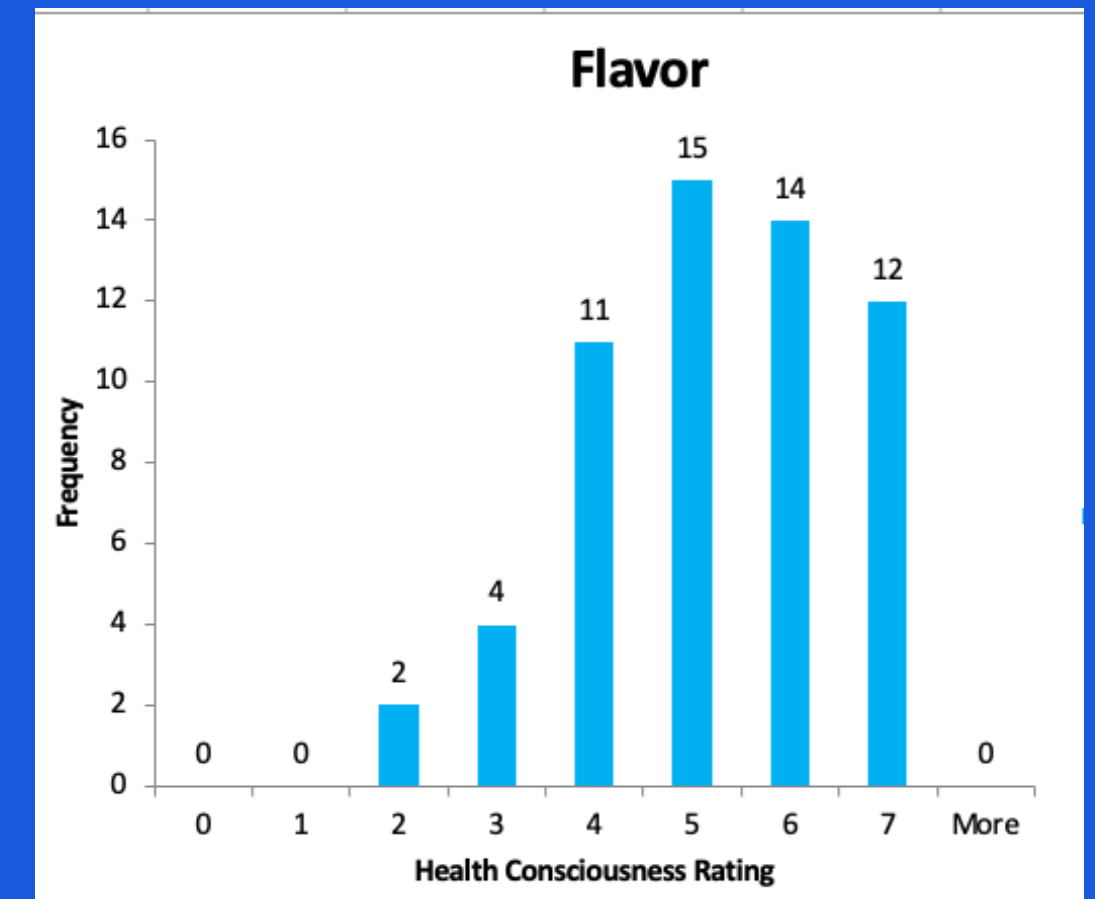
MEDIAN 5



AVERAGE 5.224



AVERAGE 5.093



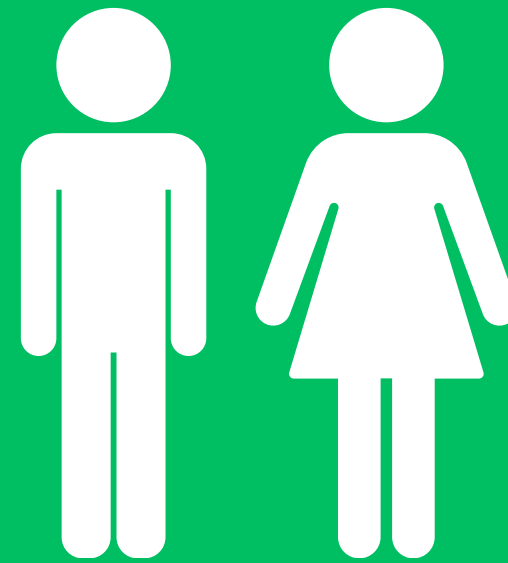
AVERAGE 5.224



TESTED ASSOCIATIONS & RESULTS



chi-sq test
not significant
p = 0.933



chi-sq test
not significant
p = 0.753



chi-sq test
marginally significant
p = 0.062

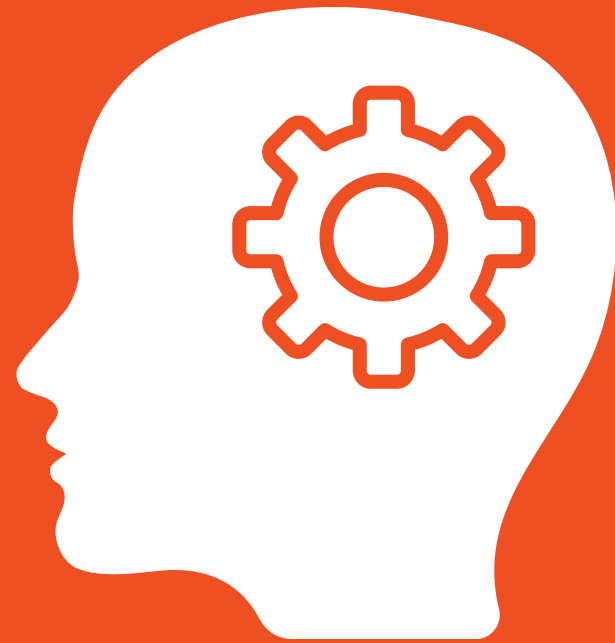
p < .05 significant;

p between .05 & .10 marginally significant;

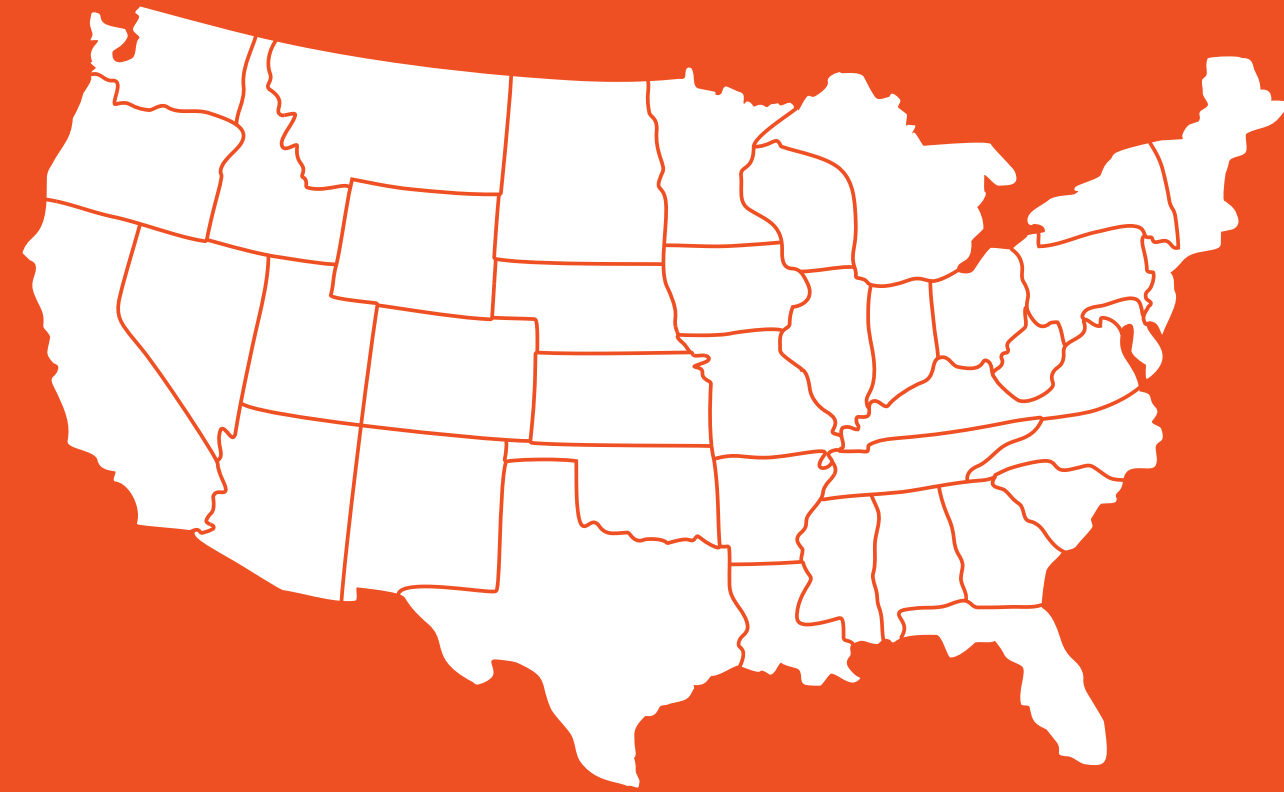
p > .10 not significant



TESTED ASSOCIATIONS & RESULTS



chi-sq test
not significant
p = 0.474

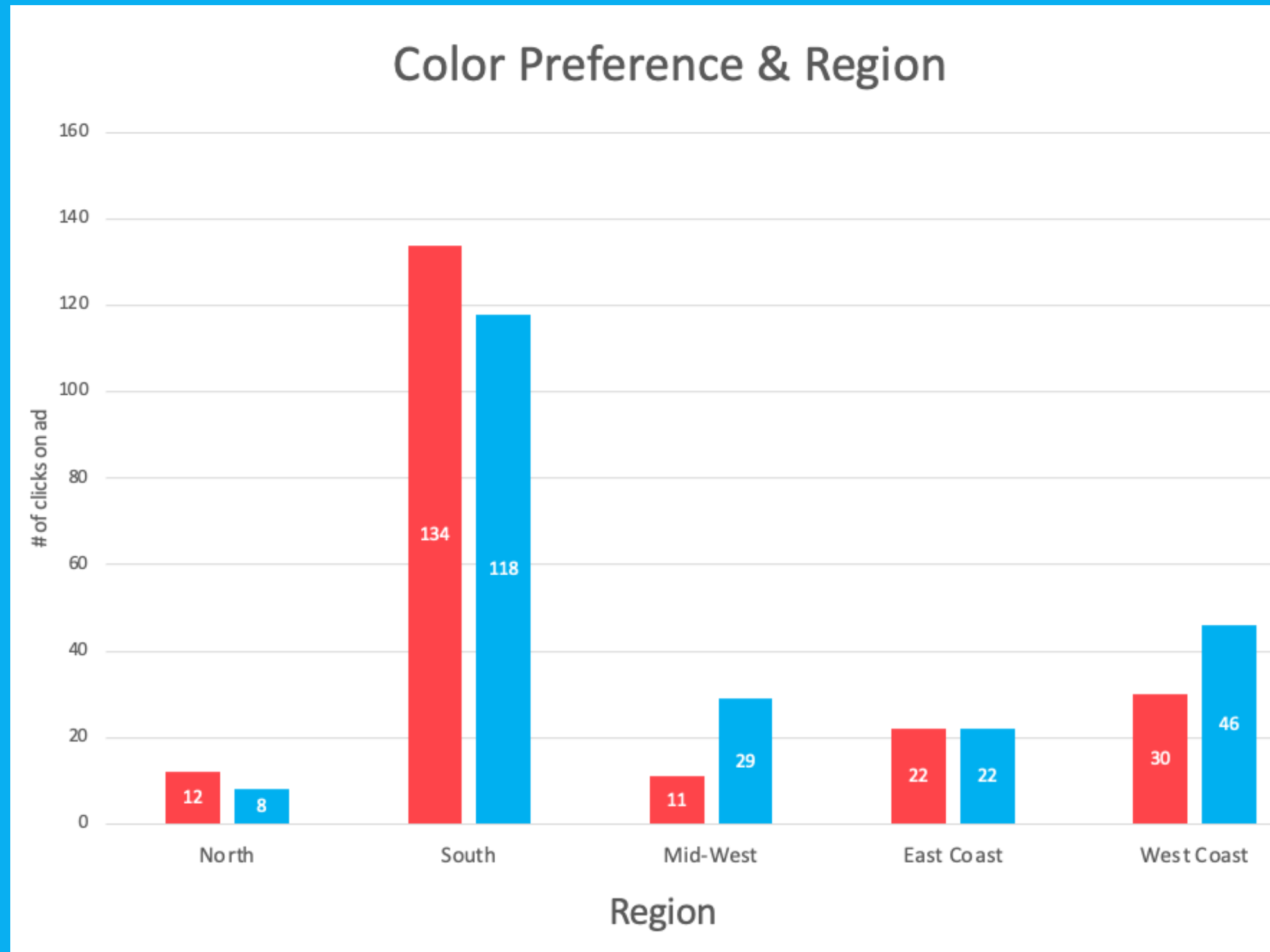


chi-sq test
significant
p = 0.001

p < .05 significant; p between .05 & .10 marginally significant; p > .10 not significant



REGION COULD AFFECT PREFERENCES



There is a strong association between region & color tone preference.

chi-sq test; $p = 0.0010$



where people are from or could influence their color tone preferences when interacting with ads



CONCLUSIONS

01

The color tone of the background makes no significant difference in the ad's ability to generate activity

02

People rank their health & spending habit consciousness high, BUT ads with messaging relating to flavor were more effective

03

The home region could have an effect on color preferences when deciding to interact with an ad

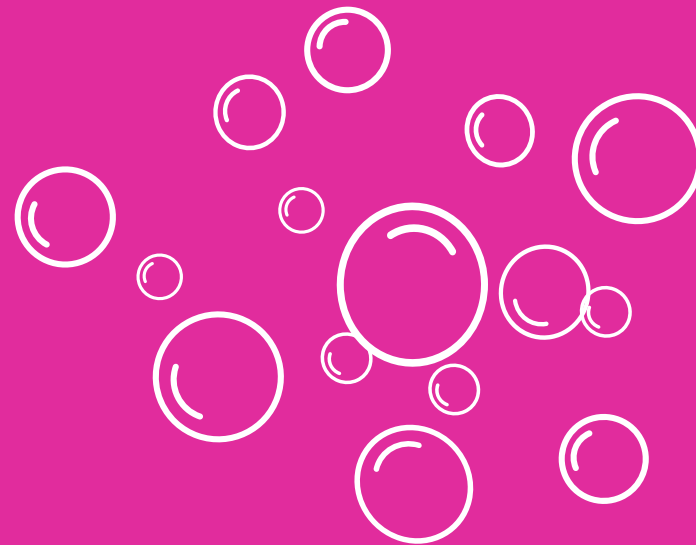


ZEALOUS MARKETING PLAN

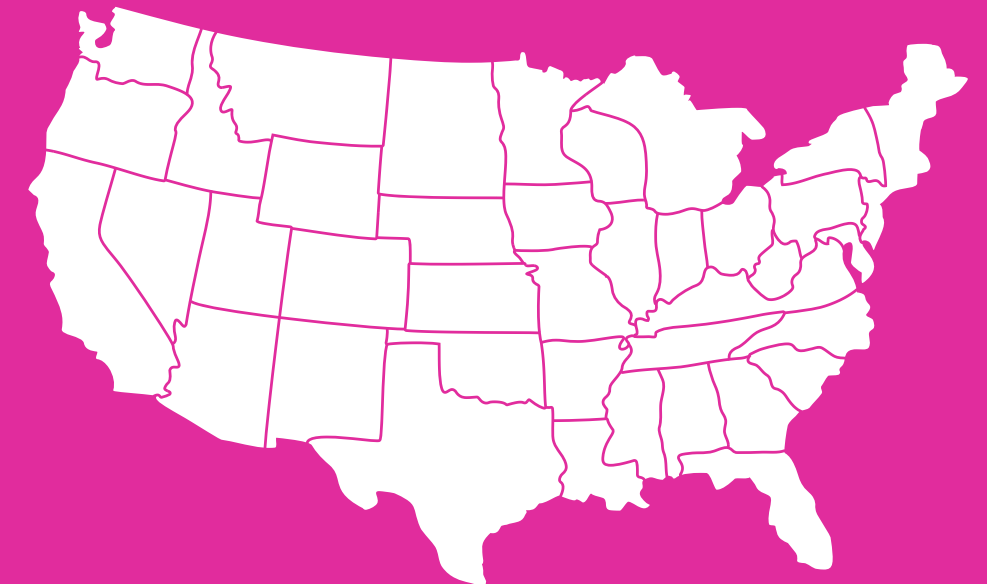
RECOMMEND: LAUNCHING A NATIONWIDE SOCIAL MEDIA AD CAMPAIGN



67% OF OUR USERS
IDENTIFY AS **NIGHT** OWLS,
SO BOOST ADS AT NIGHT



FOCUS MESSAGING MOSTLY ON
FLAVOR, A LITTLE BIT ON
CALORIE AND NOT ON PRICE



WEST COAST: COOL MESSAGING
MID-WEST: COOL MESSAGING
SOUTH: WARM MESSAGING

65% OF SOCIAL MEDIA MARKETERS USE INSTAGRAM, SO ZEALOUS CAN USE THESE FINDINGS TO STANDOUT





zealousbevco 
Sponsored

9:00 PM



zealousy
never
tasted
so good.



SAMPLE INSTAGRAM AD:

**TARGETING GEN Z IN THE
SOUTHERN REGION**

**WARM TONE BACKGROUND
FLAVOR PROMOTION**

WHAT'S NEXT?

TESTING

IN-STORE: PRODUCT PACKAGING &
DESIGN COLORING

INFLUENCER MARKETING

DOES THE MESSAGING CONTENT
PREFERENCE REMAIN CONSISTENT IN
ADS WITH AUDIO MESSAGES

FURTHER RESEARCH

ALCOHOLIC VS NON-ALCOHOLIC BEVERAGES

SOCIAL MEDIA PLATFORMS: DIFFERENCES IN
PREFERENCES?

LOGOS: COLOR THEORY

COLOR'S EFFECT ON AD MEMORABILITY

DOES THIS APPLY TO THE MEDICAL
INDUSTRY? FASHION INDUSTRY? FAST FOOD?



NEXT ROUND IMPROVEMENTS

FOR THE DATA CAPTURING, COLLECTING **QUALITATIVE** DATA RATHER THAN **BINARY** RESPONSES WOULD BE **EASIER** TO INTERPRET AND INITIALLY **COMPREHEND**.

TESTING DIFFERENT MESSAGES ON ONE CONSISTENT AD



THANK YOU.

QUESTIONS?