Written Strategic Plan - Spindrift Cherry Launch

spindrift®

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SPINDRIFT CHERRY, LAUNCH DATE & DESCRIPTION

Spindrift is releasing its new cherry flavor in the spring of 2026. The new flavor uses both tart and sweet fresh-squeezed cherry juice sourced from Michigan orchards, making it Spindrift's boldest flavor yet.

SITUATIONAL ANALYSIS (SWOT)

STRENGTHS	WEAKNESSES
● Natural product: fresh-squeezed juice, limited ingredient list, more flavorful than other seltzers. ● Audience: social engagement, devoted fan base, consistent messaging, well-regarded in food review community ● Reach: available in most major retailers. ● Adding different lines, trying new things ● The CEO and Founder are very ingrained in the company and are true to the message.	● Inconsistent influencer partnerships. ● Lack of new campaign ideas for each flavor launch, repetitive social content. ● Similar flavor profiles to competitor brands. ● Citric acid is in some flavors, despite the sparkling water + fruit juice only marketing. ● Higher calories than other sparkling waters. ● Slightly more expensive than other sparkling water brands. ● Reaching Gen Z and younger audiences.
OPPORTUNITIES	**THREATS**
● Frame themselves as the **only** sparkling water with real fresh fruit ● Cherry is an LTO---it won't always be in stock! ● Cherry is the fruit of the year ● Celebrity collaboration. ● Featuring small, locally sourced farmers (something unique to them) ● Opportunities for earned media through popular Substack creators ● Trends: health, sobriety, fitness, natural sourcing	● Competition from main competitors such as Poppi, Olipop, and La Croix, as well as competitors who already have a cherry flavor. ● Media fatigue from a new flavor. ● Similar to Spindrift's Shirley Temple flavor. ● Premature soft launch (Target, leaked photos on Reddit). ● Too small a budget for landing a celebrity partnership

- **CHALLENGES**
  - Distinguishing the cherry flavor launch from other popular cherry flavored sodas and from pre-existing Spindrift flavor launches
  - Getting earned media placements to cover the cherry launch in an innovative and exciting way
- **ADVANTAGES**
  - Cherry Spindrift has a unique flavor profile from years of refining recipes using real, natural ingredients
  - Spindrift is a natural product that separates itself from competitors
  - Spindrift was recently named the only non-UPF certified beverage brand, just in time for the cherry launch.

OBJECTIVES

- Increase awareness for the Cherry-flavored Spindrift launch.
- Increase Spindrift sales during and following the campaign.

SPOKESPERSON(S)

The Founder: Bill Creelman
Bill is the founder of Spindrift. He graduated from Georgetown University. He is a working dad and currently resides in Boston, Massachusetts, with his wife and 4 kids.

CEO: Dave Burwick
Dave is an experienced professional in the beverage industry having prior experience at PepsiCo, Peet's, and Boston Beer Co. He is a Harvard Business School graduate.

Expert: Dr. Jessica Knurick
Dr. Knurick is a registered dietitian, PhD, social media educator, and mom. She has a large following, especially on Instagram and Substack, and educates audiences via informational videos. 1.6M followers on Instagram and 15 years of experience. Named one of 50 people "Reshaping Society in 2026" by The Washington Post.

Celebrity: Carly Rae Jepsen
Carly Rae Jepsen is a Canadian folk-pop singer and songwriter. She has maintained long-lasting celebrity relevance and is a household name that is beloved by Gen Z and Millennials. She's shared her fitness journey and aspirations to cut down sugar and is currently documenting her pregnancy. 2.6M followers.

TARGET AUDIENCE

Profile #1: Gen-Z college female

Persona:

Name: Ashley

Demographic: 21-year-old college senior, white female

Geographic: Lives in Newton, Massachusetts, USA, and attends Boston College with three roommates.

Socioeconomic: Working towards a BA in Psychology at Boston College. Works as a part-time intern for a Psychology department, making $20/hr, 3 days a week. In addition to her income, she is financially provided for by her parents.

Psychographic: Ashley is single and loves going out in South Boston with her friends and watching reality TV. She enjoys running and trying recipes she finds on TikTok and Pinterest. She and her three roommates love hosting events at their house and always provide food and beverages. She gets her news from left-leaning publications such as the NYT and CNN and follows Newsletters, TikTok, and Instagram pages for live updates. Her favorite stores are Alo, Free People, Anthropologie, Zara, and Aritzia.

Profile #2: Health-conscious mom

Persona:

Name: Shannon

Demographic: 37 years old, white female

Geographic: lives in a San Francisco suburb in a four-bedroom house with husband and two children

Socioeconomic: Shannon and her husband are a dual-income household where they both work in tech. She has been with the same company for 5+ years and lives an affluent lifestyle, making a combined $400,000. Shannon received her bachelor's degree from USC.

Psychographic: Shannon loves cooking healthy meals for her family. She attends many soccer games for her children and enjoys dinner parties with her fellow mom friends. She goes to a local Pilates studio when she has time during her busy weeks. She drives a Lincoln SUV. She shops for mostly organic groceries at Whole Foods and the occasional Costco trip. She gets her news from CNN and The Atlantic and treats herself to a monthly Vogue magazine subscription.

Profile #3: Double income no kids (DINKS), Millennial male

Persona:

Name: Oliver

Demographic: 29 years old, interracial Male.

Geographic: Austin, TX

Socioeconomic: Graduated with a Master's degree in Business Management from the University of Texas and works in the financial sector. The household makes a combined income of $230,000.

Psychographic: Oliver and his fiancée own a small starter home outside of Austin. They are a double-income household that enjoys nice health-oriented products from Whole Foods with their extra spending money. He enjoys watching sports, scrolling on X, and going out for drinks with his friends, but has recently become sober-curious. He was introduced to Spindrift by his fiancée.

POSITIONING & KEY STRATEGY

- Leverage partnership with Owala to drive earned buzz and cultural relevance.
- Utilize national print and broadcast media to raise awareness for new cherry flavor Spindrift.
- Employ Dr. Knurick for health and science coverage, and Carly Rae Jepsen for pop culture and entertainment-based coverage.
- Generate influencer coverage through influencer content ideas and events to engage Gen Z and Millennial audiences.
- Highlight Spindrift's natural ingredients to differentiate them from other seltzer brands.

KEY MESSAGE/TALKING POINTS

1. Spindrift Cherry launches in Spring 2026.
2. Cherry is the boldest flavor yet, using real, fresh-squeezed juice from two types of cherries – one tart, one sweet.
3. Crafted with only five ingredients, the new cherry flavor is made from real fruit with no natural or artificial flavors and no extracts, disrupting the beverage industry.
4. Sourced from orchards in Michigan, Spindrift continues to make its products the hard way, without any shortcuts.
5. Spindrift is the only beverage brand verified as non-Ultra processed under the non-UPF verified standard.

PRESS (CREATIVE) ASSETS

- Press Release
- Email Pitch
- Social Media Post
- Cherry Fact Sheet
- Owala x National Breast Cancer Foundation Fact Sheet
- Hillstone Fact Sheet

TACTICS

MARKETING & CHERRY PARTNERSHIP

Owala/National Breast Cancer Foundation

- **Pitch:** Limited Edition Owala Cherry Print Line, 10% of Proceeds go to the National Mammography Program through the National Breast Cancer Foundation — helping under-resourced women get access to free mammograms #ProtectYourCherries
- **Press Coverage:** BuzzFeed (Shopping), People Shopping, Food & Wine What to Buy, Good Housekeeping Life, Parade Food and Drink, Delish Food News, New York Post Shopping, Adweek (Brands), Beverage Industry (Products), Food Dive (Beverages) BevNet (Retail).

MEDIA INFLUENCER EVENT

- For one night only, the coveted 'it' restaurant Hillstone will transform into a lush Cherry Orchard—an immersive, cherry-drenched experience where 50 top-tier media and influencers will indulge in a curated menu alongside Spindrift Cherry–inspired cocktails and elevated mocktails.
    - Executive Chef Lindsey Derkacht will curate a cherry-inspired three course meal with Spindrift Cherry cocktails and mocktails.
    - The pop-up will feature making a personalized cocktail with guidance from a mixologist. Label making machines will allow guests to name their drink creation.
- **Press Guest List:** Eater (LA/DC) Time Out (LA/DC) Bon Appétit (Restaurants/Beverage) The New York Times, The New Yorker, Vogue (Culture/ Lifestyle) GQ (Wellness/Culture), Infatuation, Forbes (Food/Entrepreneurship), Glossy (Events), Refinery29
- **NYC Influencer guest list:** @marybethbarone (comedian, pop culture influencer and podcaster,@WishboneKitchen (private chef, food creator, Hamptons hosting), @AcquiredStyle (NYC city girl aesthetic), @keith_lee125 (Food critic and internet personality) @ryannordheimer (NYC based food influencer, hosts monthly themed dinners) @rachellkirkconnell (Bachelor alum and lifestyle/ food creator)

- **LA Influencer gift basket recipients** @victoriaparis (lifestyle, fitness content) @sivanayla (mom and luxury content) @mattrking (travel and food/ comedy) @owenthiele (podcaster, comedian and pop culture content) @mollybsims (mom, fitness and beauty content) @jencurley (mom cooking content, with an elevated twist)

PITCH ANGLES

ONLINE PRINT

Theme: Opinion

- **Pitch:** Why Doing Things The Hard Way is More Important Now Than Ever in the Age of AI
    - In an Opinion piece, Bill Creelman discusses his personal value and the importance of doing things the hard way and working sustainably in the age of AI.
    - Explains how it took years to find the perfect cherry recipe and how that reflects Spindrift's values of work ethic and commitment to natural sourcing.
- **Desired Outlets:** NYTimes (Opinion), The Washington Post (Opinion)

Theme: Carly Rae Jepsen Breastfeeding

- **Pitch:** Carly Rae Jepsen on Why Hydration is Key for Breastfeeding
    - This 2010s pop star is a new mom as of March 2026 and talks about how she is aiming to make healthy choices such as Spindrift on this new life path. Staying hydrated is crucial when preparing for breastfeeding.
- **Desired Outlets:** People (Lifestyle), In Touch (Entertainment), Star (Lifestyle), Elle.com (Culture), E! (News), Rolling Stone (Culture), Vulture (Music), Access Hollywood (Celebrity News)

*Theme: Non-UPF **(Bill Creelman and Dr. Knurick)***

- **Pitch:** Spindrift is the First Beverage Company to be Certified Non-UPF (Non-Ultra Processed Foods), A Huge Step for this Naturally Focused Company
    - Interview with Dr. Knurick and Creelman on the importance of this certification for Spindrift. A recent study found that Ultra-processed foods were linked to harm in every major human organ and more than 30 serious health conditions.
    - **Desired Outlets**: The Guardian (Food Science), Food Tank, STAT (Science), USA Today (Life), Civil Eats (Health), Progressive Grocer (Industry News), ScienceNews.org (Health), WIRED (Food Science)

Theme: Cherries are the Best Natural Sweet Treat for Diabetics **(Dr. Knurick)**

- **Pitch:** Spindrift Cherry satisfies that sweet tooth without all the added sugars.
    - Research shows cherries have a low glycemic index which helps maintain healthy blood sugar levels.
- **Desired Outlets:** People Health (Health/Diabetes), Women's Health Magazine (Nutrition) Health.com (Nutrition/Wellness), Eatingwell.com (Nutrition/Diabetes), Everyday Health (Diabetes Center/Nutrition + Healthy Eating) POPSUGAR (Health)

Theme: Cherry is the Flavor of the Year **(Carly Rae Jepsen)**

- **Pitch:** You've heard about the Year of the Horse, but do you know about the Year of the Cherry? (Cherry Hair, Cherry Lips, 2016 Era, Call Me Maybe — red, sweet, fruit, summer, throwback vibes).
    - Feature on Spindrift Cherry's new flavor's timeliness as 2026 is the Year of the Cherry (named by Trend Forecaster T. Hasegawa), and where to add a pop of cherry into your life, including your diet.
- **Desired Outlets:** Marie Claire (Culture), Refinery 29, InStyle (Wellness/Lifestyle), Vogue (Living), Architectural Digest (Lifestyle/ Entertaining), Vanity Fair (Agenda), Southern Living (Entertaining), Martha Stewart (Hosting), Food and Wine (Entertaining), Saveur (Trends), Real Simple (Entertaining), New York Magazine (The Strategist)

Theme: Cherry Dirty Soda

- **Pitch:** A recipe feature on how to make the viral Dirty Soda with Spindrift Cherry: How to DIY a Dirty Soda with Spindrift Cherry.
- **Desired Outlets:** Buzzfeed (Tasty), AllRecipes (Meals), Eater (At Home) Delish (Recipes), POPSUGAR (Lifestyle)

FOOD + BEVERAGE TRADE

- **Pitch:** Spindrift Launches New LIMITED TIME Seasonal Flavor: Cherry
- **Desired Outlets:** Beverage Industry (Products), Food Dive (Beverages), BevNet (Retail), Food Business News, Eat This, Not That (News), Food Industry News (News), Beverage Daily (News), Beverage Digest, Beverage Online (News), CPG Daily (News), CPGWire (News), Beverage Industry (Products), Supermarket News (Retail)

BUSINESS OUTLETS

- **Pitch:** The King of The Beverage Industry Empire —Dave Burwick
    - The CEO of two beverage companies worth millions discusses his experience switching from the Beer Industry to Spindrift.
- **Desired Outlets:** Wall Street Journal (Business), Forbes (Leadership/Business), Fast Company (Leadership), The New York Times (Business/Food), Bloomberg (Business Week), Entrepreneur (Business News)

BROADCAST

Today Show

- **Pitch:** What to Keep in Your Fridge for a Healthier Summer
- **Spokesperson:** Dr. Knurick
    - Dr. Knurick shares what healthy foods she keeps in her fridge, with Spindrift as her go-to sparkling beverage.

The View

- **Pitch:** Why Women Are Cutting Back on Sugar During Perimenopause and Menopause: What They're Drinking Instead
    - Low sugar diets shown to improve hot flash symptoms, support sleep and a better mood during menopausal years.
- **Spokesperson:** Dr. Knurick
    - Dr. Knurick, recently named 1 of 50 people reshaping society by The Washington Post discusses how Spindrift has become her healthy drink alternative of choice.
    - Menopause is a hot topic as new research continues to show the true nature of this pivotal change in women's health.

The Tonight Show - Jimmy Fallon

- **Pitch:** Pop Star Taste Test of "Pop" with Jimmy
- **Spokesperson:** Carly Rae Jepsen
    - Fallon interviews Jepsen about her resurgence.
    - Recreate viral video but with new single – with baby instruments (instead of school instruments).
    - Jepsen facilitates blind taste test of cherry flavored beverages.

RADIO/ PODCASTS

- Mel Robbins - The Mel Robbins Podcast
    - Interview with Dr. Knurick to discuss nutrition during menopause and increasing access to mammograms through the Owala x Spindrift partnership.
    - About Mel Robbins
        - Health, lifestyle, and mental wellbeing researcher/podcaster
        - Appeals to women, moms, health/well-being, businesswoman lifestyle
        - Lives in Vermont
        - 12.2M followers, 1.8M monthly listeners
- Owen Thiele - In Your Dreams
    - Interview with Carly Rae Jepsen about her career resurgence, evolving relationship with wellness and thoughts on cherry nostalgia.
    - About In Your Dreams
        - Brings celebrities on weekly
        - Talks about trending topics
        - 339k followers
- iHeart Radio - Elvis Duran and the Morning Show
    - Invite Bill Creelman on for a lively, accessible segment on how wellness trends are evolving in 2026 — moving away from extremes and toward realistic, enjoyable choices.
    - About the Morning Show
        - #1 Top 40 Morning Shows in the US.
        - Mass national audience, commuters, pop culture & lifestyle listeners.
        - Interactive segments.

INFLUENCERS

1. Dirty Soda Recipe x Spindrift Cherry
    - Influencer shows them making a spindrift cherry “dirty soda.”
    - Follows the recipe that is released in print media.
    - Highlights that the drink has less sugar than a typical dirty soda.
2. Workout with me and Spindrift
    - Frame Spindrift as a refreshing drink after a workout class (Pilates, spin, etc).
3. Influencer Kit: “Cocktails on the Beach”
    - A beach basket will be sent to LA influencers to enjoy Spindrift-Cherry Cocktails on the beach.
    - The beach-themed kit will contain:
        - A can of Spindrift Cherry
        - A printed cocktail recipe from the Hillstone dinner menu
        - Cocktail ingredients
        - A cocktail shaker
        - Cherry Sand Cloud towel

TIMELINE (CALENDAR)
BUDGET

EVALUATION

- Measure media impressions from key online and print sources.
- Measure the increase in Spindrift sales during the campaign period.
- Measure influencer engagement from targeted content such as Hillstone dinner, press kit, and Owala partnership.