



CONSUMER INSIGHTS

MEET THE FANTA TEAM!

SARAH



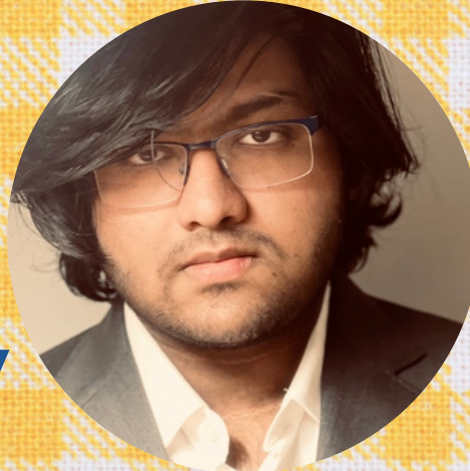
ERIC



EMILY



JAY



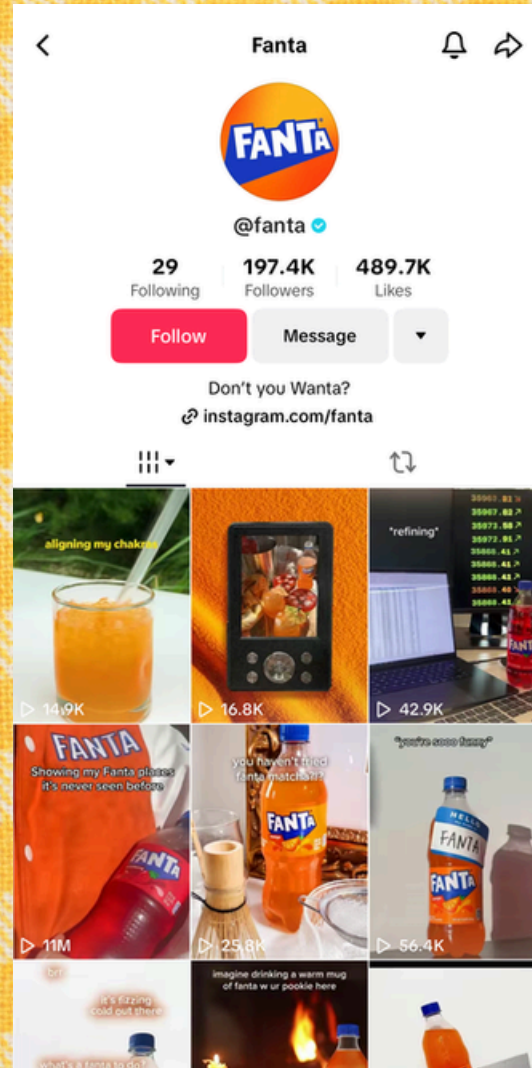
HELINA

FANTA'S CURRENT BRAND IMAGE:

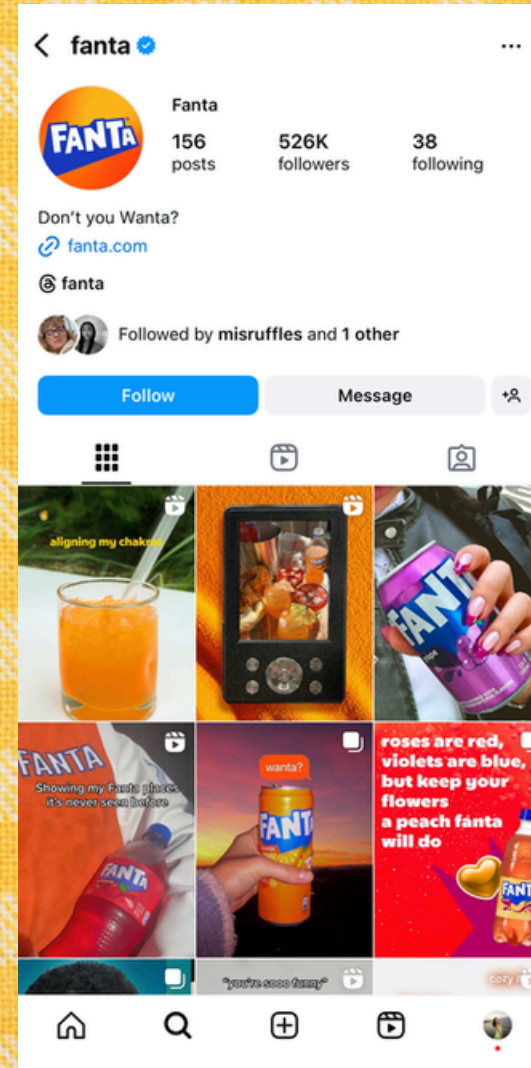


CURRENT SOCIAL MEDIA PRESENCE

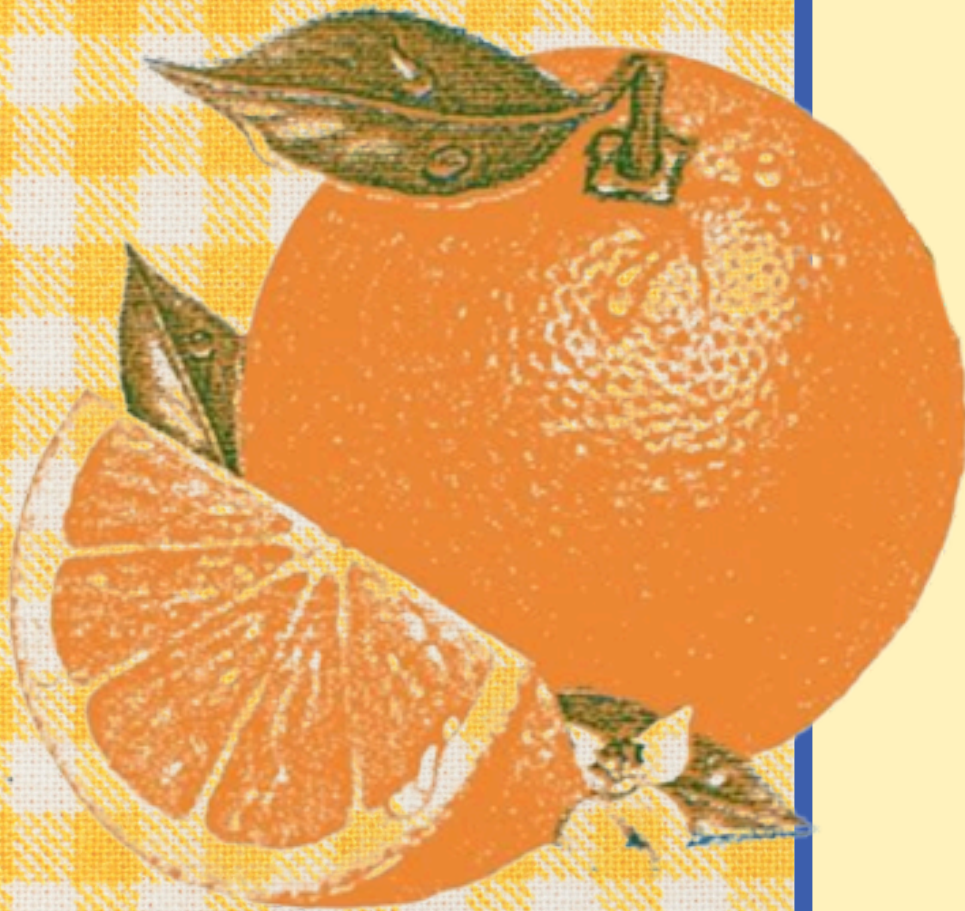
TIKTOK



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BUSINESS PROBLEM



Increase Fanta's market share among health-conscious Gen Z consumers by repositioning it as a fun, better-for-you beverage option.

SWOT ANALYSIS

STRENGTHS:

- A brand under the Coca-Cola Company.
- Diverse product portfolio with over 200 flavors worldwide catering to diverse preferences
- Strong market penetration among younger generations and multicultural segments.

WEAKNESSES:

- Social media posts do not resonate with Gen-Z
- Fanta is not a healthy soda, and the healthy soda trends are combatting this.
- The brand's social media platforms have extremely low engagement rates.
- Not enough people are purchasing Fanta

OPPORTUNITIES:

- Growing demand for low-sugar and healthier beverage alternatives
- Growth in emerging markets with rising middle-class consumption
- Collaborations with influencers and digital marketing to target younger consumers

THREATS:

- Consumers' growing concerns about sugar intake and artificial ingredients
- Competitors (poppi, Crush, Ollipop)
- Gen-Z prefers more innovative and functional beverages such as vitamin drinks than traditional soda beverages.
- Growing awareness about plastic waste

RESEARCH OBJECTIVE:

Gain insight on the age demographic and the motives of our target audience, which are individuals who drink Fanta.

RESEARCH QUESTION:

What are the types of consumers that purchase or are likely to purchase Fanta, and how do we target these consumers?





OBSERVATIONAL FINDINGS

Sarah & Helina: ISR Dorm Market

- 40 minute naturalistic observation at the ISR dorm market, focusing on what types of drinks students buy. We observed about 45 students total.
- Most students purchased energy drinks and electrolyte drinks.
- Nobody bought a Fanta in the span of 40 minutes.

OBSERVATIONAL FINDINGS

Eric Zhao: McDonald's on Green Street

- 4 out of 12 customers chose Fanta Soda from the fountain machine during a 30-minute naturalistic observation.
- Students, All casually dressed, 3 with backpacks, 2 wore earbuds.
- Most customers moved quickly and confidently.
- All interacted with their phones; one took a photo of their food.
- Fanta appeals to busy, style-conscious young adults, especially students.



OBSERVATIONAL FINDINGS



Jay Ghosh: Walgreens on Green Street

- 30-minute naturalistic observation at Walgreens, focusing on Fanta and competing soft drink sales. 14 customers observed.
- Zero customers purchased Fanta, despite a visible promotion.
- Two customers purchased Dr. Pepper without considering Fanta.
- Most customers were college-aged and shopped individually or in small groups.

KEY TAKEAWAYS

- Our goal of our **naturalistic observations** was to see how Fanta compares to its competitors in real life scenarios **on campus**. We observed different locations on campus including **McDonald's**, the **ISR Market**, and the **Walgreens** on campus. We also went to observe the Target on Green Street, however they did not sell Fanta at their store. From these observations, we concluded that **Fanta was not the popular choice** with the exception of McDonalds.
- We were surprised that Fanta sold well at McDonalds but not at any of the other locations. One **common theme** amongst all our observations was that most, if not all, customers were **college students**.
- Fanta performed better at McDonald's, where it was available as a self-serve option, rather than in bottled form. This suggests that Fanta may be more appealing as a casual or spontaneous choice rather than a planned purchase.
- The ISR Market showed a strong preference for energy drinks, likely because students were in a hurry and seeking a caffeine boost. Fanta, which lacks the energy-boosting appeal of its competitors, was not selected at all.

MRI SIMMONS CROSSTABS

HOW OFTEN IN THE LAST 7 DAYS HAVE YOU DRANK FANTA?

Region	Sub-Region A					Sub-Region B					Sub-Region C					Sub-Region D					Sub-Region E				
Sub-Region	Overview	Weighted Avg	Actual (%)	Forecast (%)	Score	Overview	Weighted Avg	Actual (%)	Forecast (%)	Score	Overview	Weighted Avg	Actual (%)	Forecast (%)	Score	Overview	Weighted Avg	Actual (%)	Forecast (%)	Score	Overview	Weighted Avg	Actual (%)	Forecast (%)	Score
	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100
	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100	25,000	10%	10%	10%	100
Sub-Region A	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100
Sub-Region B	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100
Sub-Region C	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100
Sub-Region D	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100
Sub-Region E	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100	Overview	10%	10%	10%	100

HOW DO YOU FEEL ABOUT DRINKING FANTA?

Select All	Study Universe					...	OTHER REG CARB (NON-COLA) DRINKS: OTHER REG CARB DRINKS - ... BRANDS DRINK MO_FANTA					
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index		
	25,365	247,134	100.00%	100.00%	100	←	756	8,356	100.00%	3.38%	100	←
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I CONSIDER MY DIET TO BE VERY HEALTHY	3,435	28,774	11.64%	100.00%	100	←	83	630	7.54%	2.19%	65	↓
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I ALWAYS THINK OF THE CALORIES I N WHAT I EAT	2,149	18,173	7.35%	100.00%	100	←	64	582	6.97%	3.20%	95	←
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I LIKE TO KNOW AS MUCH AS POSSIBLE ABOUT INGREDIENTS BEFORE I BUY	3,668	31,175	12.61%	100.00%	100	←	114	966	11.56%	3.10%	92	←
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I LIKE TO TREAT MYSELF TO FOODS NOT GOOD FOR ME	2,880	32,528	13.16%	100.00%	100	←	115	1,242	14.86%	3.82%	113	↑
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I TRY TO EAT HEALTHIER FOODS THESE DAYS	6,614	57,519	23.27%	100.00%	100	←	167	1,470	17.59%	2.56%	76	↓

HOW DO YOU FEEL ABOUT DRINKING CRUSH?

Select All	Study Universe					OTHER REG CARB (NON-COLA) DRINKS: OTHER REG CARB DRINKS - BRANDS DRINK MO_CRUSH				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	25,365	247,134	100.00%	100.00%	100	686	8,503	100.00%	3.44%	100
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I CONSIDER MY DIET TO BE VERY HEALTHY	3,435	28,774	11.64%	100.00%	100	79	755	8.88%	2.62%	76
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I ALWAYS THINK OF THE CALORIES I N WHAT I EAT	2,149	18,173	7.35%	100.00%	100	* 43	* 429	* 5.05%	* 2.36%	* 69
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I LIKE TO KNOW AS MUCH AS POSSIBLE ABOUT INGREDIENTS BEFORE I BUY	3,668	31,175	12.61%	100.00%	100	88	993	11.68%	3.19%	93
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I LIKE TO TREAT MYSELF TO FOODS NOT GOOD FOR ME	2,880	32,528	13.16%	100.00%	100	103	1,250	14.70%	3.84%	112
ATTITUDES/OPINIONS - DIET AND HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I TRY TO EAT HEALTHIER FOODS THESE DAYS	6,614	57,519	23.27%	100.00%	100	137	1,655	19.46%	2.88%	84

FINDINGS/INSIGHTS FROM CROSSTABS

- Crosstab 1:
 - Consumers who drink Fanta multiple times a week or not at all tend to be more health-conscious.
 - Those who drink Fanta occasionally are less concerned with health.
- Crosstab 2:
 - Crush drinkers enjoy treating themselves.
 - They have some awareness of the ingredients in their food.
- Crosstab 3:
 - Fanta drinkers also see it as a treat.
 - They show moderate awareness of calories and nutritional content.

TYING IT ALL TOGETHER



SECONDARY RESEARCH + OBSERVATIONAL STUDY + CROSSTAB ANALYSES

Triangulation:

All three types of research support our research objective and compliment our business objective because they show a market gap targeting Gen-Z audiences.

WHAT IS (ARE) THE PRELIMINARY CONSUMER INSIGHT(S)?

- Fanta appeals to busy, style-conscious young adults, especially students.
- Customers appreciate customization, convenience, and visual appeal.
- Social sharing and cultural familiarity may influence product choice.

BIG IDEA:

“A taste of nostalgia, reimagined.”



WHAT DO YOU PROPOSE YOUR GROUPS NEEDS TO DO (FROM A RESEARCH PERSPECTIVE) TO IMPROVE YOUR CONFIDENCE ABOUT YOUR INSIGHT(S) AND BIG IDEA?

- Multivariate AB testing
- Sentiment Analysis
- Possible rebranding
- Survey

The background of the image is a repeating pattern of yellow and white squares, resembling a gingham or checkered fabric. The squares are of equal size and are arranged in a grid. The yellow squares have a slightly textured appearance, while the white squares are solid white.

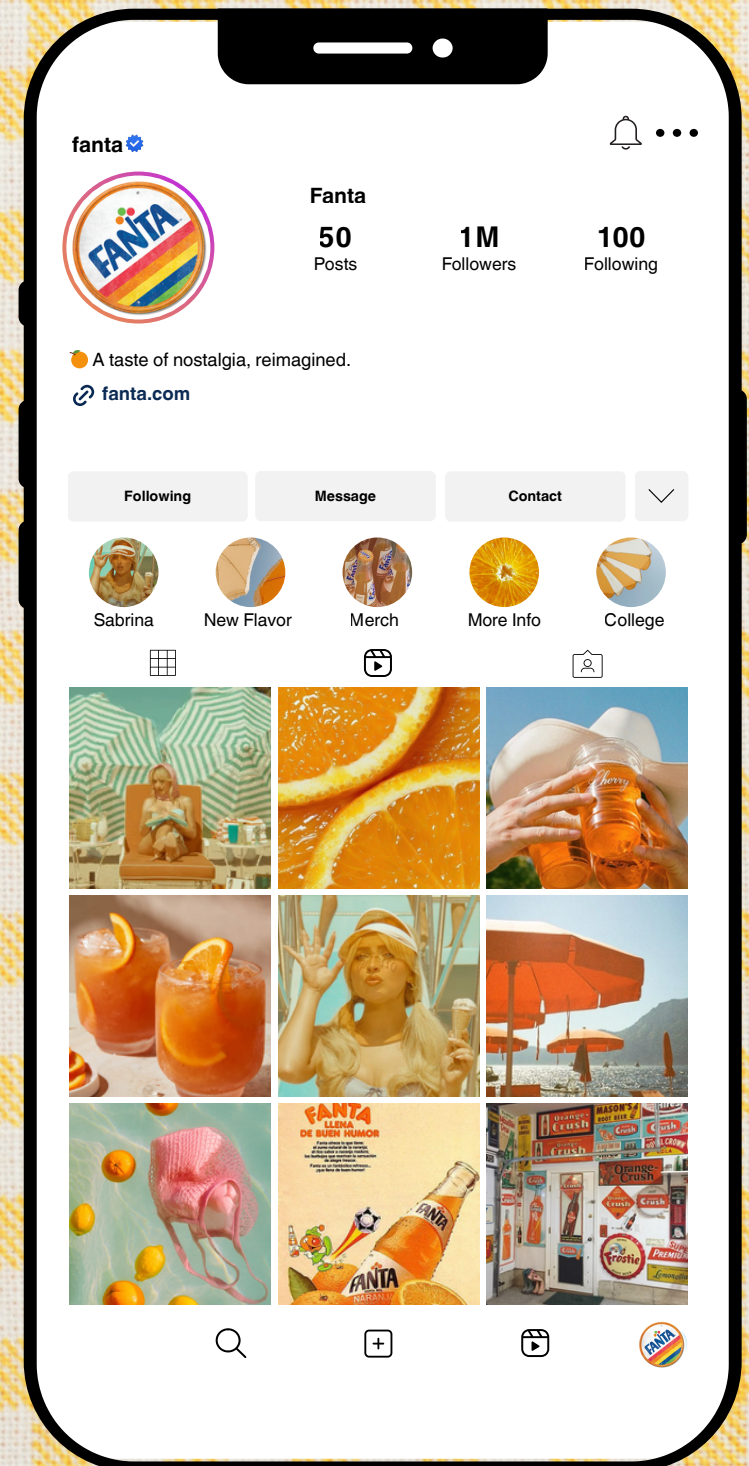
IT'S TIME FOR A
NEW CAMPAIGN...





CAMPAIGN STRATEGY

- **Celebrity Partnerships:**
 - **Sabrina Carpenter** is loved by many Gen-Z individuals, making her an impactful figure.
 - She brings an **energetic, vintage, and fresh** vibe which aligns well with the goals of this campaign!
- We will use **sensory marketing** to tie in the oranges and healthier aspect.
- These strategies will reach **Gen-Z** (new demographics) in an **impactful** way because they are **trend aligned**, which will overall improve the **brand image and expand market penetration.**



The background of the image is a repeating pattern of yellow and white squares, resembling a gingham or checkered fabric. The squares are of equal size and are arranged in a grid. The yellow squares have a fine, diagonal hatched texture, while the white squares are solid white.

THANK YOU!

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