



CHAMELEON

Social Media Semester Project

Justin Vaughan, Ben Renaudin, Charlie Baliman,
Brianna Facemire and Jack Lindey

Table of Contents:

Page 1: Cover Page

Page 2: Table of Contents

Pages 3-10: Other Alcohol Brands: Jägermeister, New Amsterdam, Pinnacle, Skyy

Pages 10-13: Job Description

Pages 13-16: Audience Profiles

Pages 16-17: Marketing Objectives

Pages 17-21: Website Navigation

Pages 21-30: Social Media Content Strategies: Facebook, Instagram, Twitter, Snapchat, Hootsuite

Pages 31-32: Campaign Description and Guidelines for Entry

Pages 33-35: Rules and Regulations

Page 36: Offline Marketing

Pages 36-38: Campaign Evaluation and Member Biographies

Pages 38-40 Appendix (Content Calendar)

Pages 41-49: Images

Pages 50-51: Works Cited

Other Popular Vodka Brands:

Jägermeister:

In an effort to look at other alcohol brands, Chameleon Vodka took a look at Jägermeister. We were surprised to find that Jägermeister interacted with any social media. Jägermeister has always been associated with poor decisions, and normally the college age demographic didn't seem that it really needed any advertising. Pretty much, if you don't know what Jägermeister is you haven't been into a liquor store.

However, Chameleon Vodka dove into this a bit more and realized that, of course they are using social media to reach their target audience. Most college age students live off of Twitter and Facebook, so why not advertise on there? Jägermeister has a presence on three different social networking sites. These sites include Facebook, Twitter and Instagram. However, there are multiple accounts on each site. They are targeting different markets with these different accounts. These different accounts all have different countries after their name, to specify what market they are trying to reach with that account. Chameleon Vodka looked at most of these accounts and surprisingly they are all different. They didn't just translate what they wanted to advertise. Each account has different ads tailor-made for those countries.

They post often, if not daily. Most of their posts feature the famous green bottle. However, some posts will talk about recent events or will give recipes for different uses with their product. One post that sticks out in my mind is the solar eclipse advertisement that they ran. They used their bottle cap to act as the moon in the solar eclipse. It was cheesy, but it got the job done. They stayed current and managed to get their brand in the image.

Jägermeister is very cautious about their followers. In their Twitter bio, it reads “Must be 21+ to follow. Please only share with those 21+ PLEASE DRINK RESPONSIBLY.” Twitter makes it very clear that accounts related to alcohol must not appeal to minors. This means no character/celebrities that appeal to minors are allowed to be included in this account

All in all, Jägermeister has a strong presence on social media, and seems to continue to post frequently.

New Amsterdam:

New Amsterdam vodka brand is present on four social media sites: Facebook, Twitter, Instagram and YouTube. Facebook lays out a beautiful design of New Amsterdam. Right off the bat, we were intrigued by what we saw. They list who they are on the about page and also added a lengthy policy rule that are per Facebook and their brand’s rules. They seem to post every couple of days and have a good response rate on each post. The engagement is everything from likes to emotions to comments. They also have a community board where they post photos of the brand in the community and events and such. They also respond to comments on photos and posts giving a nice two-way conversation model.

As Chameleon Vodka looked at their Twitter page, the organization noticed that they are not as active as they are on Facebook. Their last post came on February 13th and their last retweet was on July 12th. With that being said, they have replied to four people in the last two weeks but nothing before that. They have a total of 4,026 followers and follow 41 with 256 total tweets dating back to February of 2015 when they

joined. They do not get much engagement on the posts averaging around 3 retweets and 6 likes.

On Instagram, Chameleon Vodka saw similar posts as they put on Facebook, maybe they are linked? Their engagement is pretty good on each post getting over 150 likes on average but only getting a couple of comments on each. They post about once a week whether that be a picture or a video. They quickly make sure you are 21 to view the page and also have that in their bio as well as a link to their website. They have posts back to July of 2014 and incorporate their bottles as well as celebrities and mixed drinks in the photos.

As Chameleon Vodka checked out YouTube, the organization first visited the about tab and they have a blurb about who they are and when the company was founded. They also have the date they joined and that was in 2013. They are pretty consistent on their last 4 posts as they have posted a couple 3, 4 and 5 months ago then would take a couple months off and then post again. They have 5 different playlists that are a series of videos. Those are Pour Your Soul Out, Global, It's Your Town, Social Media Videos and It's Your Town Film Series. Each series has a good number of videos in them. They get thousands of likes on each video with some ranging into the millions. Comments on each video range from a couple to a couple hundred. They do not comment back on comments posted below their videos.

The New Amsterdam social media page's layout a good variety of who they are, really detailing their different flavors and how they are incorporated in different ways. Facebook was by far the most used by them with Instagram right behind. YouTube has its spikes in usage and Twitter is seemed to be used the least. They also have a page

on their websites called “POUR YOUR SOUL OUT” that has a community aspect and details posts on Facebook, Instagram and Twitter. All four of their social media’s are linked to the website allowing easy access to each of those pages.

Pinnacle Vodka:

Pinnacle Vodka is a cheaper alternative to the normal brand of vodka. Even though it is on the lower end of pricing, the quality is better than many other vodka brands. In terms of their social media presence, Pinnacle is not active at all. Their last Twitter, Facebook or Instagram post was about a year ago. It is crazy to think that a brand as popular as Pinnacle does not try to spread more awareness through various social media outlets. Brands like Tito’s, Ketel One, and Skyy have all had posts in the last few days.

Without a way to spread awareness about the brand, a company is not going to have any form of increase in sales other than from word of mouth. They do not have any TV advertisements either which could bring in a lot of new customers. Chameleon Vodka thinks that if Pinnacle followed the path of many other vodka brands, they would be able to become even more popular. If Pinnacle did a complete rebranding effort through social media, they would be able to open their market to new and old customers.

Instagram is strict about their alcohol advertisements. They make it so a message appears asking if the person looking at their posts is over 21. Twitter is a bit different because they have different laws based on specific countries. Even in those countries, they are unable to do certain things. Minors cannot be targeted; characters,

sportspeople, or any celebrity is not allowed to endorse alcohol on Twitter. Chameleon Vodka thinks that it is interesting that Twitter has so many specific laws. Instagram is similar to Twitter in some of the same aspects due to their age restriction accounts.

Chameleon Vodka thinks that it is good how these alcohol accounts are framed, but it does limit the amount of engagements that these accounts will have. With all of the restrictions on how these posts have to be, creativity for those who are in charge of these accounts is limited. Even though Chameleon Vodka does not think it is a great idea to promote alcohol, Chameleon Vodka thinks that those who are interested in it should not be limited. If someone wants to know more about alcohol, they should not have restrictions placed upon them from the social media outlets they consume.

Pinnacle's Facebook presence is similar to their Twitter. They do not have many posts, and everything seems as if it is regulated in a certain way. They have more videos, but they still do not have that much content.

All in all, Chameleon Vodka thinks it is really interesting to see how social media has become such an essential part of promoting brands. Even though there are so many restrictions in place, brands put up with it just so they can reach even more publics. In the future, Chameleon Vodka thinks that it will be interesting to see if a lot regulations still are in place.

Skyy Vodka:

Skyy Vodka has a social media presence on Facebook, Twitter, and Instagram. Skyy Vodka has done well with the campaigns its launched on social media. The two campaigns that stuck out to Chameleon Vodka were the "Be Part of the Art" and

“Cheers to Equality”. Skyy Vodka is known for its innovative and creative presence on social media and it shows with the campaigns and strategies it uses.

The idea behind the campaign “Be Part of the Art” was to use Facebook to engage consumers in an art project to promote Skyy Moscato grape infused vodka. Followers or friends were able to submit their own pictures using #BePartoftheArt. At the end of the campaign Skyy donated one dollar, for every picture that was submitted, to different charities. All of the pictures that were collected throughout the campaign were added to a giant storefront canvas that was displayed in New York City. This was a relatively successful campaign and did help raise sales of the Moscato grape infused vodka.

A more recent campaign was launched in Australia and was Skyy Vodka’s “Cheers to Equality”, which introduces “first-of-its-kind” communicative glassware – the moment two smart glasses clink together, a photo is automatically taken and a digital signature petitioning support for marriage equality is sent through Twitter using #auspol. People who #Cheerstoequality will have the opportunity to have their photo and digital signature added to a rainbow support flag in Sydney as a symbol of a united show of support (The Spirits Business). This campaign was designed to support gay marriages in Australia because Australia is currently voting on marriage equality.

When analyzing Skyy vodkas presence on its social media platforms a recurring pattern that is noticeable is that when Skyy Vodka posts video content the post is more popular or if posts are aligned with holidays, special events, or current news stories. Skyy Vodka’s most popular platform in regards to likes, followers and favorites is Instagram. It seems to be this way because Instagram is where Skyy Vodka’s target

audience is most active. As a whole, all of the social media platforms Skyy Vodka has are all very cohesive. Each platform has the exact same content on each platform, which is most likely because it wants all of its consumers to receive the same messages no matter what social media platform they use. Skyy Vodka's posts are all very modern, artsy, and the posts all stay within the same color scheme, blue. Skyy Vodka also features a lot of different drink recipes that include one of its new or seasonal vodkas, which are very popular with its followers.

Lastly, Skyy Vodkas along with many other alcohol companies promote safe and responsible drinking. Most of its posts will remind consumers to drink responsibly. Skyy Vodka also will post to each platform at least once a week with new updated content. Facebook seems to be the most active when it comes to content, because Skyy Vodka will post about every three days. Consumers seem to respond well to the fact that Skyy Vodka openly supports all types of people and stands behind the right for equality for everyone.

Skyy Vodka could do more to try and engage with its audience to receive more feedback but overall this company has a successful presence on all of its social media platforms. Skyy Vodka has innovative and creative social media campaigns and Skyy is smart in which current event topics it chooses to support. Skyy Vodka is also very consistent, which aids in how consumers view messages. Skyy Vodka will give Chameleon Vodka a very good starting point in how it wants to model its social media strategy.

Maintaining Social Media Presence:

Chameleon Vodka will maintain its social media presence through an in-house marketing management team. Specifically there will be 3-4 team members at all times, who manage and run all of the accounts. The fourth addition to the team will be a temporary social media intern. We chose to have this team of people specifically dedicated to social media management and marketing because this is a key component in Chameleon Vodka's presence to the public.

The team will complete the following various tasks but are not limited to: Create social media strategy, social media analytics, content creation/development on each social media account, social media analytics, create content calendars, utilize Hootsuite, website updates and SEO, manage engaging social media presence with users, recruit brand ambassadors/promoters for the various lines of vodka, coordinate employee social media takeovers, and much more.

Job Descriptions:

(1) Social Media Marketing Manager:

The social media marketing manager position is technically the head of the social media department. However, they work closely with the others in the department to create content.

Responsibilities:

- Double checks posts before release
- Helps to create content

- Makes final decisions about posts
- The one to be in charge of content of content calendars
- Approves/creates campaigns

Job Requirements:

- At least BS in Communication/PR or similar field
- 3 years of Social Media or Digital PR experience required
- Knowledge in IT/Networking
- Extremely strong organizational, time-management and project management skills
- MS Office and Adobe Suite experience required, basic video editing experience a plus
- Ability to work cross-functionally with creative, PR and marketing
- Excellent written and in-person communication skills
- Expertise in leading social media, publishing and analytics tools & platforms (specifically Instagram/Snapchat/Twitter/Facebook/Hootsuite)
- Experience managing paid social media campaigns a plus
- Experience pitching to and existing relationships with influencers and digital media outlets a plus

(2) Social Media Marketing Assistant:

The social media marketing assistant position works directly with the social media marketing manager.

Responsibilities:

- Assist the Social Media Marketing Manager on all responsibilities
- Create post ideas to submit to manager
- Develop campaign ideas
- Monitor, listen and respond to daily users with positive feedback

Job Requirements:

- Bachelor's Degree in Communication/PR or similar field
- At least 1 year experience
- Experience and enthusiasm in working with social media
- MS Office and Adobe Suite experience required
- Excellent written and in-person communication skills

(3) Public Relations Practitioner:

The public relations practitioner will work with the social media marketing manager to maintain best practices on what to say to consumers that represent the brand in a positive light.

Responsibilities:

- Review all social media content before it is posted
- Research previous social media campaigns and how they failed or succeeded from a PR standpoint
- Assist on creation of social media content strategy
- Speak to the public in videos on social media
- Design elements within the campaign

Job Requirements:

- Bachelor's Degree in Communication/PR or similar field
- 4-5 years of relevant experience
- Social media experience preferred
- Excellent written and in-person communication skills
- Creative design skills

Audience Profiles:

Name: Bob Thompson

Age: 26

Gender: Male

Location: Pittsburgh

Occupation: Journalist

Degree: Master's Degree in Communication

Salary: \$45,000

Marital Status: Single

Children: None

Goal: Keeps up to date with news, reposts sports articles and writes sports articles

Specific Problems: He is not viewing alcohol products online

Solution: Partner with sports websites to advertise Chameleon Vodka

Social Media User Type: Joiner and creator

Name: Sara Stevens

Age: 28

Gender: Female

Location: New York City

Occupation: Fashion Blogger

Degree: Bachelors in Business

Salary: \$40,000

Marital Status: Single

Children: One

Goal: Follow current trends, Follow public opinion and post fashion related articles

Specific Problems: She is focused on bigger competitors

Solution: Sending her a free sample and asking her to write a review

Social Media User Type: Creator and Critic

Name: Jim Smith

Age: 42

Gender: Male

Location: Colorado

Occupation: Professional Ski Instructor

Degree: High School

Salary: \$50,000

Marital Status: Married

Children: Three

Goal: Manages time online in short amounts, never creates content, views what others post on social media

Specific Problems: He is not online very much and is mostly on Facebook

Solution: Cater when you buy an actual bottle of Chameleon Vodka, there is paper attachments that encourage consumers to follow Chameleon Vodka on social media

Social Media User Type: Spectator

Name: Cheryl Bennett

Age: 37

Gender: Female

Location: West Virginia

Degree: High School

Salary: \$31,000

Occupation: Waitress

Marital Status: Single

Children: Four

Goal: Reads waitress blogs, finds new content to read, writes negative posts about current job

Specific Problems: Doesn't have time to research vodka brands and buys the cheapest one

Solution: Offer coupons and discounts to familiarize consumers with our products

Social Media User Type: Spectator and Content Creator

Establishing Chameleon Vodka Business and Marketing Objectives:

- Marketing Objectives: Target new Chameleon Vodka customers
- Marketing Objectives: Improve internal Chameleon Vodka employee communications
- Marketing Objectives: Launch new Chameleon Vodka products
- Marketing Objectives: Enhance Chameleon Vodka customer relationships
- Marketing Objectives: Develop Chameleon Vodka product placement
- Marketing Objectives: Improve Chameleon Vodka stakeholder relations
- Marketing Objectives: Build Chameleon Vodka brand awareness
- Marketing Objectives: Increase profit for Chameleon Vodka products
- Marketing Objectives: Inform the public of the benefits of Chameleon Vodka
- Marketing Objectives: Inform those who are underage the risks of alcohol
- Marketing objective: Advocate for the environment
- Marketing objective: Establish sponsorships for Chameleon Vodka
- Marketing objective: Enter new markets
- Marketing objective: Establish one voice
- Marketing objective: Establish Chameleon Vodka in the industry
- Marketing Objectives: To increase positive feedback of Chameleon Vodka products
- Marketing Objectives: To inform our publics about how to be responsible when consuming alcohol
- Marketing Objectives: Stay consistent with key messages
- Marketing Objectives: Retain and gain new customers

- Marketing Objectives: Recruit new employees
- Marketing Objectives: To promote certain events such as #givechameleon
- Marketing Objectives: To increase transparency
- Marketing Objectives: To promote environmental causes
- Marketing Objectives: To increase customer satisfaction of Chameleon Vodka
- Marketing Objectives: To increase customer lifetime value by offering quality vodka

Website Navigation:

The design of the website is going to be the inspiration for the design, color scheme, and feel for all of Chameleon's social media platforms. The design of the website complements the actual bottles. The homepage will feature Chameleon's promotions, campaigns, recipes, promotional videos and vodka flavors.

The different tabs on Chameleon's website are: Our Process, Our Mission, Our Vodkas and Where to Buy. The website also has roll over features to connect to Chameleon's different social media platforms. For instance, when users take their mouse over the Snapchat icon an image of Chameleon's Snapchat sticker will appear so that consumers can connect with Chameleon Vodka on Snapchat quickly and easily. Chameleon Vodka's website is easy to manage, informative, interactive and aesthetically pleasing.

Where to Buy:

On the “Where to Buy” tab on Chameleon Vodka’s website, the organization plans to implement multiple ways for the consumer to be able to find locations where they can buy Chameleon Vodka products. The organization wants to make it easy for consumers to be able to purchase Chameleon Vodka. The most important thing about having a new vodka brand is being able to reach consumers and sell the product. Chameleon Vodka has specific plans to reach consumers which will become the basis of the entire organization. First, a partnership with Google Maps will be made to ensure quality location services. Also, many mainstream and small liquor stores across the United States will begin to sell Chameleon Vodka.

Google Maps and Chameleon Vodka will partner together and create a custom map on the Chameleon Vodka Website. Locations that sell Chameleon Vodka will be listed on the map with a small graphic of a Chameleon to signify that the store has Chameleon Vodka products. In addition, Chameleon Vodka will offer promotions through the website for those who have found the Chameleon graphic and tracked down locations that sell Chameleon Vodka. On the normal Google Maps application, if a user types in “Chameleon Vodka,” the locations close in proximity that sell the vodka will show up. A similar feature with Snapchat will be used as well.

Chameleon Vodka strives to be a unique vodka brand, but the organization wants to be able to reach just about anyone. The best way for Chameleon Vodka to be sold and to larger audiences is by selling vodka at most liquor stores. Those who have not heard of the vodka before will be drawn to the captivating art. Lastly, our domain name is drinkchameleon.com. With this domain name, we will be able to have a call to action for our consumers as well as a catchy website that people will remember.

Our Process:

For the Chameleon Vodka website the user will be able to view a page dedicated to the process of how Chameleon Vodka is created, bottled, and put on the shelves of their local distributors.

For Chameleon, the process is very black and white and we want to be transparent with our customers. When a user clicks on the “Our Process” page they will be taken to a page with detailed information on how the vodka is distilled, start to finish. There will also be a gallery of photos of inside and out of our facility along with images of where we source our ingredients from. We want to display that our vodka is made in an eco-friendly facility with the finest and most natural ingredients.

Users will read this text:

We distil each batch of vodka five times for the most pristine taste. This process creates Chameleon Vodka which is 40 percent alcohol/ 80 proof. We have provided a safe, clean, and environmental friendly work facility. A majority of our facility is powered by sustainable energy. All of our employees are well trained and specialize in the creation, production, and packaging of our product. Every component of our product is U.S sourced. We carefully select wheat and potatoes grown in the surrounding area to make our vodka. We source our water from Seven Falls and surrounding natural

reservoirs in Colorado. We create our vodka by using a combination of modern and traditional distilling techniques.

We will also link to our various social media accounts where they can get an “insider's view” of our process and facility.

Our Mission:

Our mission can be boiled down to making quality vodka at a reasonable price. We take the extra time that cheaper vodka brands tend not to take with their products. We distill our product 5 times which is 2 times more than the average lower priced vodka brands. We plan to make our vodka taste as pure and as smooth as our process allows.

We also use eco-friendly facilities to create our vodka. The ingredients we use to make our vodka are the finest and more natural ingredients that we could find. Our product is made to enhance any occasion while at the same time promoting responsible use of alcohol. We do the best we can to make the high quality and more affordable vodka on the market today.

Our Vodkas:

On the “Our Vodkas” page of the website we will be displaying our 7 original flavors plus we will be featuring 3 seasonal flavors. Our 7 original flavors are Cucumber Lime, Pineapple, Passion Fruit, Original, Red Berry, Blueberry and Orange. We will be featuring 3 seasonal vodkas 4 times throughout the year with a spring, summer, fall and

winter flavor. We will have a picture of the bottle with the flavor next to the picture and when you click on it, it brings up the ingredients.

Our flavors come from all natural ingredients and we only put in the best combination of fresh fruits and vegetables into the respective vodkas. Our original flavor is a premium, 100 proof vodka that is made from the finest quality corn. The seasonal flavors that we will be producing will tie into the season and/or a holiday coming up. The current season flavors are a Cranberry Spice, Pumpkin Pie and Apple Pie. These flavors capture the essence of the fall season while also bringing in a sense of Thanksgiving and your favorite tastes of the season.

Selecting Social Media Platforms & Developing a Content Strategy:

Facebook/ Drink Chameleon:

Chameleon Vodka will utilize Facebook to post content that is both visually pleasing and interactive. The Facebook platform allows the brand to link to blogs, post videos, photos, share things related to the brand, and interact with current followers of the brand and invest money to promote our vodka and gain new followers.

Content Strategy:

- Weekly posts:
 - Environmental advocacy
 - Show Chameleon's consumers how involved Chameleon is regarding environmental efforts

- Share news regarding environmental issues
 - Encourage Chameleon consumers/followers to make eco-friendly decisions
 - Inform consumers how they can make a difference, where they can donate or how they can help environmental non-profits, such as Greenpeace, World Wildlife Fund, and The Nature Conservatory.
- Daily posts:
 - Daily, weekly and or monthly promotions and sales
 - Original vodka flavors
 - Seasonal vodka flavors
 - Recommended recipes using Chameleon Vodka
- Promoted Posts:
 - Chameleon will use sponsored posts during campaigns, sales and seasonal flavor releases.
- Costumed Tabs:
 - Chameleon Vodka will add tabs such as
 - Where to buy
 - Seasonal Flavors
 - Campaigns
 - Instagram Feed
 - Non-Profits we Support
 - Greenpeace
 - World Wildlife Fund

- The Nature Conservatory

Bio:

- “Perfect for any lifestyle”
- 21+, drink responsibly
- drinkchameleon.com
- Colorado Springs, Colorado

Call to Action:

- Link followers to www.drinkchameleon.com
- Change call to actions during sales, campaigns and seasonal vodka releases
 - Other possible call to actions
 - Link to Twitter
 - Link to Instagram
 - Link to non-profits if Chameleon Vodka is supporting a specific non-profit

Facebook Insights: Chameleon Vodka will monitor users who interact with the Chameleon Vodka Facebook page through Facebook insights. All of the data collected will be used to understand consumers in a more personal way.

Cover Art (will change featured bottles with new flavors periodically): See Appendix

Instagram @DrinkChameleon

Chameleon Vodka will utilize Instagram to post daily images that involve Chameleon Vodka products. All of these images will advertise Chameleon products in some way without showing anyone drinking anything. With Instagram, Chameleon Vodka can have an artistic flare with each image. People will be involved in the images, but it will mostly be to show how Chameleon Vodka can be implemented into so many different situations. Chameleon Vodka will primarily use Instagram as the main social media platform for #givechameleon, but it will use other social media platforms to lead users to the Chameleon Vodka Instagram page.

Content Strategy:

- Post one photo daily:
 - Daily Advertisements
 - Chameleon Vodka cocktails
 - People enjoying Chameleon Vodka (not drinking)
 - Daily, weekly or monthly sales or promotions
 - Advertisements involving the logo/brand
 - Creative and fun captions that tie together both the post and our identity
 - Chameleon will always remind consumers to drink responsibly
 - Environmental Advocacy
 - Share Chameleon's environmental efforts
 - Share news regarding environmental issues

- Post three videos weekly:
 - Short advertisements
 - Highlighting vodka flavors
 - Sharing recipes
 - Longer videos explaining flavors
- Post 3 boomerangs or stories per week:
 - Chameleon Vodka cocktails
 - New seasonal bottles
 - Advertisements involving the logo and/or the brand
- First week of every month have an employee takeover where they post all content to show an insider's view of the brand and create a more personable connection with followers.
- Links:
 - Link out to our website
 - drinkchameleon.com/
 - drinkchameleon.com/ourprocess
 - drinkchameleon.com/ourmission
 - drinkchameleon.com/ourvodkas
 - drinkchameleon.com/wheretobuy
- Hashtags:
 - #drinkchameleon
 - #givechameleon
 - Utilize these hashtags in all posts

- Other hashtags may be utilized that are more broad and specific to the post
- Responses:
 - Quick and efficient
 - Respond to followers and consumers who tag us in responsible posts
 - Chameleon aims to create a unique persona
 - Witty
 - Humorous
 - Creative
 - Environmentally aware
 - Adaptable
 - Use direct messaging to promote vodka
 - Send followers who tag @DrinkChameleon coupons
- Bio:
 - “Perfect for any lifestyle”
 - 21+, drink responsibly
 - drinkchameleon.com
 - Colorado Springs, Colorado

Iconosquare: Chameleon Vodka will monitor users who interact with the Chameleon Vodka Instagram page with Iconosquare. All of the data collected will be used to understand consumers in a more personal way.

Profile Picture: See Appendix

Twitter @DrinkChameleon

Chameleon Vodka will utilize Twitter to have engagement with consumers.

Twitter is great way to respond to consumers as well as post content that they can interact with. Chameleon Vodka aims to create a strong fanbase who becomes loyal to the brand and promotes Chameleon Vodka on every social media platform.

Content Strategy:

- Hashtags:
 - #DrinkChameleon
 - #GiveChameleon
 - Could utilize hashtags that are trending
- Tweets and Retweets:
 - Retweet and favorite responsible articles/user generated content referencing Chameleon Vodka
 - Promote new flavors and social media campaigns
 - Tweet once a day to show that we are active
- Response Rate:
 - Quick and efficient
 - Respond to tweets by fans and give feedback/witty comments
- Lists:
 - List for employees
 - Other vodka brands
- Bio:

- “Perfect for any lifestyle”
- 21+, drink responsibly
- drinkchameleon.com
- Colorado Springs, Colorado

Twitter Analytics: Chameleon Vodka will monitor users who interact with the Chameleon Vodka Twitter page through Twitter Analytics. All of the data collected will be used to understand consumers in a more personal way.

Profile Picture: (See Appendix)

Cover Art (will change featured bottle with new flavors periodically): See Appendix

Snapchat @DrinkChameleon

The Chameleon Vodka Snapchat is perfect to interact with the younger generation of consumers (ages 21-30) In addition, Chameleon Vodka will use Snapchat to have quick and easy advertisements to interact with consumers. Chameleon Vodka will utilize Snapchat stories that are interactive and easy to use for consumers.

Content Strategy:

- Post up to two minutes of content a day with videos of a typical work day, Chameleon reps promoting the vodka in clubs, bars & other events
- Weekly recipe videos with the swipe up feature linking to our website/blog
- Create a sponsored filter and geotag

- Swipe up to feature our website

Snaplytics: Chameleon Vodka will monitor users who interact with the Chameleon Vodka Snapchat through Snaplytics. All of the data collected will be used to understand consumers in a more personal way.

HootSuite:

We will utilize Hootsuite to manage each of our social media platforms.

Give Chameleon – #GiveChameleon

The holidays are right around the corner. It's the season of giving, and it's better to give AND receive this holiday season. From December 9th - December 16th if you buy a bottle of Chameleon Vodka as a gift for a friend or family member, post a photo each day on Instagram with the hashtag, #GiveChameleon, you'll be entered in to receive one of five daily holiday samplers of our seasonal flavors AND you'll be entered to win our 2018 limited edition bottle*.

Participants must be 21 years or older to purchase and participate, offers valid in the U.S only

#GiveChameleon tags along with the season of giving and promotes holiday shoppers and gift givers to choose Chameleon Vodka as the perfect gift to give friends and family members.

Primary Social Media Platform:

The primary social media platform for the Give Chameleon campaign is Instagram. Chameleon Vodka will still utilize Twitter, Facebook and Snapchat, but everything will link back to @DrinkChameleon Instagram page. The Chameleon Vodka Instagram will link back to ChameleonVodka.com, and users will be given the rules and regulations on how to participate in the #GiveChameleon campaign.

- Target Market = Vodka consumers ages 21-30 who use social media, specifically Instagram
- Primary social media tools:
 - Instagram posts
 - Instagram Stories
 - Instagram Direct Messaging

Goals & Objectives:

- Increase sales on seasonal products during the holidays.
- Create a positive image for Chameleon Vodka that sticks with consumers and promotes continued sales.
- Increase Instagram followers and engagement through the #GiveChameleon campaign.
- Chameleon Vodka's will use its other social media platforms, such as Twitter and Facebook to push users to Instagram.
- Develop a specific audience that will assist in the efforts of building a solid fanbase of Chameleon Vodka.

Campaign Description:

Pre

To promote this campaign Chameleon Vodka will create social media posts that explain the details of the campaign such as the duration of the promotion and how to participate. The posts will be featured across all of Chameleon Vodka's social media platforms. Chameleon will also use features such as Instagram story and the swipe up feature to link users to our website so that they can view rules and regulations and legal guidelines. The same method will be used on Chameleon Vodka's Snapchat story to boost engagement. Chameleon Vodka will also utilize its bottle design to promote the campaign. The new seasonal line of vodkas will be launched December 1st, 2018, which will feature a QR code on the side of each bottle to connect users to Chameleons website.

During

This campaign will run from December 9th, 2018 to December 16th, 2018. Consumers who chose to participate in the Give Chameleon campaign will be asked to post pictures on Instagram of their experience either giving or receiving a bottle of any flavor of Chameleon Vodka with the hashtag, #GiveChameleon. Chameleon Vodka will utilize Hootsuite to monitor the use of the #GiveChameleon, which will allow our social media team to quickly respond to its participants. After participants have posted their daily photo with the #GiveChameleon they will be entered to win a holiday sampler of Chameleon's seasonal flavors. They will also be entered to win Chameleon Vodka's 2018 limited edition bottle.

Post:

Following the campaign deadline our social managers will collect all participant photos and assure a unique link has been distributed to each one. All users who participated** (**posted using the hashtag, follows @DrinkChameleon, is 21 or older) will also have their Instagram username entered into a random generator (<http://www.randomresult.com/>) that will select one (1) winner to receive the 2018 limited edition Chameleon Vodka bottle. The selected winner will be announced via Instagram and shared across Facebook, Twitter and Snapchat. They will also receive confirmation via email containing further details on receiving their bottle.

Guidelines for Evaluation/Entry:

Those who post about Chameleon Vodka and want to be involved in the #GiveChameleon campaign must be 21 years or older. In addition, users will have to confirm that they are 21 by showing valid Identification when the vodka is delivered. Those who post a photo with the #GiveChameleon showing that the bottle was given as a gift or received as a gift will receive a direct message on Instagram from Chameleon Vodka. Chameleon Vodka will send a direct message to the user to a specific one time use link that requires the person to enter in a shipping address to send the vodka. Also, those who want to participate must check a box stating that Chameleon Vodka is not liable for any injuries, deaths or problems caused by consuming the alcohol and that the consumer recognizes underage drinking is illegal. Anyone who wants to participate in the #GiveChameleon campaign must also be following the @DrinkChameleon Instagram page.

Content Calendar:

See Appendix _____

Rules & Regulations:

Purchase is necessary to win.

1. **Eligibility:** Our Campaign is open to those participants that are 21 years old or older by the campaign start of December 9th, 2018. Our Campaign is open to all legal residents of The United States of America and is void where prohibited by law. Employees of Chameleon Vodka, any of its affiliates or immediate family members of the employees are ineligible to participate in this Campaign. The Campaign is subject to all applicable federal, state and local laws and regulations. Void where prohibited.
2. **Agreement to Rules:** By participating in this campaign you agree to these rules and regulations and give full consent that you are eligible for all aspects of the campaign.
3. **Campaign Period:** Posts will be accepted on Chameleon Vodka's Instagram page (@drinkchameleon) starting 12:01 am E.T. December 9th, 2018 and ending 11:59 pm E.T. December 16th, 2018. (Submissions before or after the Campaign Period are ineligible for the campaign)
4. **How to Enter:** The Campaign must be submitted via Instagram during the campaign period. You must buy a bottle of Chameleon Vodka as a gift for a

friend or family member, post a photo on Instagram with the hashtag, #GiveChameleon, follow Chameleon Vodka, and you will be sent a holiday sampler of our seasonal flavors AND you'll be entered to win our 2018 limited edition bottle. Entries that are incomplete and do not follow all rules and regulations will be disqualified.

5. Prizes: Those who buy a bottle and post via @drinkchameleon on Instagram with the hashtag #GiveChameleon will receive a holiday sampler. There will be one overall winner for the 2018 limited edition bottle. The specifics of the prize are determined solely by Chameleon Vodka and may differ at the time of the prize award. Acceptance of the prize gives Chameleon Vodka the right to the Winner's name, likeness, and advertising without further compensation, unless prohibited by law.
6. Odds: The odds of winning depend on the total number of entries received during the duration of the campaign.
7. Winner Selection: One winner will be selected via a random drawing under the supervision of Chameleon Vodka. The winner will be notified within 2 days from the drawing on December 18th, 2018 and will be notified on all social media accounts and will receive an email to confirm their address on where to send the bottle, along with tracking information. Chameleon Vodka has no liability for failure to receive notice due to spam, junk e-mail or other security settings or for the winner's provision of incorrect or otherwise incorrect information. If the winner cannot be contacted within 15 days of the email sent out explaining the winner has won than a new winner will be picked.

8. Rights Granted by You: By entering into our contest you agree that we may use your name, entry, picture and other information deemed appropriate for any type of media and advertising that we adhere necessary and helpful for our company. You also agree to the fact that your submission is original and created by you and not a third party affiliate and if found that you did not create such entry, you will be disqualified.
9. Terms and Conditions: Chameleon Vodka has the right to cancel, terminate, change or suspend the campaign at any time. Chameleon Vodka has the right to disqualify any entries who try to tamper with the system or those who try to submit different entries under different IP addresses or other accounts.
10. Disputes: This campaign is governed by the laws of the United States of America and any legal issues will be settled in court in the state you have entered via. If found the current state that you reside in has laws in place that exempt winners from receiving alcohol as a prize for any circumstance in which you do not meet, than you will be disqualified.
11. Privacy Policy: All private information you submit to this campaign and/or to Chameleon Vodka in general will be kept private and used only for statistical information.
12. Instagram: The campaign hosted by Chameleon Vodka is in no way sponsored, endorsed, administered or associated with Instagram.

Offline Marketing:

- Include information about Chameleon Vodka and the #GiveChameleon campaign on all bottles.
- Distribute fliers and informational brochures at clubs and casinos that detail the #GiveChameleon Vodka campaign and a general summary of Chameleon Vodka.
- Offer discounts on Chameleon Vodka in liquor stores and send representatives of Chameleon Vodka to personally inform employees about the different flavors of vodka and the brand itself.
- Develop coupons for Chameleon Vodka that will be given to consumers with any liquor purchase to be distributed to stores.
- Give distributors promotional items that can be hung around liquor stores and given out to those who purchase Chameleon Vodka.

Campaign Evaluation

Since this campaign will be based around Instagram, the metrics and analytics of this campaign will be done through Iconosquare. For the Chameleon Vodka website, the organization will use Google analytics to research and see who is searching Chameleon Vodka, how long people view the website, how consumers are finding the website, and how long they were on the website. In terms of Twitter, Chameleon Vodka will utilize Twitter analytics to see what does and does not work with consumers. With Facebook, Chameleon Vodka will use Facebook Insights to determine what the best

practices are when utilizing Facebook and if consumers were able to be easily directed to the @DrinkChameleon Instagram page.

Member Biographies:

Ben Renaudin: Born in Meadville Pennsylvania, Ben is a senior public relations major with a minor in Asian studies and Japanese language. In the past, he interned at the Sustainable Enterprise Accelerator. Ben has been a member of Rock PRoductions since his freshman year, and he served as president for a year. Ben will graduate in spring of 2018, and he hopes to obtain his first job working as a public relations practitioner.

Charlie Baliman: Charlie is a senior Public Relations major with a minor in Graphic Design. She will be graduating at the end of the semester and plans to move back to her hometown, Stow, Ohio. There she will begin her career as an assistant account coordinator and graphic designer at Pinnacle Media.

Justin Vaughan: Born in Mantua, Ohio in 1995, Justin is a senior Digital Media Productions major. He is currently the president of Tennis Club and is also a member of Ultimate Frisbee. He will graduate in spring of 2018 and hopes that after his internship in the winter of 2017, that he can land a job in digital media and/or social media.

Brianna Facemire: Born in Pittsburgh, Pennsylvania, Brianna is a senior public relations major at Slippery Rock University. She is currently working for the department of Residence Life as a 3rd year community assistant. Brianna has also been involved in Rock PRoductions and SRU Military Support Group. She is set to graduate in spring of

2018. After graduation Brianna plans to receive her master's degree in student affairs higher education in administrative policy.

Jack Lindey: Born in Grove City, Pennsylvania, Jack is a senior Digital Media Productions major. Currently, he is the Video Technician for Grove City Alliance Church, and plans to move further into the IT field. He will graduate in the Spring of 2018.

Appendix:

Content Calendar:

Chameleon Vodka – #GiveCha							
Week of: December 1							
Set the starting date in cell C2. Rows 3 and 4 will automatically update with the correct dates and days of the week.							
	12/2 SUNDAY	12/3 MONDAY	12/4 TUESDAY	12/5 WEDNESDAY	12/6 THURSDAY	12/7 FRIDAY	12/8 SATURDAY
8:00 AM		Snapchat: (Video) Inside the distillery showing a batch production of the bottles					
8:30 AM							
9:00 AM	Snapchat- (Image): Sneak Peak of the holiday sampler. "To see how you can win this holiday sampler stay tuned!"					Snapchat: Snapchat: (Video) Inside the distillery showing packaging of the holiday sampler bottles (caption) swipe up to see how you could win this holiday sampler!	
9:30 AM							
10:00 AM			Instagram: (Video) Walking down isles in a liquor store and stopping at the chameleon display and filling up the cart with the seasonal bottles (Caption) Make holiday shopping easy this season, and #GiveChameleon! Snapchat: (Video) Pan holiday line of bottles w/ festive music playing in the background		Snapchat: (Video) Pan of the 2018 limited edition bottle with festive music playing in the background (Caption) Swipe up to see how this could be yours.		
10:30 AM							
11:00 AM							
11:30 AM							

12:00 PM	<p>Instagram: (Image) Holiday sampler and 2018 limited edition bottle with text on image, "It's better to give AND receive" (Caption): The holidays are right around the corner. It's the season of giving, and it's better to give AND receive this holiday season. From December 9th - December 16th if you buy a bottle of chameleon vodka as a gift for a friend or family member, post a photo each day on Instagram with the hashtag, #GiveChameleon, you'll be entered in to receive one of five daily holiday samplers of our seasonal flavors AND you'll be entered to win our 2018 limited edition bottle*.</p> <p>* Posts will be accepted exclusively via Instagram starting 12:01 am E.T. December 9th, 2018 and ending 11:59 pm E.T. December 16th, 2018. (Submissions before or after the Campaign Period are ineligible for the contest) Participants must be 21 years or older to purchase and participate, offers valid in the U.S only*</p> <p>Twitter: Link from IG Post Facebook: Link from IG post</p>	<p>Snapchat: (Video) In house Mixologist showing a step by step process on how to make a seasonal cocktail with our holiday flavors (text: swipe up to save this recipe)</p>	<p>Twitter: (Image) Chameleon bottle with a bow on it (caption) #GiveChameleon this holiday season and be entered to win a holiday sampler pack AND a 2018 limited edition bottle! For contest rules and regulations visit drinkchameleon.com/givechameleon (Characters: 188)</p>	<p>Instagram: (Image) Bottle line up of holiday flavors (caption) which one of our seasonal flavors will you gift this year? #GiveChameleon #DrinkChameleon</p>	<p>Facebook: Trying to find the perfect gift to give this holiday season? Check out our new seasonal line and #GiveChameleon (Image) seasonal line (Link) drinkchameleon.com/givechameleon</p>	<p>Instagram: (Caption) The #GiveChameleon contest begins tomorrow! Who will you be shopping for? (Image) Holiday bottles with bows on them Facebook: Link from IG post Twitter: Link from IG Post</p>
12:30 PM						
1:00 PM						
1:30 PM						
2:00 PM						

2:30 PM	<p>Snapchat (Video): Chameleon employees dancing around with the holiday sampler (Caption): Swipe up to see how this can be yours!</p>					
3:00 PM						<p>Snapchat: Video of someone giving chameleon as a gift (text) #GiveChameleon</p>
3:30 PM						
4:00 PM						
4:30 PM						
5:00 PM	<p>Facebook: (Photo of Holiday Sampler) Check out our Instagram to see how this can be yours this holiday season</p>					
5:30 PM						
6:00 PM		<p>Snapchat: (video) employees cheering to end of the work day with a seasonal cocktail</p>		<p>Snapchat: Video at a holiday party with Chameleon Vodka being served</p>		
6:30 PM	<p>Twitter: (Photo of Holiday Sampler) Check out our Instagram to see how this can be yours this holiday season</p>		<p>Facebook: It's the season of giving and this year when you #GiveChameleon you can be entered to win a holiday sampler of our seasonal flavors along with the 2018 limited edition Chameleon Vodka Bottle! Check out our Instagram page to see how to enter. For contest rules and regulations visit: drinkchameleon.com/givechameleon</p>			

DAILY SCHEDULE

Week of: December 8

Set the starting date in cell C3. Rows 2 and 4 will automatically update with the correct dates and days of the week.

	12/9 SUNDAY	12/10 MONDAY	12/11 TUESDAY	12/12 WEDNESDAY	12/13 THURSDAY	12/14 FRIDAY	12/15 SATURDAY
8:00 AM							
9:00 AM							
9:30 AM	Snapchat: (Video) Employee explaining the contest details with the holiday bottles on display also with the swipe up feature linking Snapchat: (Image) Cart full of Chameleon Vodka (Text)						
10:00 AM			Instagram: "In Instagram Stories"(Image) Limited edition 2018 bottle on display (Text) This could be yours! Swipe up to see how. Snap				
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	Instagram: (Image) holiday bottles with text on screen Twitter:			Instagram: Instagram: Repost favorite contest entries on main post and include Instagram: (Images) bottles u			
12:30 PM							
1:00 PM							
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM		Instagram: Repost favorite contest entries on main post and include others using Instagram stories					
3:30 PM					Instagram: Repost favorite contest entries on main post and include others using		
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM				Snapchat: (Text) Still looking for the perfect gift? Look no further and #GiveChameleon (Image) Chameleon!			
6:30 PM			Facebook: Gift giving is easy this season! Check out our new seasonal line and		Instagram: Repost favorite contest entries on main pos		

Images:



Bottle With Bow V1



Bottle With Bow V2



#GiveChameleon



Limited Edition Bottle



2018 Limited Edition

This
could be
yours!

Chameleon 1

**It's Better To
Give AND Recieve**



#GiveChameleon



Cart Filled



Christmas Tree Wine Rack



Holiday Sampler

Holiday *Sampler*



Now Accepting Submissions

Now Accepting
Submissions



Seasonal Line

#GiveChameleon



Still Looking

Still looking for the perfect gift?
Look no further,

#GiveChameleon



It's better to give and receive

*It's better to
give AND receive*



Holiday Sampler



**2018 Limited
Edition Bottle**

Holiday Logo



Facebook Cover Art:



Profile Picture for all platforms:



Twitter Cover Art:



Works Cited:

Carruthers, N. (2017, April 12). Skyy Vodka unveils 'innovation' campaign. Retrieved October 29, 2017 from The Spirits Business:

<https://www.thespiritsbusiness.com/2017/04/skyy-vodka-unveils-innovation-inspired-campaign/>

Jägermeister USA. (n.d.). Jägermeister USA. Retrieved October 29, 2017 from Twitter:

<https://twitter.com/JagermeisterUSA>

Jägermeister. (n.d.). Jägermeister. Retrieved October 29, 2017 from Instagram:

<https://www.instagram.com/jagermeister/>

Jägermeister USA. (n.d.). Jägermeister USA. Retrieved October 29, 2017 from

Facebook: <https://www.facebook.com/JagermeisterUSA/>

Jägermeister USA. (n.d.). Jägermeister USA. Retrieved October 29, 2017 from

Instagram: <https://www.instagram.com/jagermeister/>

New Amsterdam . (n.d.). NewAmsterdam. Retrieved October 29, 2017 from Instagram:

<https://www.instagram.com/newamsterdamvodka/>

New Amsterdam. (n.d.). New Amsterdam. Retrieved October 29, 2017 from Twitter:

<https://twitter.com/NewAmsterdam>

New Amsterdam. (n.d.). New Amsterdam. Retrieved October 29, 2017 from Facebook:

<https://www.facebook.com/NewAmsterdamVodka/>

Pinnacle Vodka. (n.d.). Pinnacle. Retrieved October 29, 2017 from Instagram:

<https://www.instagram.com/pinnaclevodka/>

Pinnacle Vodka. (n.d.). Pinnacle Vodka. Retrieved October 29, 2017 from Twitter:

<https://twitter.com/PinnacleVodka>

Pinnacle Vodka. (n.d.). Pinnacle Vodka. Retrieved October 29, 2017 from Facebook:

<https://www.facebook.com/search/top/?q=pinnacle%20vodka>

Skyy Vodka. (n.d.). Skyy Vodka. Retrieved October 29, 2017 from Facebook:

<https://www.facebook.com/skyyvodka.us/>

Skyy Vodka. (n.d.). Skyy Vodka. Retrieved October 29, 2017 from Twitter:

<https://twitter.com/SKYVodka>

Skyy Vodka. (n.d.). Skyy Vodka. Retrieved October 29, 2017 from Instagram:

<https://www.instagram.com/skyyvodka/>