



TMG
x
YATÉ



CAMPAIGN
BRIEF



Trojan Marketing
Group

FALL
2023



CAMPAIGN
BRIEF



Trojan Market
Group

MEET THE TEAM



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Media



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Media



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Tech

WHAT IS YATÉ?

Yaté Yerba Mate is a **sparkling** yerba mate beverage currently made in 2 different flavors:



Original Golden



Sub-Lime Ginger

BRAND STORY

Goal with YATÉ

Create a new trend in the US with Yerba Mate and bring the classic Eastern European trend to the US **night-life scene**.

Bring the deeply rooted, **communal traditions** to allow others to connect and enjoy spending time together.



Michael Ferrari
Co-Founder



Galen Perry
Co-Founder

PROBLEM

FOMO is a problem among college students because

18-25 year olds
crave social settings

people want sustainable ways to keep their

SOCIAL BATTERIES ALIVE

GOAL

Knowing that there is a natural solution out there that **keeps the party going**

Gain campus reach through following on social media



12.5K
followers



5K
followers



Email list 2.5K
SMS list 1.25K



5K
Influencers &
Ambassadors

TARGET AUDIENCE

LOYAL SOCIAL

18-25 y.o.

**SOCIAL COLLEGIATE
COMMUNITY**

AUDIENCE TRENDS

80%

of college students drink and party twice a week

50%

say their health and well-being are priorities
for them in college



AUDIENCE TRENDS



People want something in their hand,
alcoholic or not



Symbol of sociability
Appeals to need to socialize



COMPETITIVE LANDSCAPE

	YATÉ		
Caffeine 12 oz can	80 mg	114 mg	200 mg
Cost /12 pack 12 oz	\$38.28	~\$32.99	\$28.49
Sugar	7g	37g	0g
Calories /12 oz can	50	160	10



YATÉ
IS A JACK OF
ALL TRADES

INSATIABLY
SOCIAL
INTENTIONALISTS



INSATIABLY

75%

of young adults struggle with FOMO

SOCIAL

80%

of college students drink/party twice a week

INTENTIONALISTS

50%

of students say their health is a priority

BRAND PERSONA



Amanda (AKA Zulan), 21, She/her

Music lover

- avid festival and concert goer
- DJ

At USC

- Music Industry with a minor in Entrepreneurship and Business
- Greek Life
- 840 West (student run record label)
- Presidential scholar



FOMO

brings people out

YATE

makes them
glad they
went out



GET **INSATIABLY SOCIAL**
INTENTIONALISTS

TO **DISCOVER THEIR**
SOCIAL CATALYST

BY **PLACING A YATÉ**
IN THEIR HANDS



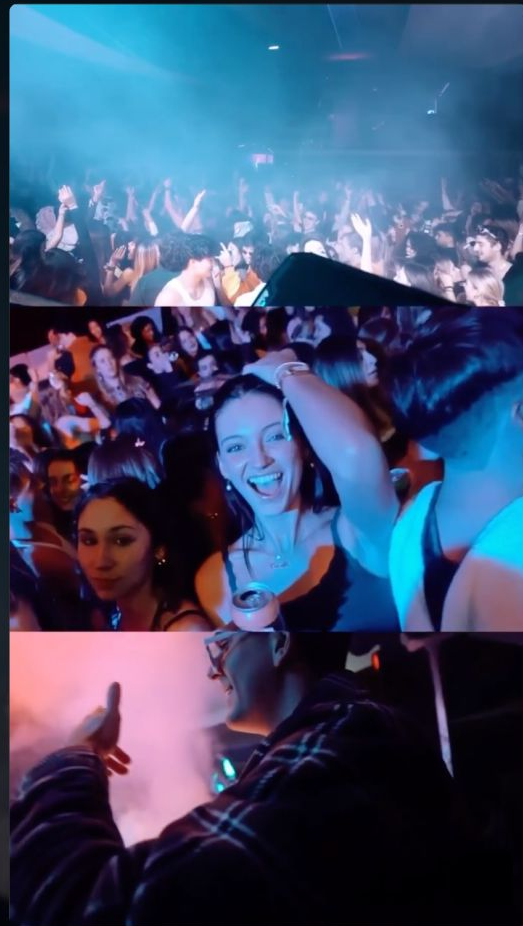
**ALL NATURAL,
ALL NIGHT**

MAIN ASSET

**All Natural,
All Night Event**

AT **catch one**

feat. LOCAL DJs | Specialty Drinks

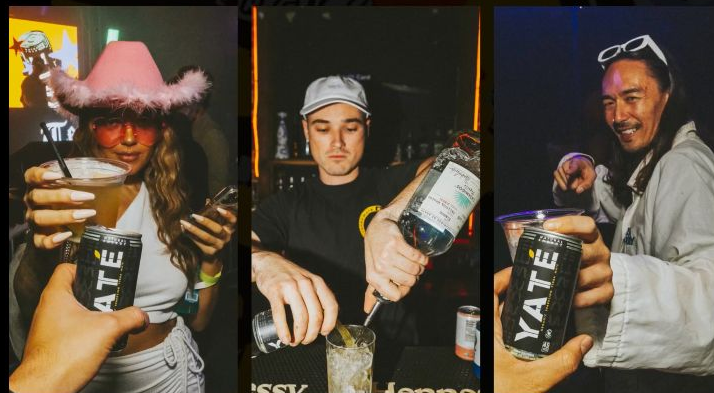


SUPPORTING ASSET

“Yaté Your Way”



Short-form Product Video
7-15 sec | Vertical format



Long Form Versatility Video
30 sec | Vertical format

MEDIA BUDGET

Asset #1 Event Recap Video

Amount	Gear	Purpose	Daily Price	Total Price
3x	Speed Lights (Lights for top of camera)	Darkly lit event	\$25	\$75
1x	On top of camera flash	Darkly lit event	\$25	\$25
1x	16-35 mm Lens	Wide perspective	\$80	\$80

Total: \$180

MEDIA BUDGET

Asset #2 Cinematic Video

Amount	Gear	Purpose	Daily Price	Total Price
3x	Locations	3 different social experiences	\$200	\$600
10x	Actors	Commercials	\$50	\$500
3x	Amaran 200d Lights	Light screens	\$25	\$75

3x	C Stands	Put lights on stands	\$200	\$600
3x	Softboxes	Diffuse light	\$600	\$600
	Food	Feed actors and crew	\$50	\$500
	Gas	For cars to get to set	\$25	\$75

Total: \$1559

MEDIA BUDGET

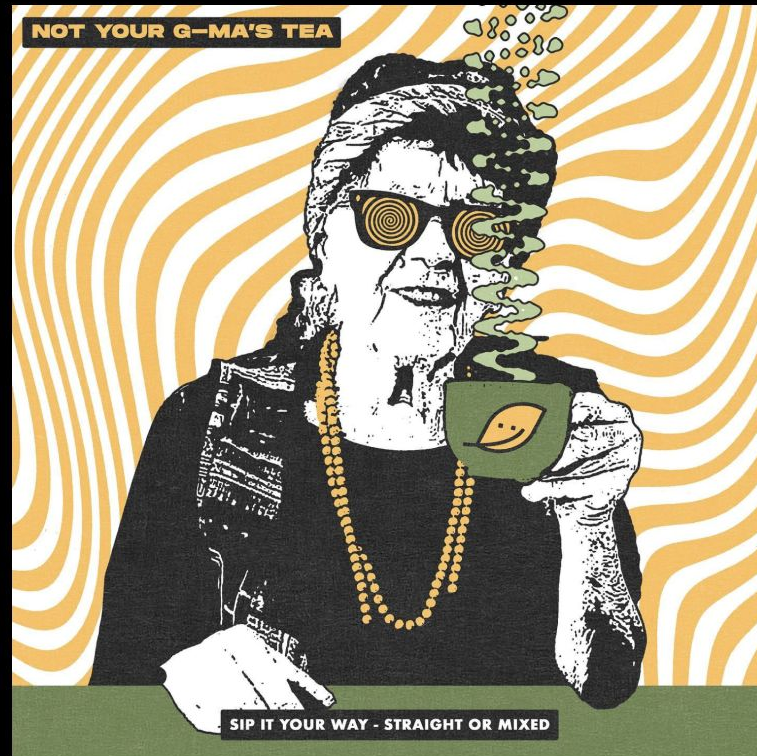
Asset #3 Match Cut

Amount	Gear	Purpose	Daily Price	Total Price
3x	Gas	drive to locations		\$50

Total Costs

Asset#1	Asset#2	Asset#3	Asset#4
\$180	\$1589	\$50	<u>\$1819</u>

THANK YOU



Brand Story:

Co founders: Michael Ferrari and Galen Perry

Goal with Yaté: They wanted to create a new trend in the US with Yerba Mate and bring it to the night-life scene. Classically an Eastern European trend, the communal aspect of the deeply rooted traditions allows others to connect and enjoy spending time together.

What is it? Yaté Yerba Mate is a sparkling yerba mate beverage currently made in 2 different flavors: Original Golden and Sublime Ginger.

Problem

FOMO is a problem among college students because 18-25 year olds [crave social settings](#); people want sustainable ways to keep their social batteries alive

Goal

Knowing that there is a natural solution out there that [keeps the party going](#)

Gain campus reach through following on social media * insert the broken down social media goals

Projected Goals for the end of September 2024

- 2500 email list
- 1250 SMS List
- 5k Influencer and ambassador program
- Tik Tok: 5k followers
- Instagram: 12.5k goal

Target Audience

Loyal SoCal 18-25 year old social collegiate community

Audience Trends

- (1) 80% of college students drink and party twice a week
- (2) Students are looking for an alcohol alternative/more health conscious - 50% say their health and well-being are priorities for them in college
- (3) People want something in their hand, alcoholic or not (get a drink that can do both) – symbol of sociability/[appeals to need to socialize](#)

Break down into a slide for each

Competitive Landscape

Insert competitive matrix followed by a slide that says:

[Yate is a jack of all trades](#)

Competitive Landscape

	YATE	Rebull	Celsius
Caffeine (12 oz can)	80 mg	114mg	200mg
Cost/12 pack 12 oz	\$38.28	~\$32.99	\$28.49
Sugar	7g	37g	0g
calories/ 12 oz can	50	160	10

Brand Troupe

Insatiably Social Intentionalists

Please break these up by troupe, then individual words w their respective stats

Insatiably - 75% of young adults struggle with FOMO

Social - 80% college students drink/party twice a week

Intentionalists - 50% of students say their health is a priority

Brand Persona



Amanda (AKA Zulan), 21, She/her

- Music lover:
 - avid festival and concert goer
 - DJ
- At USC:
 - Music Industry with a minor in Entrepreneurship and Business
 - Greek Life
 - 840 West (student run record label)
 - Presidential scholar

Insight

FOMO brings people out, Yate makes them glad they went

Strategy

Get insatiably social intentionalists
To discover their social catalyst
By placing a Yate in their hand

Campaign

- **MAIN ASSET**
- **All Natural, All Night Event - Invite USC DJs - DJ takeover on social media**
 - **X amount of people get free Yate/drink choice (if over 21) when they show they follow Yate on Instagram**
 - **Catch One, Queensbury, Treehouse**
 - **Collabs: Row Rave, 1st Gen**
- **SUPPORTING ASSETS**
 - **Short-form videos of “Yate Your Way” 7-15 sec - vertical format**
 - **Media cinematic Yate product video 15-20 sec - vertical format**