



Tribe

Who's in your tribe?

Our brand was influenced primarily by wanting to support our local fair trade social enterprise. Fair trade is a worldwide organisation supporting trade in Africa and other poorer countries. We used Africa as the basis for our brand name, slogan and ingredients, selecting fruits that reflected the vibrancy, culture and colourfulness of this continent.

Who's in your tribe?

TRIBE

Nutritional information

Nutritional information	

**80%
Mango and
Pineapple
Juice**

Hash tag you and your friends drinking tribe to show your support for fair-trade

#whosinyourtribe

Ingredients:
Pineapple (46%),
Mango (34%),
Orange (15%)
Lemon (5%)



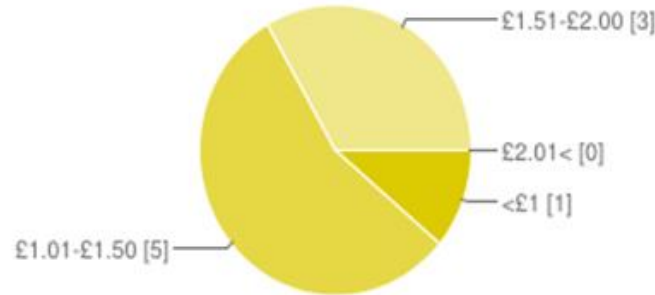
Our Research

We wanted to target our drink at the teenage market but make it a drink suitable for all the family. We identified a gap in the market for teens, who wanted a 100% fruit drink that looked good and tasted even better. We believe that targeting a market we are all part of, would give us unique insight and an advantage over other products in that market.

We built our drink brand on the information we collected for ingredients, supporting a social enterprise, sustainability and cost. We did this using Google Docs questionnaires, that emails the target audience to gather feedback. 60% responded and here are the results:

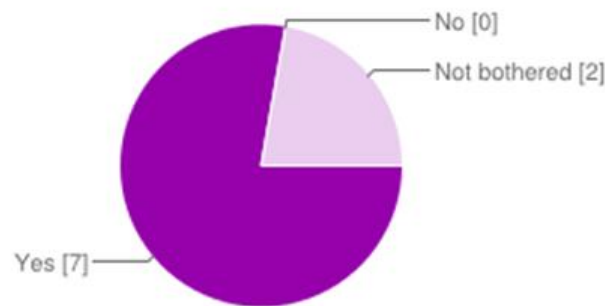


How much would you be prepared to pay for a drink that will donate to fair-trade?



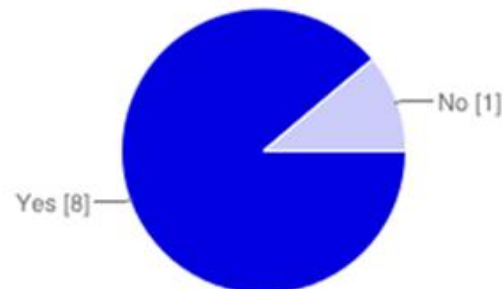
Price Range	Count	Percentage
<£1	1	11%
£1.01-£1.50	5	56%
£1.51-£2.00	3	33%
£2.01 <	0	0%

Do you feel happier purchasing a drink that supports sustainability?



Response	Count	Percentage
Yes	7	78%
No	0	0%
Not bothered	2	22%

Does a 100% fruit drink with 90% pineapple and mango appeal to you?



Response	Count	Percentage
Yes	8	89%
No	1	11%

Our Brand & USP



Tribe is a 100% fruit drink containing Mango, pineapple, orange and lime. In our market research we found that this would appeal to 89% of our target audience. We wanted to create a vibrant, lively drink containing 4 fruits and many essential vitamins. The main idea behind Tribe was supporting fair trade and the people of Africa. We feel that our brand fully captures the diversity, colour and vibrancy of this great continent. Our logo was inspired by colourfulness of the South African flag together with a tribal tiki mask.



We have chosen fruits sourced from Africa. Although importing fruits does not reduce our Carbon footprint, we felt that using fruits that help Fair-trade in Africa was essential for supporting our brand's social enterprise. Also, these fruits possess the bright colours and refreshing flavours we wanted and have been reflected in our logo and packaging.. For example the yellow of the pineapple, green of the lime and orange are incorporated..

Our unique selling point that will appeal to our teenage target audience is that we will have a hash tag which will be #whosinyourtribe. When someone buys our drink they can post a picture of themselves with their friends enjoying Tribe by attaching the hash tag above. By accessing various social media sites, other people will also be able to see 'who is in your tribe'. This fits in with our slogan. Our USP will attract our target market as teenagers are generally always on the internet, using social media, uploading pictures and making status', therefore it will appeal to them. This would be a fantastic marketing strategy for the brand as social media is currently one of the best ways to raise awareness of our brand quickly.

Pricing and marketing

Our drink, Tribe, is competitively priced in comparison to our other competitors. We worked out a retail price that would contribute a significant amount of money to our supported social enterprise and still provide a good profit margin. Other drinks, such as Innocent Smoothies or Tropicana, are more expensive and don't contribute to good causes. We feel that the donations to fair-trade will stand out from other brands and therefore increase sales.

Brand	Price (500ml)
Innocent Smoothie	£3.60
Tropicana	£1.80
Tribe	£1.55

To market our drink we will put advertisements on billboards and in magazines. In the first year our marketing costs will be high but as we get well known they will decrease and therefore increase our profit margin. We will also use our USP on the internet and social networking sites as free advertising.



Social Enterprise & Sustainability



We chose to support Fair-trade after extensive research. A quote from their web page, “Fair trade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world”. As a team, this is something we passionately agree with so with our drink, Tribe we are directly supporting the workers supplying our ingredients.

We have found a fair trade organisation in our local town of Swanage. As is seen in the image from their website <http://www.swanagefairtrade.co.uk/> their aim is to get local traders to support fair trade and in doing so make everyone more aware.

Our drink, Tribe, will be made with fair-trade ingredients. We feel that although fruit has to be imported this is offset by using only fair-trade, an enterprise that values sustainable production. This will in itself give money to the fair-trade African community in addition to the donations from sales of Tribe.

Another significant sustainable aspect of our brand is our packaging. Our plastic bottle will be made from recyclable materials and also be biodegradable. The label is made from recyclable paper in its cheapest form, the brown recycled paper also fits perfectly with our Tribe logo and brand house style.



Swanage

Proud to be a Fairtrade Town



Home

Events

News

What is Fairtrade

Where to buy, eat or drink

....

Welcome to Swanage Fairtrade.

We are a small, friendly group that helps to support farmers in the developing world by encouraging people in our beautiful town to buy Fairtrade and become more aware of the provenance of our food. We also encourage local producers to use Fairtrade where possible.



Why should *Coca-Cola* choose us?



We believe that Coca Cola should launch our drink because it is a **unique brand** to what is on offer in the current market. Our drink also has a 'tribal' theme this makes it stand out from every other drink available; it can be **recognised** by consumers because of its theme. Even though we are a different type of drink to most of coca-cola's other drinks, we feel that this is a good opportunity for them to diversify their brand range with new ideas like Tribe. Our **Unique selling point** is up- to-date using **social media** and appealing primarily to the **teenage target** market that we have chosen. The **#whoisinyourtribe** fits in with our branded slogan and is **free advertising** for the Tribe brand.

After lots of market research we believe that our price creates a decent profit margin and a fair price to consumers. We have found a gap in the market for a **reasonably priced juice drink** and this is exactly what tribe provides. Our drink is healthy and made from just **fair-trade ingredients**. It supports fair-trade in many ways and is locally based in Swanage.

We paid attention to detail and stuck to the criteria Coca-Cola put forward to us. We found that it was essential to have our drink being as **sustainable** as possible. The Tribe drinks bottle and label will be recycled limiting harm to the environment. .

#whoisinyourtribe

