



POWERED  
BY  
PICKLES



CONTEXT 01

02 TARGET AUDIENCE

RECOMMENDATIONS 03

04 BUDGET

QUESTIONS 05

# COMPANY OVERVIEW

## GROWTH POTENTIAL

- Partners with multiple college and professional teams  
*(Appendix A)*
- Market size for pickles is expected to grow over 5.8%  
*(Forbes 2024)*
- Expected \$10M sales 2024  
*(Suckerpunch provided data)*

## PRODUCT MIX

- Bagged pickle chips
- Glass jar pickles
- 2 oz pickle juice shots
- 8 oz pickle juice glass
- Bloody Mary mix



# INTERNAL COMPONENTS

## STRENGTHS

- All natural, **organic**, and vegan
- **Practical** benefits for **athletes** and active individuals
- Multiple flavor offerings and **proprietary recipe**
- In retail stores, concession stands, and online

## WEAKNESSES

- Lack of promoted **brand story** and **identity**
- Limited **social media engagement**
- **Niche product** with difficult barrier to entry
- Not targeting a **specific demographic**
- Fewer **resources** than big competitors



# EXTERNAL FACTORS

## OPPORTUNITIES

- **Product expansion** possibilities
- Focus on **health and wellness** benefits
- **Social media** expansion and targeting
- **Student** involvement potential
- **Ambush marketing** at large-scale events

## THREATS

- Lots of **indirect competitors** in varying sectors
- **New pickle companies** and innovations frequently
- Pickle and electrolyte market is **highly saturated**



# COMPETITIVE LANDSCAPES

# CRAMP RELIEF SHOOTERS



\$0.67/oz  
\$1.33/shooter



\$1.29/oz  
\$1.29/shooter



\$0.69/oz  
\$2.08/shooter



\$1.25/oz  
\$2.50/shooter



\$2.43/oz  
\$4.13/shooter



\$0.64/oz  
\$1.92/shooter



\$1.00/oz  
\$2.00/shooter



\$0.83/oz  
\$1.67/shooter



\$0.75/oz  
\$3.00/shooter



\$4.90/oz  
\$8.33/shooter

# HYDRATION BEVERAGE MARKET



\$0.10/oz  
\$2.77/bottle



\$0.10/oz  
\$1.99/bottle



\$0.16/oz  
\$2.29/bottle



\$0.19/oz  
\$3.15/bottle



\$0.09/oz  
\$2.19/bottle



\$0.13/oz  
\$2.00/bottle



\$0.14/oz  
\$2.99/bottle



\$0.39/oz  
\$3.08/bottle

# HEALTH SNACK MARKET



10 Calories



100 Calories



390 Calories



280 Calories



780 Calories



440 Calories

# POSITIONING STATEMENT

FOR ADVENTUROUS SNACKERS SEEKING BOLD, ALL-NATURAL FLAVORS, SUCKERPUNCH OFFERS UNIQUELY SPICED PICKLES AND PICKLE-BASED PRODUCTS THAT STAND OUT WITH VIBRANT PACKAGING AND TASTE. LOVED AT SPORTS VENUES AND BY ACTIVE LIFESTYLE CONSUMERS, SUCKERPUNCH DELIVERS A FLAVORFUL, GUILT-FREE EXPERIENCE THAT FUELS AN ON-THE-GO LIFESTYLE.



# TARGETED DEMOGRAPHICS

## Focused Marketability

(according to Forbes)

### The Three Cs:

#### COST

Driven by dollar signs

Value a sense of familiarity & a known product experience

Giveaways and rewards

65% value discounts and rewards

#### CONNECTION

Average 9 hours of screen time per day

26% of women, 16% of men have purchasing decisions guided by influencers

Short-form video content  
low attention spans

#### CONSCIOUS

Seek out conscious brands

Distaste superficial corporate campaigns

2/3 say product quality matters  
Most

Pay more when products are targeted to individual personalities

# TARGET PERSONAS

**JORDAN TATE**



**MICHIGAN**  
19  
Man  
Journalism  
Dedicated Sports Fan  
Maize Rage

**ETHAN REED**



**UCLA**  
21  
Man  
Accounting Major  
Fraternity  
Personal fitness

**EMILY BROOKS**



**COLORADO ALUM**  
24  
Woman  
Health and Wellness  
Enjoys outdoors  
Financial Analyst

# STRATEGY

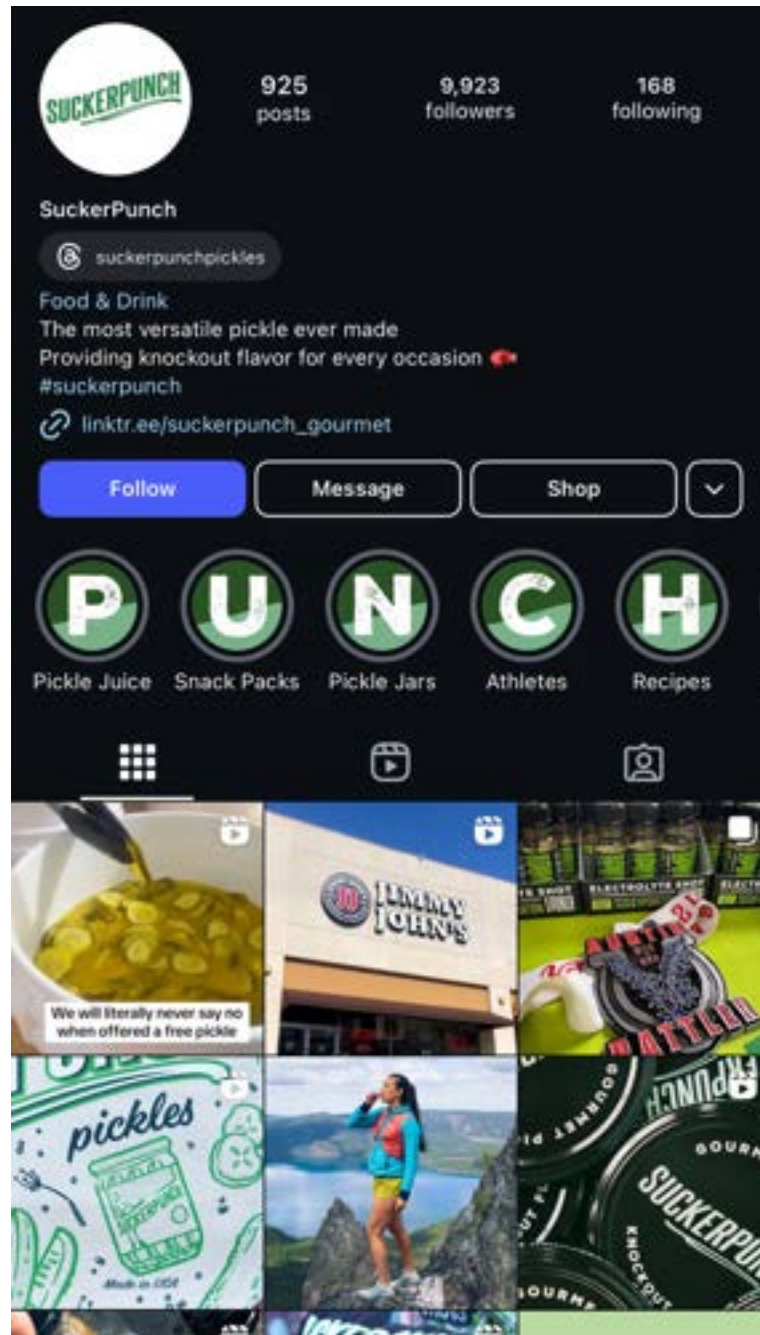
## Market Penetration. Be Different.

Appeal to an active, college-aged audience by highlighting SuckerPunch's uniqueness and individuality through an overhaul of social media along with large-scale activations at key sporting events. We also want to emphasize health benefits through NIL and National Pickle Day promotions.

- Primarily focus on "Pickle Shooters"
- Game Day Activations
- Large Game Sponsorships
- Strategic NIL Partnerships
- Social Media Engagement and Promotions



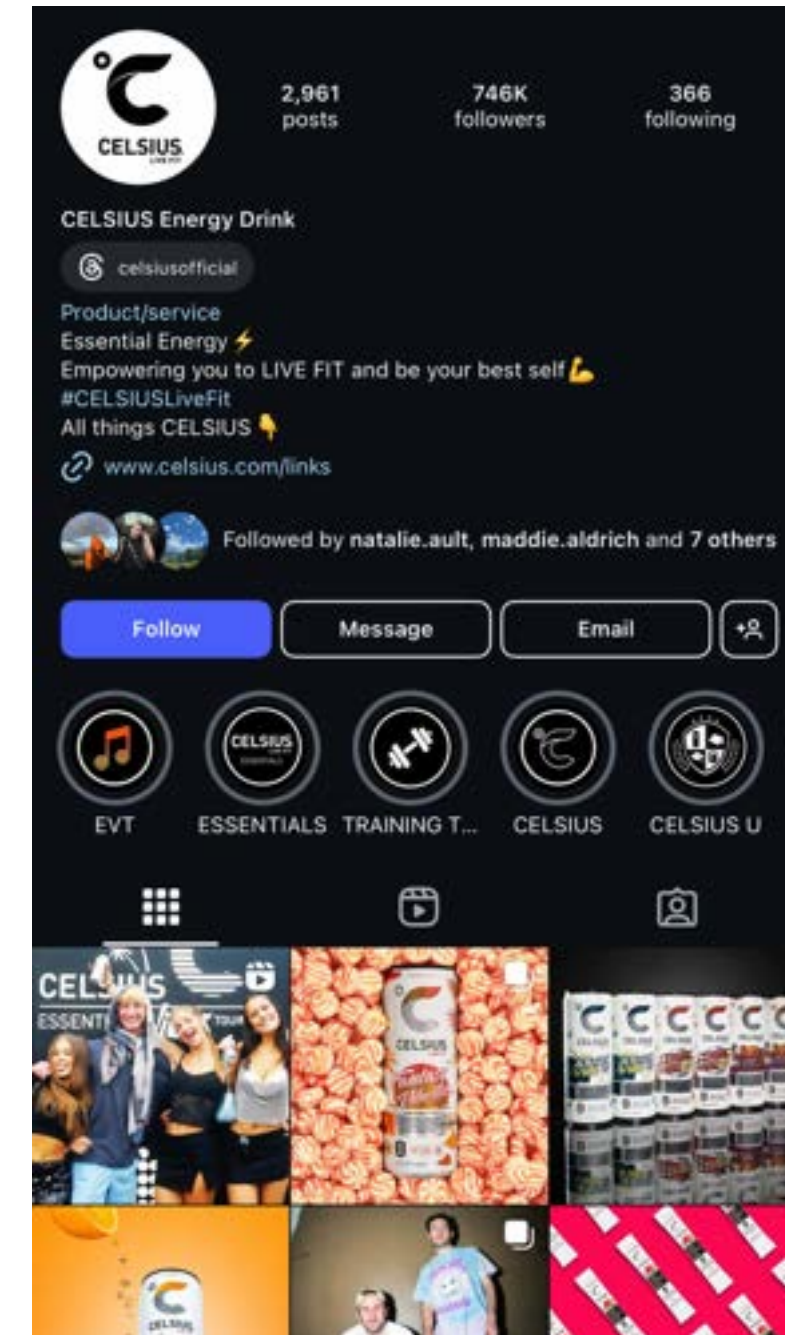
# SOCIAL MEDIA AUDIT



SUCKERPUNCH

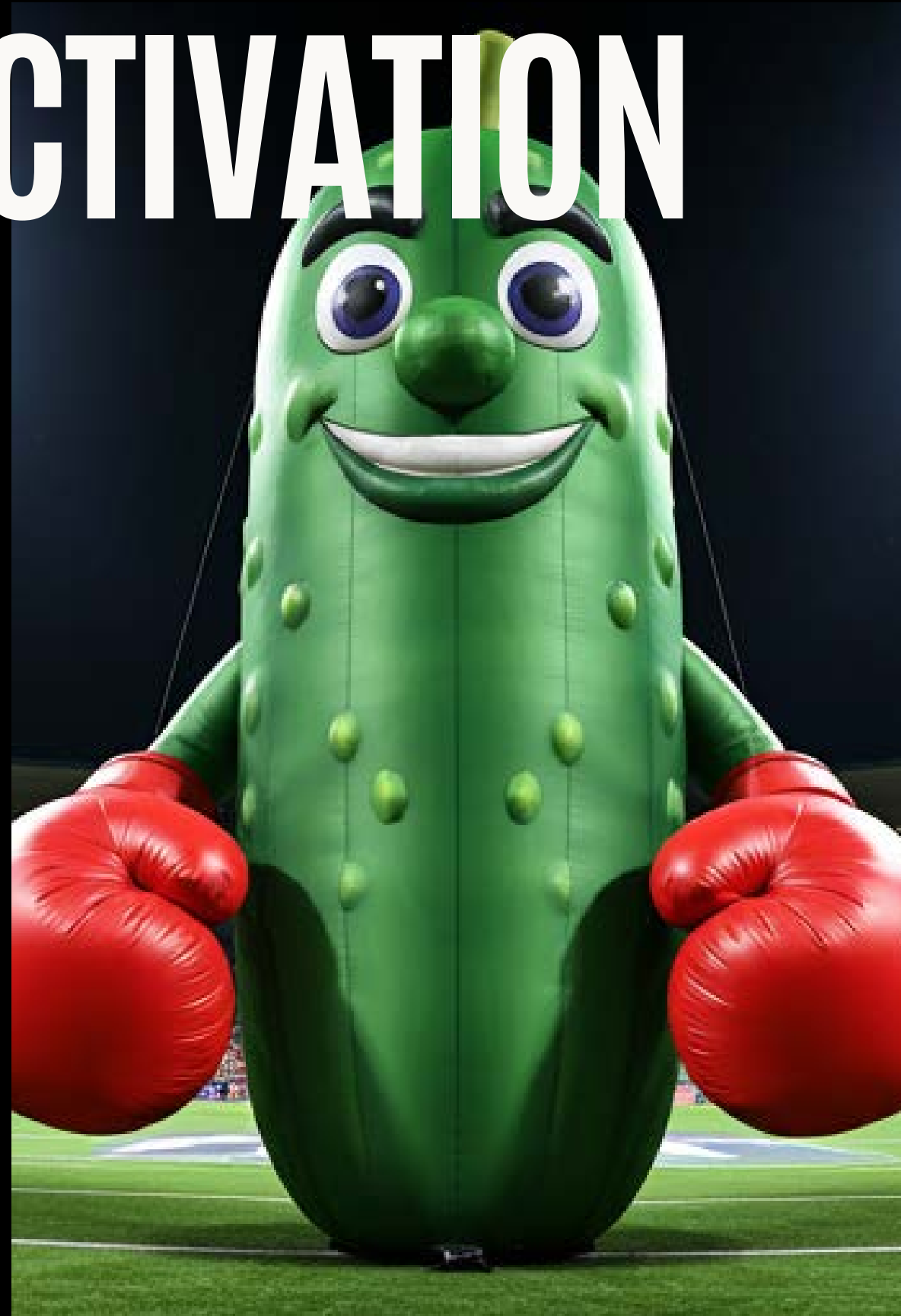


GRILLOS



CELSIUS

# GAMEDAY ACTIVATION



# BUILDING AWARENESS

## Free Sampling (Pickle Shot)

Free sampling of pickle shots outside stadiums, campus bars, etc.  
Ambush marketing outside of the sponsored licensed area



## In Venue Sale (Snack Products)

Get in venue, position around the student section, snack-size pickle, inform where available



## Word of Mouth Referrals

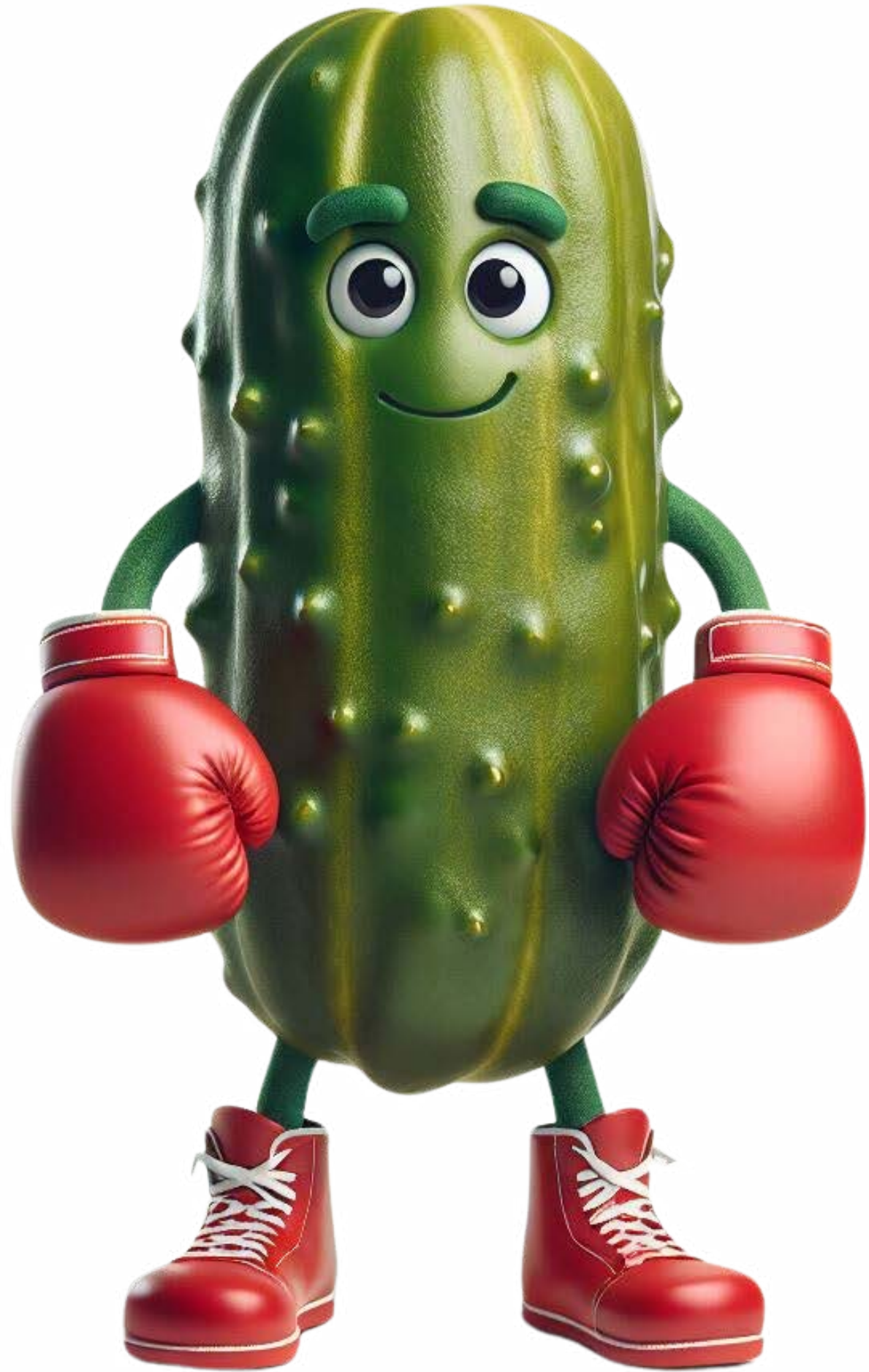
Loyalty turns to word of mouth marketing about positive brand experience



## Retail Purchase

See brand in retailer, already have a brand affinity, an understanding of product benefits





**THE BIG DILL**



**BIGGER DILL**



**BIGGEST DILL**





# THE GOLDEN DILL

# SPONSORSHIP ACTIVATION

## SEEDING PACKAGES



## STADIUM ACTIVATION



# SUCKERPUNCH “SHOT” CLOCK



- Sponsor shot clock for March Madness
- PA reads at all games where it's activated
- Use #SuckerPunchShotClock on social media and get 30% off your purchase

# NIL POSITIONING

SUCKERPUNCH PICKLE JUICE SHOTS FUEL ACTIVE, ADVENTUROUS LIFESTYLES BY DELIVERING BOLD FLAVOR, RAPID HYDRATION, AND CRAMP RELIEF IN A SINGLE 2 OZ SHOT, EMPOWERING HIGH-ENERGY INDIVIDUALS TO STAY REFRESHED AND READY FOR EVERY CHALLENGE.





# NIL ENGAGEMENT

## NATIONAL PICKLE DAY

#POWEREDBYPICKLES co-branded posts with our NIL Athletes, activation with BIG DILL van and a NIL athlete.

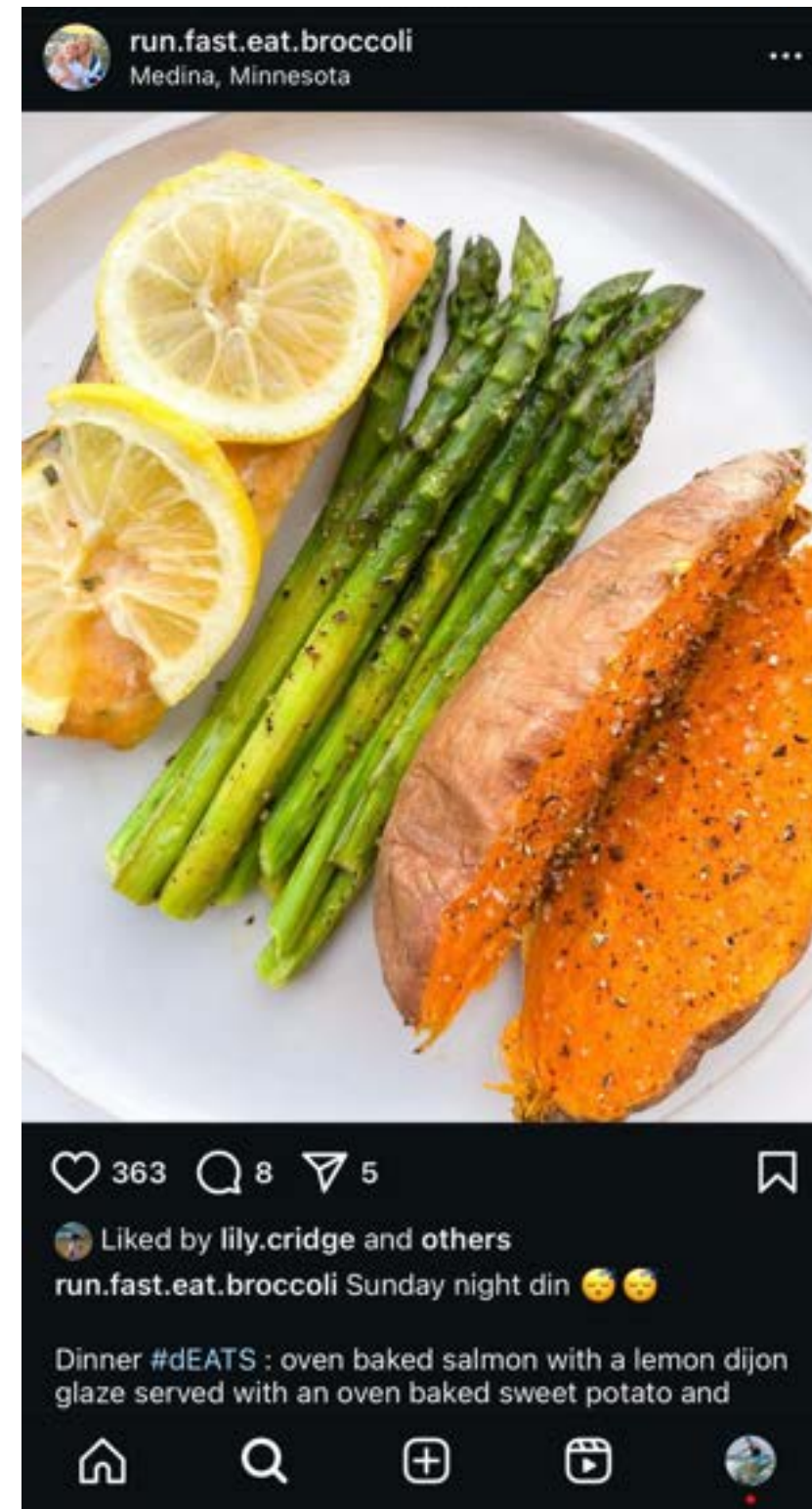
## TARGET TRACK, FOOTBALL & BASKETBALL ATHLETES

Targeting distance runners, football players, and basketball players that are likely to benefit from the pickle shooters anti-cramping qualities.

## TARGET ATHLETES FOCUSED ON NUTRITION

By focusing our NIL deals on athletes with a focus on nutrition and recovery we will be able to highlight pickle juice's health benefits

# EXAMPLE OF ATHLETE POST CONTENT



Abbey Nechaincky, distance runner at Colorado. Runs a nutrition based instagram account @run.fast.eat.broccoli that highlights recipes and nutrition for athletes

Leverage this account to market to her audience of over 9,000 followers who are actively seeking foods that can give them an active edge in recovery

# TARGETED NIL ATHLETES

14 athletes from specific schools (2 per partner school)

**Michigan** - Justin Phipps (Basketball, 82.7k followers), Derrick Moore (Football, 12.4k followers)

**Wisconsin** - Leane Willemse (XC & Track, 5k followers),  
Matan Ivri (XC & Track, 1.1k followers)

**UCLA** - Trent Perry (Basketball, 16.6k followers), Henry Hasselbeck (Football, 9.5 followers)

**Duke** - Kon Knueppel (Basketball, 18.5k followers), Julia Magliaro (Track, 4.8k followers)

**Kansas** - Flory Bidunga (Basketball, 29k followers), Cobee Bryant (Football, 140k followers)

**Colorado** - Kole Mathison (Track & XC, 10k followers), Abbey Nechanicky (Track & XC, 9k followers)

**Coastal Carolina** - Jameson Tucker (Football, 3k followers & leading receiver), Naz Brown (Basketball, 1.9k followers)



# NATIONAL PICKLE DAY

**“What are XXX secrets?”**

**“XXX should be on your rader... How do they do it?”**

**“How is XXX so fast?”**

**“XXX smashes yet another school record. How do they do it?”**

**“Where does XXX get their stamina from?”**

**“Latest tournament is swept by XXX. What makes them play at that level?”**

**“What’s the Secret Behind XXX Unmatched Speed?”**

**“How does XXX Achieves Explosive Speed Every Game”**

**“What Makes XXX the Fastest on the Field?”**

**“How Does XXX Train for Record-Breaking Speed?”**

**“XXX Speed Secrets: How Do They Do It?”**

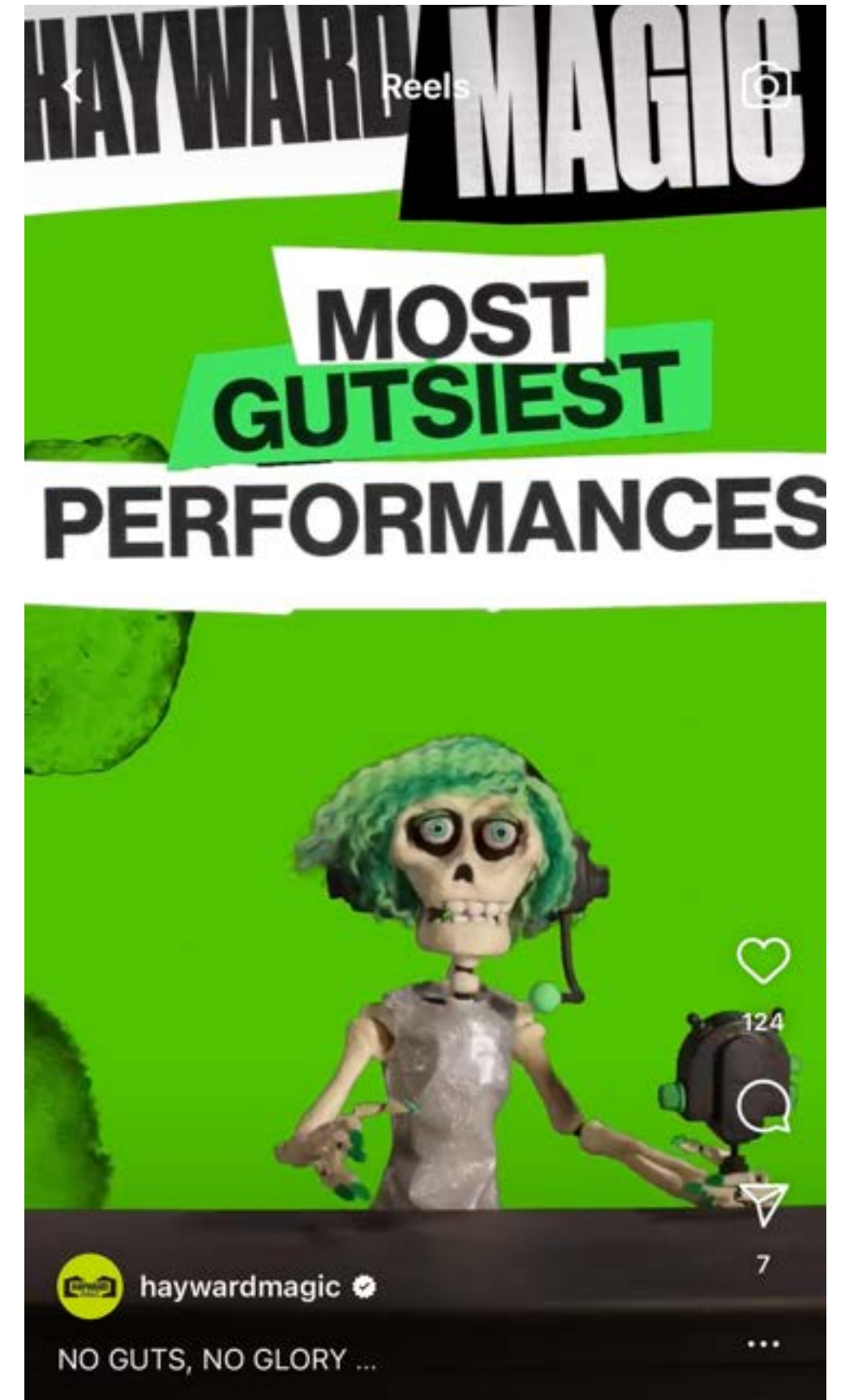
**“IT’S JUST PICKLES BRO.”**

**#POWEREDBYPICKLES**

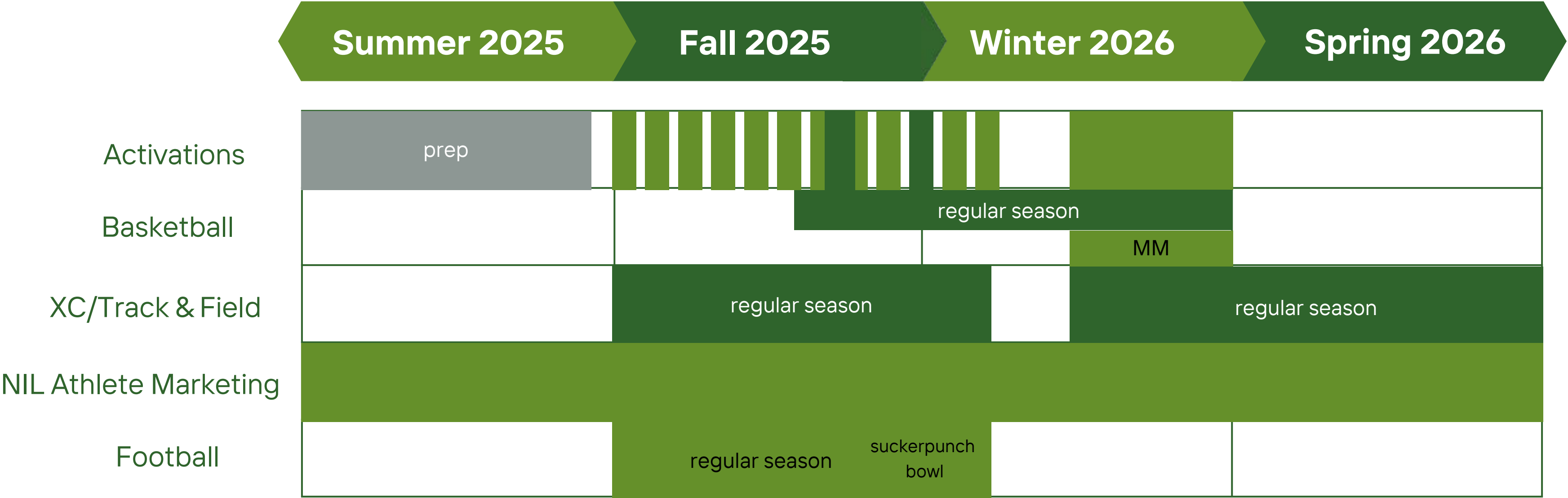


# SUCKERPUNCH OF THE WEEK

NIL DEAL FOR ATHLETE WITH THE BIGGEST HIT OF THE WEEK IN CFB



# EVENT TIMELINE



Ongoing activations: Weekly "SuckerPunch of the Week", NIL partnerships, Track/XC Championship

**77.4% OF COLLEGE FOOTBALL FANS  
AGES 18-24 HAVE HAD A SPORTS OR  
ENERGY DRINK IN THE PAST 12 MONTHS.  
(SBRNET STUDY OF SPORTS FANS, 2024)**

**“THE GLOBAL HARD SELTZER MARKET SIZE  
WAS VALUED AT USD 18.97 BILLION IN  
2023 AND IS EXPECTED TO GROW AT A  
COMPOUND ANNUAL GROWTH RATE (CAGR)  
OF 14.9% FROM 2024 TO 2030.”**

# PRODUCT EXPANSION



CAFFIENATED PICKLE ENERGY DRINK



PICKLE SELTZER DRINK

# KPI/MEASUREMENTS

## ENGAGEMENT

- 50 million impressions
- 5 million likes
- 25k follows
- 5 million estimated media exposure from SuckerPunch Pickle Bowl
- 1.5 million viewers for SPPB

## NIL ATHLETE & PARTNERS

- 14 engaged NIL athletes
- 14 brand ambassadors
- 100k of people we're going to reach

## SALES

- Projected 16 million in sales in 2025

**SUCKERPUNCH**

|                                                                        |              |                     |                             |
|------------------------------------------------------------------------|--------------|---------------------|-----------------------------|
| <b>Social</b>                                                          |              |                     |                             |
| Videographer/Production (Creative Agency).....                         | \$180,000.00 |                     |                             |
| Sponsored Ad Content.....                                              | \$200,000.00 |                     |                             |
| NIL Partnerships (avg. \$5,000.00/athlete).....                        | \$130,000.00 |                     |                             |
| SuckerPunch of the Week.....                                           | \$12,000.00  |                     |                             |
| National Pickle Day.....                                               | \$300,000.00 |                     |                             |
| SuckerPunch of the Week NIL Contract.....                              | \$12,000.00  |                     |                             |
| Seeding Kit & Distribution.....                                        | \$75,000.00  |                     |                             |
|                                                                        |              | <b>\$909,000.00</b> |                             |
| <b>In-Person Marketing &amp; Events</b>                                |              |                     |                             |
| Bigger Dill Activation (7 month partnership)                           |              |                     |                             |
| Bigger Dill Van.....                                                   | \$60,000.00  |                     |                             |
| Big Dill Mascot & Support Staff .....                                  | \$80,000.00  |                     |                             |
| Costume.....                                                           | \$10,000.00  |                     |                             |
| Big Dill Inflatables.....                                              | \$10,000.00  |                     |                             |
| Social Media Assistant.....                                            | \$24,000.00  |                     |                             |
| Food and Personal Travel.....                                          | \$9,000.00   |                     |                             |
| Insurance.....                                                         | \$8,400.00   |                     |                             |
| Gas Cost.....                                                          | \$6,000.00   |                     |                             |
| SuckerPunch Shot Clock.....                                            | \$150,000.00 |                     |                             |
|                                                                        |              |                     |                             |
| Football Event Brand Ambassadors (\$100/gm; 7 games; 2 students) ..... | \$2,800.00   |                     |                             |
| Track Event Brand Ambassadors (\$100/meet; 2 meets; 2 students).....   | \$800.00     |                     |                             |
|                                                                        |              |                     |                             |
| Suckerpunch Bowl Sponsorship.....                                      | \$350,000.00 |                     |                             |
| RC Blimp in Arena.....                                                 | \$10,000.00  |                     |                             |
| All Product Giveaways.....                                             | \$208,000.00 |                     |                             |
|                                                                        |              | <b>\$120,000.00</b> |                             |
| <b>Miscellaenous Expenses</b>                                          |              |                     |                             |
| New Product Development.....                                           | \$100,000.00 |                     |                             |
| Chicago Marathon.....                                                  | \$7,500.00   |                     |                             |
| Pickle Aid Drewbdarby Campaign.....                                    | \$5,000.00   |                     |                             |
| Racing Prodigy Sponsorship.....                                        | \$7,500.00   |                     |                             |
|                                                                        |              |                     |                             |
|                                                                        |              |                     | <b>COSTS</b>                |
|                                                                        |              |                     | <b>\$1,958,000</b>          |
|                                                                        |              |                     | <b>\$42,000 CONTINGENCY</b> |

## PRODUCT EXPANSION

Bring new and exciting product to an overly saturated market to drive sales.



## SUCKERPUNCH PICKLE BOWL

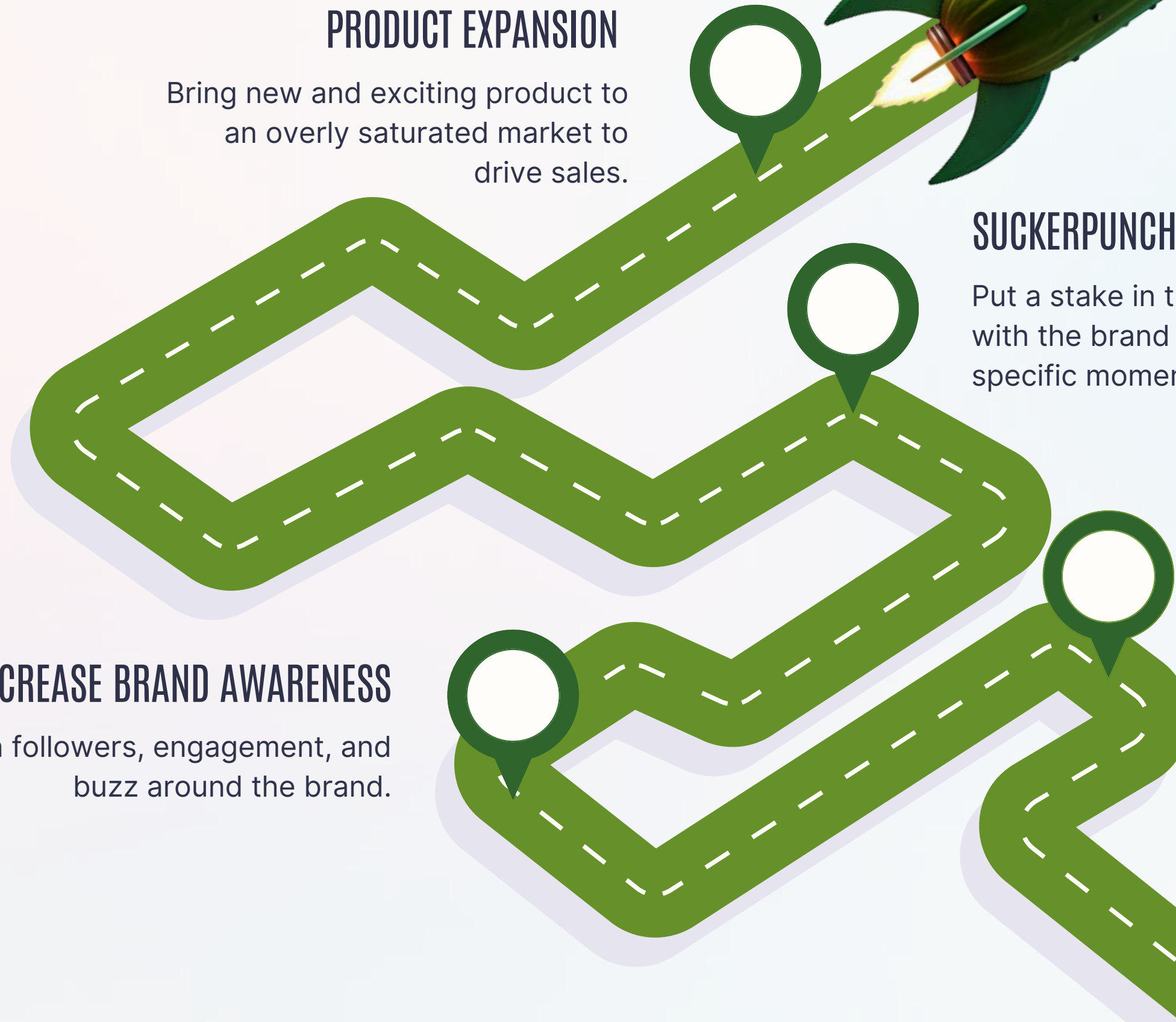
Put a stake in the sports landscape with the brand associated with specific moments.

## MARKET PENETRATION

NIL Marketing, Gameday Activations, National Pickle Day, PR Packaging, and more.

## INCREASE BRAND AWARENESS

Gain followers, engagement, and buzz around the brand.





THANK YOU  
QUESTIONS?

# SOURCES

<https://www.nccih.nih.gov/health/energy-drinks>  
<https://airads.com/aerial-advertising-media-options/blimps/remote-controlled-rc-blimps.html>  
<https://frankscarsinthehood.com/the-oscar-mayer-wienermobile/>  
<https://pitchbook.com/profiles/company/231045-76#timeline>  
<https://frankscarsinthehood.com/the-oscar-mayer-wienermobile/>  
<https://destihl.com/view-the-beers>  
<https://www.prnewswire.com/news-releases/suckerpunch-enters-into-sports-hydration-alongside-new-college-football-name-image-likeness-deals-301973659.html>  
<https://www.today.com/health/diet-fitness/drinking-pickle-juice-benefits-rcna96436>  
<https://www.healthline.com/nutrition/pickle-juice-hangover#electrolytes>  
<https://mojudrinks.com/collections/all>  
<https://shortyawards.com/12th/meat-the-weinermobile>  
<https://www.ziprecruiter.com/Salaries/Social-Media-Manager-Salary-in-Chicago,IL>  
<https://www.sportsmediawatch.com/college-football-tv-ratings/2023-season/#:~:text=The%20Celebration%20Bowl%20posted%20its,UConn%3A%200.55%2C%20921K>  
<https://www.grandviewresearch.com/industry-analysis/hard-seltzer-market>

