



Katie Mone

HIGH NOON – What is it?

- **Vodka Hard Seltzer/Soda Beverage**
- **Made with real fruit juice, sparkling water, and natural flavors**
- **100 calories, no added sugar, and gluten free**
- **11 flavors**
 - All available in 355mL cans
 - Select few newly available in 700mL cans
- **Commonly referred to as “Nooners”**



HIGH NOON

SUN SIPS®

WORK HARD. PLAY HARD.

Nooners' Mission

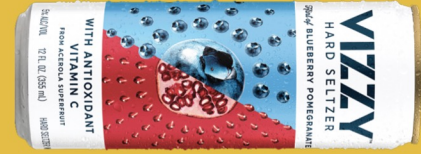
“Easy drinking, always socializing, great tasting, sun-toasting, blue sky celebrating, memory-making – awesomeness – in a can – hard seltzer.”

High Noon highlights the importance of having fun and living life to the fullest, while also staying safe and healthy.

Who are they up against?

These are High Noon's competitors, to name a few...

- White Claw
- Truly
- Corona Hard Seltzer
- Bud Light Seltzer
- Natural Light Seltzer
- Michelob Ultra Organic Seltzer
- Long Drink Gin Cocktail
- Topo Chico Hard Seltzer
- Barefoot Hard Seltzer



Tagline

- "Sun's Up"
- "May you..."
 - NEW Summer 2022

SUN'S UP



Social Media Presence

- Instagram
- Twitter
- 2 handles on each
 - @highnoonsunsips – Professional
 - @nooners – Recreational
- Partnership with Barstool Sports



Nooners
@nooners



561 likes

nooners Comment if you relate

Apparently it's world productivity day...Nooners after work sounds pretty nice rn

Social Media Presence (cont.)

- **Barstool partnership**
 - Social media strategy was already strong, but this made it stronger
 - Large audience
 - Dave Portnoy reviews
 - Merchandise
- **Relatable social media voice**
 - Authentic content
 - Trend-following
 - Doesn't feel forced or advertised



**BARSTOOL
SPORTS®**



S.M.A.R.T. Goals for High Noon

1. Create a TikTok presence with at least 1000 followers within 2 months
2. Increase Twitter reach by 25% every 3 weeks
3. Build TikTok engagement to Instagram's level by the end of 2022



Value Proposition

I propose that High Noon creates a TikTok account.

- **Increase brand awareness**
- **Follow trends**
 - **Relatable & genuine content**
- **Build an already-strong brand image**
- **Collaboration opportunities**
- **Cross-platform & omnichannel marketing**





Target Market

- Millennials
- People who enjoy socializing
- People with cultivated & refined tastes for food and drink
- People who value a healthy lifestyle

Buyer Persona 1

Natalie

- 28 years old
- Copywriter and assistant cheerleading coach
- Frequent gym-goer
- Enjoys spending time with friends, especially on her boat or at the beach
- She chooses High Noon because it is refreshing, low calorie option that fits her active & busy lifestyle



Buyer Persona 2

James

- 22 years old
- D1 football player at University of Florida
- President of Delta Sigma Phi
- Spends a lot of time with his team and fraternity brothers
- He drinks High Noon because it is a healthier alternative to beer
- It allows him to feel more refreshed and still have fun with friends



Key Metric 1

Reach

- Measure the total number of people who see High Noon's social content
- Primarily TikTok (other social platforms have existing strategies in place)
- Impressions divided by frequency
 - Formula: $reach = impressions / frequency$



Key Metric 2

Engagement

- Assess the average interactions your social content receives per follower
- Number of interactions divided by your total number of followers, multiplied by 100%
 - Formula:
interactions/followers x 100%



References

<https://www.prnewswire.com/news-releases/high-noon-and-barstool-sports-build-a-unique-media-partnership-just-in-time-for-the-summer-launch-of-two-new-high-noon-flavors--lime-and-peach-301051645.html>

<https://www.thedrum.com/news/2022/05/23/high-noon-cracks-open-biggest-marketing-effort-canned-cocktail-competition-heats-up>

<https://www.toptal.com/finance/market-research-analysts/hard-seltzer-industry>