

Guayakí Yerba Mate

Client Introduction and Situation Analysis

Group 1: Anna Kuell, Khushi Gandhi, Mahin Karani, Olivia Sekula, Jack Kerrigan



BACKGROUND

What is Yerba Mate?

Yerba mate (yer-bah ma-tay), is a tree that is native to the Atlantic Forest of South America. The sharing of yerba mate is a longstanding symbol of friendship. It is traditionally shared communally amongst a circle of friends and/or family members, which involves passing a gourd for drinking mate around the group during conversations, storytelling and discussions. – [quayaki.com, Yerba Mate 101](https://www.quayaki.com/yerba-mate-101)

Brand History

- 1997 company founders begin selling Yerba on their college campus
- Early 2000s Guayaki grows and begins selling Yerba Mate in cans
- Late 200s Guayaki becomes B Corp certified and is awarded 'Best for the Environment' and 'Best for the World'

Products

- Cans – 12 different flavor options, carbonated and still varieties
- Terere Bottles – 5 flavors, infusions of brewed Yerba Mate
- Loose Leaf & Mate Bags – made to be brewed



Mission Statement

“Guayakí Yerba Mate is about much more than yerba mate. We believe in the power of sharing and connecting through this plant and spreading yerba mate culture as an invitation to personal, social, ecological, and cultural regeneration.”



**GUAYAKÍ
YERBA MATE**

STRENGTHS

- Sustainable production → net positive impact
- Environmentally responsible → Yerba is sourced through regenerative farming practices
- Fair trade certification → farmers & workers involved in yerba mate production receive fair wages & working conditions
- Wide product range → 12 flavors + sparkling & low-calorie options
- Health Benefits → includes antioxidants, vitamins, and minerals
- Kosher
- Certified organic
- Different from other energy drinks on the market → lack of processed chemicals



WEAKNESS

- Limited consumer base → product only sold in US, Canada, and Chile
- Limited Market Share → it has a strong presence in the niche market of yerba mate products but faces competition from larger and more established beverage companies with many companies offering a variety of health-oriented and organic products
- Dependency on Yerba Mate → the company's dependence on yerba mate as a primary ingredient poses a risk
- Premium Pricing → products are often at a premium price point compared to conventional beverages, which could make them less accessible to price-sensitive consumers, limiting market share
- Self-distributes product
- Not as sweet as most consumers would predict leading to disappointment in flavor
- Not as widely recognized or distributed as competing brands



OPPORTUNITIES

- “Yerba Mate market is anticipated to reach USD 2462.36 million in 2028” - [Yerba Mate Market Size and Growth Prospects](#)
- Natural ingredients promote health conscious consumer trend
- Low environmental impact packaging promotes environmentally conscious consumer trend
- Product diversity in flavor options and carbonation
- Attractive packaging promotes social trend → free advertising: consumers will post pictures on their personal social media accounts
- Background story promotes social trend → consumers are attracted to products with meaning behind it (Yerba Mate traditionally symbolizes friendship)
- Presents an alternative to coffee or sugary energy drinks → targets consumers who don't like those products but want the caffeine boost



THREATS

- Some consumers may assume the beverage is less caffeine than other energy drinks or coffee because it is a tea
- Connotations of energy drinks being poor for people health
- Competing Brands:

Other Yerba Mate brands:

- Cruz de Malta
- La Merced
- Playadito

Other Caffeinated Tea brands:

- Pure Leaf Naturals
- Tarahui
- Tazo

Other Caffeine brands:

- Starbucks
- Dunkin
- Red Bull
- Monster
- Prime
- Rockstar
- Celcius



Target Audience

- **Age Range:** 18 to 30, College students
- **Geographic:** “Guayakí self-distributes its products and works with 3rd party distributors, delivering to markets in the United States, Canada, and Chile.” - [Guayaki 2022 Impact Report](#)
 - They also sell products in other South American countries not listed above
- **Lifestyle:** Eco-conscious, outdoorsy
- **Income:** Middle Class
- **Gender:** N/A
- **Interests/hobbies:** Hiking, outdoor recreation



Pain Points & How To Address Them

Problems

- Consumers may not enjoy the taste of Yerba Mate
- Organic ingredients create high pricing, limiting consumers who cannot afford it
- Consumers may not purchase Yerba Mate on-the-go since it is sold in a can
- The difference between the mate and tereré blends are not disclosed on the website, which causes confusion and makes customers less likely to buy the product

Solutions

- Taste → Yerba Mate already sells 12 different mate flavors and 5 different tereré flavors of different calorie, caffeine, and carbonation levels (including a sweetened and unsweetened traditional flavor). However, a larger variety of flavor options would increase consumption since consumers may not enjoy the flavors that are already sold. Providing samples at local grocery stores could also encourage unsure customers to buy the product.
- High pricing → Yerba Mate can provide discounts for customers who are buying their products in multiples
- Sold in a can → Yerba Mate can provide bottled options
- Difference between mate and tereré → Yerba Mate can add more information on the product description for each drink on their website or even on the can

Part 2

Campaign Objectives

Increase awareness via the creative campaign (ad impressions) of Yerba Mate energy drinks by 5-7% among outdoorsy college students at state schools in CA and CO during the fall semester (Mid-August to late December)

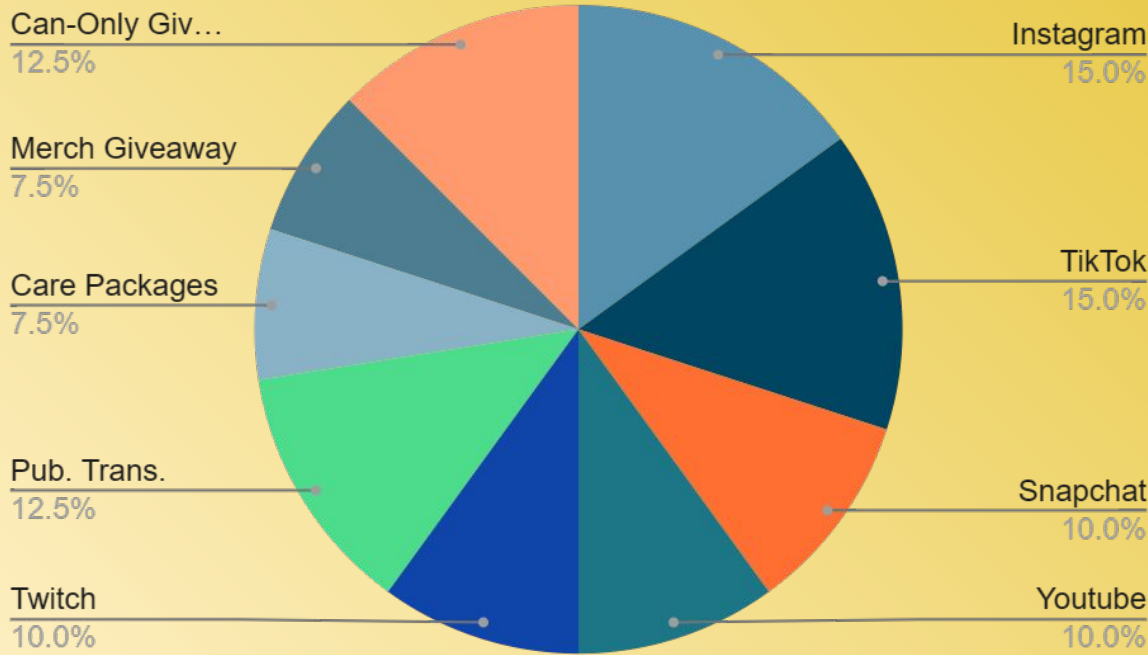
Target Audience

- **College students in Colorado and California**
 - Colorado → Boulder, Colorado State, Colorado College, Denver
 - California → Berkeley, Stanford, USC, State, Davis, San Diego, SFSU
- **Typically outdoorsy, active, and athletic student bodies**
 - Hiking, rock climbing, athletic clubs, ski, etc

☆ These schools attract students who are hard workers (need caffeine) and enjoy the outdoors (lifestyle)

Advertising Budget

Fund Allocations



Budget per source:

TikTok: \$15,000

Instagram: \$15,000

Snapchat: \$10,000

Twitch: \$10,000

Youtube: \$10,000

Public Transportation: \$12,500

Can-Only Giveaways: \$12,500

Merch Giveaways: \$7,500

Care Packages: \$7,500

Total Spending: \$100,000

Part 3

Big idea

“Berba the Yerba” – #BerbatheYerba

1. **Relevant** → Physically represents the Yerba Mate brand and interacts with target audience.
2. **Original** → Character/mascot that will have a presence on the outlined college campus as well as on socials.
3. **Has impact** → makes an impression on the target audience by creating a character association with the Yerba Mate beverage, make Berba a cultural icon on college campuses.



Co-Pilot AI 6 March 2024

Communications Media

Digital

- #BerbawithYerba
- Digital giveaways that have the stipulation of liking, following and/or reposting Yerba Mates original post.
- Fan engagement posts on social media such as polls to decide the “best flavor” or behind the scenes footage of the brewing process.
- Repost/reward videos involving some form of outdoor exercise (running, climbing, swimming, etc).

Physical

- Hire employees to wear the costume of Berba and walk around campus → Berba Hands out cans of Yerba to students who post a photo with or of him.
- Graphic of Berba along with the slogan at public transportation stops and inside where possible.

Promotional Items

Co-Pilot AI 11 March 2024



Dall-E 2 AI 11 March 2024



Promotional Content

Copilot AI March 12, 2024



Campaign Evaluation

Our campaign will be successful if...

- We increase social media engagement by 10%
- We increase our following from the target states by 5-7%
- We increase the search volume of “Yerba,” “Yerba Mate,” and “Berba with Yerba” by 5%

THANK YOU!