



VERY. MERRY. CHERRY.

GINSENG ENERGY FIZZ STICKS - TART CHERRY

ENERGYFIZZ GINSENG FIZZ STICKS are a **CONSISTENT TOP SELLER** and **INCOME ENERGIZER** with 5 permanent flavors and a **VEGAN FORMULA** that delivers a **CLEAN ENERGY BOOST WITHOUT THE HIGH SUGAR**, and a fun bubbly reaction when added to water. A highly requested flavor in this bestselling product, Tart Cherry Fizz was a **NEVER-BEFORE-SEEN OPTION** introduced to help **KICK OFF THE HOLIDAY SEASON**. With the on-trend color and flavor profile, the campaign also **LEVERAGED THE EXCITEMENT OF BLACK FRIDAY** shopping and a **LIMITED TIME RELEASE**. Creatively, the imagery behind the campaign tied to the rest of our holiday offerings, which were **INSPIRED BY THE VIBRANCE OF NATURE**. The tagline of "Very. Merry. Cherry." was used to seamlessly fold in all aspects of the fizz.



TARGETED MARKETING:

- Known as a **HEALTHIER ALTERNATIVE TO SUGARY ENERGY DRINKS**, EnergyFizz is a **CONSISTENT FAVORITE** with our Consultants and Field with its **55 MG OF NATURALLY DERIVED CAFFEINE FROM GUARANA** and **GREEN TEA**, plus energy from B vitamins. This product is also **PART OF OUR BESTSELLING 30 DAYS TO HEALTHY LIVING SET** and program, as well as the Healthy Habits Set. Our campaign consisted of **TARGETED EMAIL AND SMS** to all Consultants and past purchasers to announce the new limited time flavor.

TARGET AUDIENCE:

- ALL FIZZ LOVERS**, anyone seeking more energy without the high sugar or high fructose corn syrup. EnergyFizz is a **GREAT ENERGY-BOOSTING ALTERNATIVE** to specialty coffee drinks or soft drinks that can be loaded with hidden sugars and calories. As a bubbly kickstart to your morning or to help wake up that 3 p.m. slump, its **VEGAN** blend of **GINSENG ROOT, ANTIOXIDANT COENZYME Q10, CHROMIUM AND B VITAMINS** (including **RIBOFLAVIN** and **NIACIN**) is joined by naturally **DERIVED CAFFEINE** from guarana and green tea.

STRATEGY:

- SOCIAL TEASERS** showcased a blurred image of the product, with the launch date in bold to generate anticipation of launch, supplemented by an **SMS TEASER DIRECT TO PHONE** and a **TARGETED EMAIL CAMPAIGN TO PAST FIZZ PURCHASERS** and our field of Consultants.
- Arbonne **PARTNERED WITH FIELD CONSULTANTS** to create a launch reel highlighting winners of a previous Fizz contest, as well as played upon a “**VIRAL TIKTOK**” TREND of “pass the brush” which was adapted to “**PASS THE FIZZ**”.
- A mix of **GIFS, STUDIO IMAGES**, and **LIFESTYLE IMAGES**, along with captions that were **PLAYFUL AND EDUCATIONAL** were created to **DRIVE CONVERSATION, SHARING** and **INTERACTION**.



SWEET SUCCESS!

OUR TEAMS ALIGNED MESSAGING, VISUALS, AND LAUNCH STRATEGY RESULTING IN A SELLOUT WITHIN TWO MONTHS OF LAUNCH.

99% GLOBAL SELL THRU

OVER **200,000** UNITS SOLD DRIVING **\$6.5M** IN REVENUE OVERALL

LARGEST FIZZ PRE-SALE EVENT OF THE YEAR WITH **30,000** BOXES IN PRE-SALE VOLUME

SALES LIFT OF **\$1.5M** DURING THANKSGIVING WEEKEND, INCLUDING
BLACK FRIDAY AND CYBER MONDAY SALES

CRITICAL LIMITED TIME OFFER LAUNCH SUPPORTING **2,000** INDEPENDENT CONSULTANTS TO
DRIVE SALES VOLUME TO EARN THE ARBONNE INCENTIVE TRIP TO CANCUN



IMPRESSIONS: **+5.72%**, CONSUMPTIONS: **+29%**, PAGE VIEWS: **+31%**



TART CHERRY LAUNCH DAY : **376K** IMPRESSIONS

