

**Spindrift Sparkling Water Cherry Launch
PR Strategy Overview**

**Spindrift Cherry
Launch: June 1, 2026**

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SPINDRIFT CHERRY, LAUNCH DATE & DESCRIPTION

Spindrift is releasing Spindrift Cherry Sparkling Water summer 2026. Spokespersons Abbey Sharp, Glen Powell, Bill Creelman and Dave Burwick will reach the specified target audiences found below. Spindrift uses real, squeezed fruit and puts taste first.

SPOKESPERSONS

Founder: Bill Creelman

- Founder of Spindrift Beverage Co., Inc since 2010. He challenged the status quo by making sparkling water using only real, squeezed fruit and transparent ingredients.
- **Vertical:** Business and entrepreneurship

CEO: [Dave Burwick](#)

- Dave Burwick leads Spindrift's growth and market disruption, emphasizing the brand's openness as the first beverage company to achieve Non-UPF verification throughout its portfolio.
- **Vertical:** Corporate strategy and market disruption

[Abbey Sharp](#) (@abbey'skitchen)

- Author and registered dietitian with a popular online following of one million embodies Spindrift's clean-ingredient mission through her social media posts, sharing her recipes and recommendations of minimally processed food/beverage brands. Sharp just released her book, The Hunger Crushing Combo Method, which introduces a non-diet process for weight management and how to reduce cravings without restricting yourself.
- **Vertical:** Health, nutrition, and broadcast media

[Glen Powell](#)

- An American actor, producer, and screenwriter known for his roles in "Anyone But You" (2023) and "Top Gun: Maverick" (2022). Long days on set and constant travel demand that he keep his energy high and his routine consistent. Whether Glen is training for a physically demanding role or for his personal health, he prioritizes workouts, sleep, and balanced nutrition to stay camera-ready year-round.
- **Vertical:** Lifestyle, entertainment, and men's health

SITUATION ANALYSIS (SWOT)

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ● First beverage brand to earn the non-UPF verification in the soda/seltzer market. ● Spindrift utilizes U.S farmers ● Real fruit ● Short ingredient list ● No buzzwords ● Gen Z consumers are consuming less alcohol. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ● No viral moments online/not a huge social media presence ● Over-saturated market ● High price point compared to most beverages, like Bubly, which can limit everyday consumption. ● The citric acid ingredient that preserves the product could dissuade certain health-conscious consumers. ● Little to no brand awareness compared to competitors.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ● Focus on health-conscious influencers and micro-niches (gut health trend) ● Spindrift Campus Ambassadors/Activation 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ● Competitive noise in the saturated market ● Potential for inconsistent taste in flavors due to supply chain issues ● Price rise due to foreign tariffs (aluminium from China) ● Small target audience ● Could have trouble targeting Gen Z audiences in a market where drinks are primarily touted for their health benefits. ● Spindrift branding doesn't stand out compared to competitors like Ollipop and Poppi. ● Poppi reaches Gen Z audiences through TikTok, compared to Spindrift.

CHALLENGES

- Creating a press rollout that is unique to the sparkling water/soda industry.
- Finding a spokesperson who hasn't already been used by other popular drink brands that can reach multiple demographics.
- The seltzer water and soda industry is already oversaturated with cherry flavor drinks.

ADVANTAGES

- Spindriff doesn't make any false health claims.
- Creates an opportunity to tap into different demographics.
- Open doors for new partnerships and brand exposure.

OBJECTIVES

- Increase awareness of Spindriff's new Cherry Sparkling Water flavor.
- Increase sales for the new Cherry Sparkling Water.

TARGET AUDIENCE



Target Audience Profile #1

Name: Christian

Demographics: Half White, Half Asian male, 22, single

Geographics: studies in San Diego, California, at the University of California, San Diego.

Socioeconomic: Currently a full-time student and athlete for D1 Swimming. Earning a bachelor's degree in exercise sciences, financially reliant on his parents. Lives in an off-campus apartment with his friends, who are also athletes.

Psychographic: Likes to hang out with friends, travel, and play with his dog. He shops at Whole Foods and Trader Joe's. Uses a scooter to get to class. Consumes most of his media on TikTok

and Instagram to view workout routines and follow health-conscious influencers.



Target Audience Profile #2

Name: layana

Demographics: Black Female, 28

Geographics: Works and lives in a one-bedroom apartment in Brooklyn, New York.

Socioeconomic: College-educated works in brand marketing, makes \$70,000 to \$10,000 a year, single but openly dating.

Psychographic: Keeps up to date by reading online publications like The New York Times, and also enjoys TikTok and Instagram. Likes to cook and host friends, goes to Eataly. Reads labels on food products, shops

at Whole Foods, and local grocery stores for specific items.



Target Audience Profile #3

Name: Addison

Demographics: White Female; 37

Geographics: Lives in Wellesley, Massachusetts, in a colonial-style house with her husband and three kids.

Socioeconomic: Stay-at-home mom, but is college-educated, and husband works in finance.

Psychographic: Likes to create core memories with her children, have lunch with friends, and do needlepoint before bed every night. (makes crafts before bed to avoid excessive screentime) She drives a Cadillac Escalade to her grocery stores, like Whole Foods, Trader Joe's, and Costco, where she reads the food labels on all products. She gathers news from The New York Times, CNN, Instagram/TikTok, and the Daily Mail for tabloid gossip.

POSITIONING & KEY STRATEGY

- Showcase Spindrift's ingredient transparency to set the new Cherry flavor apart from artificial competition and attract health-conscious consumers.
- Leverage strategic partnerships to embed the brand in culturally relevant trends for the target audience.
- Utilize Dave Burwick, Bill Creelman, and spokespeople to validate Spindrift's messaging and expand reach across business outlets.
- Lean into current wellness trends to position Spindrift Cherry as a solution-oriented beverage option.

KEY MESSAGES/TALKING POINTS

- Spindrift Talking Points:
 - Spindrift's cherry flavor launches in the spring of 2026.
 - Made with a duo of real Montmorency tart and dark sweet cherries, sourced directly from Michigan orchards.
 - Produced with clean ingredients without artificial colors or sweeteners. We use real squeezed fruit, no extracts or shortcuts.

- We are the only beverage brand verified as non-Ultra Processed Foods. We rely on ingredient integrity and minimal processing rather than health claims.
- With a bold, natural cherry red that you will recognize.

TIMELINE (Calendar)

MARCH 15 (11 WEEKS OUT)

- Strategy & Messaging Development
- Creative Direction Approval

MARCH 25 (10 WEEKS OUT)

- Secure Talent
- Partner Alignment

APRIL 6 (8 WEEKS OUT)

- National Press Release Distribution
- Embargo Media Outreach
- Media Outreach (Wave 1)

APRIL 15 (7 WEEKS OUT)

- Influencer Content Production Begins
- Interview Circuit Scheduling
- Press Trip Pitches Sent

APRIL 20 – MAY 10 (6–4 WEEKS OUT)

- Content Editing & Approvals
- Broadcast Booking
- Media Follow-Ups

MAY 11 (3 WEEKS OUT)

- Media Outreach (Wave 2)
- Pre-Launch Broadcast Briefings
- Press Trip Logistics Finalization

MAY 15 – 17 (2 WEEKS OUT)

- "Cherry on Top" Press Trip (Mackinac Island)
- Real-Time Social Content Capture

MAY 25 (1 WEEK OUT)

- Final Hype Push
- Product Distribution

JUNE 1 (LAUNCH DAY)

- Retail Activation
- Coordinated Media Coverage Goes Live
- Influencer Content Drop
- Partnership Reveal

JUNE 2 – 30 (SUSTAINED MOMENTUM)

- Seasonal Pitch Angles
- Broadcast & Podcast Appearances
- Influencer Wave 2

JULY 1 – 15 (WRAP & EVALUATION)

- KPI Analysis
- Sales Impact Audit
- Final Campaign Reporting

[Link to Gantt Chart](#)

PRESS (CREATIVE) ASSETS

- [Link to Press Release](#)
- [Link to Email Pitch](#)
- [Graphic link](#)

TACTICS

Charity Partnership

- Partner with Farm Aid 2026 as a brand sponsorship for the annual food and music festival.
- [Farm Aid](#) is a 501(c)(3) nonprofit organization founded by Neil Young, Willie Nelson and John Mellencamp to raise funds for sustainable agriculture.
- Outlets
- [People magazine](#)
 - Section: [Food](#)
- [Fox Business](#)
 - Section: [Food and Drinks](#)
- [New York Times](#)
 - Section: [Business](#)

Marketing Partnership

- Partner with Burt's Bees beeswax lip balm with a Spindrift tart cherry flavor.
- [Burt's Bees](#) sells Leaping Bunny certified, energy-conscious, and responsibly sourced products.

3-Day Press Trip: "Cherry on Top."

Location: Mackinac Island, Michigan

Host Brand: Spindrift

Dates: May 15-17

Purpose: Launch Spindrift's Cherry flavor through an immersive, story-driven media experience rooted in wellness and sensory storytelling.

Day	Time	Program	Description	Spokespeople/ Experts	Media Opportunities
Day 1	Morning	Arrival & Welcome	Ferry arrival to Mackinac Island, check-in at the Grand Hotel, Spindrift Cherry mocktail welcome bar	Spindrift Team	Travel + lifestyle coverage
	Late Morning	Island Tour	Carriage tour and orchard preview		Sustainability stories
	Afternoon	Candle Making Workshop	Make candles with Maria, owner of Mackinac Island Candles	Maria, owner of Mackinac Island Candles	Social content of sustainability (candles are non-toxic, phthalate-free, and adhere to RIFM and IFRA standards).
	Evening	Private dinner at the Backyard	Dinner and a four-course cherry menu	Dave Burwick	Social Content

	Evening	Fireside Chat with Founders and Spokespeople back at the hotel		Dave Burwick	Launch Coverage
Day 2	Morning	Wellness Programming	Sunrise yoga followed by cherry recovery smoothies	Dr. Abbey Sharp	Wellness + nutrition coverage
	Late Morning	Kings Orchards Cherry Picking, DIY Spindrift Sparkling Water	Pick cherries at the orchard and make your own cherry seltzer.	Farmers and nutritionist panel (Abbey Sharp)	Wellness and expert exclusives
	Afternoon	Wine and Cider Garden	Leisure drinks at the Kings Orchards garden		
	Evening	Fireside Chat with Founders, Spokespeople, and S'mores	Informal Q&A and moderated discussion on Spindrift's growth and product innovation	Dave Burwick, Dr. Abbey Sharp, Glen Powell (via video call)	
Day 3	Morning	Complimentary Farewell Breakfast	Casual breakfast for final networking, media follow-ups, and press kit distribution	Spindrift executives, Dave Burwick, and Dr. Abbey Sharp	Wrap- up Coverage
	Late Morning	Departure	Ferry departures from Mackinac Island		

Media received:

- Pre-approved image bank
- B-roll access
- Quote sheets

Custom Swag Bags (Cherry Red, Spindrift-Branded)

- Spindrift Cherry samples
- Exclusive Burt's Bees cherry lip balm collab
- Custom fragrance
- Local cherry preserves
- Cherry orchard photography prints

EXACT STORY ANGLES & MEDIA RESULTS

1. Lifestyle

“Inside Spindrift’s Dreamy Cherry Escape on Mackinac Island”

“The Beverage Brand That Turned a Press Trip into a Sensory Retreat”

2. Beauty & Cross-Category Trend

“Cherry Is Everywhere: From Sparkling Water to Perfume”

“Why Brands Across Beauty and Beverage Are Betting on Cherry”

3. Celebrity Angle

“Glen Powell Talks His Mackinac Escape and Favorite Wellness Ritual”

“The Actor’s Favorite Better-For-You Beverage? Real Fruit Seltzer”

5 Influencers, 5 Reporters, and 3 Substacks:

Name	Platforms & Followers	Niche	Audience
Meredith Hayden/Wishbone Kitchen	TikTok: 2.3M Instagram: 1.4M YouTube: 115K	Gen Z’s Martha Stewart	Gen Z & Millennial women looking for a not-so-perfect trained chef who emits the same feeling our moms feel looking at Martha. Admiration and loathing.
Clark Peoples	TikTok: 948.7K Instagram: 307K YouTube: 20.2K	Ivy-educated office girl showing the luxury side of life after your hard work pays off.	Gen Z women, who are primarily preppy East Coast girls.

Halley Kate	TikTok: 1.6M Instagram: 294K YouTube: N/A	A real-life SATC It girl with Carrie Bradshaw's closet, the hustle of Sam Jones, a homeowner like Miranda, and the romantic optimism of Charlotte York.	Gen Z women counting down the days until they can explore their 20's in NYC.
Hannah Chody	TikTok: 248.5K Instagram: 97K YouTube: 6.18K	The Garret Popcorn Heiress, who also comes from a finance background at GS, is a stealth wealth magnet.	Fashionable Gen Z women and millennial women who are trying to emit the heiress's old-money aura.
Spencer Barbosa	TikTok: 12.6M Instagram: 3.4M YouTube: 3.17M	A top body-positivity and wellness influencer who helps Gen Z women love their bodies but eat healthy/work-out at the same time.	Gen Z women who are looking to find a way to feel more confident about their natural selves in a world full of plastic surgery and cameras 24/7.

Reporter Name	Outlet	Beat	Pitch Angle
Erin Clements	People Magazine, Staff Editor	Lifestyle	"Meet Mackinac Island, MI, the sustainable town where Spindrift gets its cherries."
Emily Heil	Washington Post, Food Reporter	Food & Beverage	"Why fruit-forward sparkling water is winning Gen Z this summer."
Danielle Weiner-Bronner	CNN Business	Consumer brands & business strategy	"How premium sparkling water brands are leaning into influencer culture."
Megan Decker	Refinery29	Wellness, lifestyle, Gen Z consumer	"Spindrift positions itself as the 'clean

		habits	girl' soda alternative.”
Jenny Singer	Glamour Magazine	Consumerism, Health, Entertainment, etc.	“Sparkling or Still? Your favorite influencers are drinking real fruit.”

Name	Substack Title	Beat	Audience	Pitch Angle
Violet Witchel	Violet Cooks	Health and Cooking	Health-conscious and food-loving women whose staple outfit is head-to-toe Lululemon	“Using Spindrift’s new seltzer flavor to bake an Uncle Sam-approved Cherry Pie.”
Sammi Cohen	The Social Currency	E-commerce, business, and pop culture	Right-brained girls who love Sydney Sweeney but want the business breakdown of her income.	“Behind the influencer marketing for your favorite office girl's favorite office drink with the CEO of Spindrift, Dave Burwick.”
Alisha Ramos	Downtime	Listicles on favorite things, interviews with other influencers, etc.	Millennial moms, older Gen Z settling down into a stable life	“Something refreshing me right now? A Cracklin’ Cherry Spindrift.

Pitch Angles:

ONLINE PRINT

Family Nutrition & The “Red Dye” Purge

- **Angle:** Bright red without the dyes, Spindrift’s new boldly colored drink is all natural—perfect for kids.
- **Headline:** The "Red Dye" Purge: Why Parents Are Swapping Sugar Bombs for Michigan Cherries This Summer.
- **Potential Outlets**
 - [Atlantic](#)
 - **Section:** [Family](#)
 - **Reporter:** [Russell Shaw](#)

- [Washington Post](#)
 - Section: [Food & Nutrition](#)
 - Reporter: [Tara Parker-Pope](#)
- [TODAY.com](#)
 - Section: [Kids Health](#)
 - Reporter: [Rosie Colosi](#)
- [Parents.com](#)
 - Section: [Food](#)
 - Reporter: [Katie Drakeford](#)
- [USA Today](#)
 - Section: [Health and Wellness](#)
 - Reporter: [Daryl Austin](#)

Adult Fitness & Post-Workout Hydration

- **Angle:** As consumers move away from artificial ingredients, Spindrift's new Cherry flavor stands out in the better-for-you beverage space by using real fruit juice and no added sugar for a cleaner, craveable refresh.
- **Headline:** Spindrift's New Cherry Flavor is the Ultimate Real Fruit Drink of the Summer
- **Potential Outlets**
 - [Women's Health](#)
 - Section: [Food and Nutrition Section](#)
 - Reporter: [Korin Miller](#)
 - [Men's Health](#)
 - Section: [Nutrition](#)
 - Reporter: [Todd Kliman](#)
 - [Self Magazine](#)
 - Section: [Food](#)
 - Reporter:
 - [New York Times](#)
 - Section: [Food](#)
 - Reporter: [Ramin Ganeshram](#)
 - [Parents](#)
 - Section: [Life With Kids](#)
 - Reporter: [Marilyn La Jeunesse](#)

Pregnancy Health & Nutrition

- **Angle:** The Cherry Sparkling Water can help expecting mothers avoid gestational diabetes while satisfying sugary soda cravings.
- **Headline:** New Spindrift Cherry Sparkling Water That Can Satisfy Expectant Mothers' Cravings and Keep Them Hydrated
- **Potential Outlets**
 - [The Bump](#)
 - Section: [Health and Wellness](#)
 - Reporter: [Dani Wolfe](#)

- [whattoexpect.com](#)
 - Section: [Pregnancy](#)
 - Reporter: [Marygrace Taylor](#)
- [Women's Health](#)
 - Section: [Reproductive Health](#)
 - Reporter: [Korin Miller](#)
- [Parents.com](#)
 - Section: [Pregnancy](#)
 - Reporter: [Melissa Willets](#)
- [BabyCenter.com](#)
 - Section: [Pregnancy](#)
 - Reporter: [Karen Miles](#)

Guilt-Free Indulgence

- **Angle:** Use Cherry Spindrift as a guilt-free cheat drink
- **Headline:** Spindrift's New Cherry Flavor: The Cheat Drink Without The Cheat
- **Potential Outlets**
 - [Sports Illustrated](#)
 - Section: [Eats](#)
 - Reporter: [Jamie Lisanti](#)
 - [Esquire](#)
 - Section: [Food and Drinks](#)
 - Reporter: [Camille Lowder](#)
 - [GQ](#)
 - Section: [Wellness](#)
 - Reporter: [Emily Laurence](#)
 - [Men's Health](#)
 - Section: [Nutrition](#)
 - Reporter: [Todd Kliman](#)
 - [Muscle and Fitness](#)
 - Section: [Nutrition](#)
 - Reporter: [Toby Amidor](#)

Wellness Trends & Sleep Supplements

- **Angle:** Sleepy Girl mocktail made with tart cherry juice for natural melatonin, topped with new Cherry Sparkling Water to add a flavorful boost.
- **Headline:** Why Spindrift Cherry Is The Ultimate "Sleepy Girl Mocktail" Hack For 2026—No Added Magnesium Required For A Delicious Melatonin Beverage With Wellness Culture Dietitian [Abbey Sharp](#).
- **Potential Outlets**
 - [Bon Appétit](#)
 - Section: [Drinks](#)
 - Reporter: [Julia Bainbridge](#)
 - [NYT Style Magazine](#)

- Section: [Food](#)
 - Reporter: [Becky Cooper](#)
- [Women's Health](#)
 - Section: [Health \(Sleep\)](#)
 - Reporter: [Susan Choung](#)
- [The Pioneer Woman](#)
 - Section: [Food and Cookies \(Meals and Menus\)](#)
 - Reporter: [Lilly Blomquist](#)
- [People Magazine](#)
 - Section: [Health](#)
 - Reporter: [Cara Lynn Shultz](#)

The Hollywood Physique

- **Angle:** Glen Powell talks about how Spindrift is perfect for keeping your Hollywood Physic without giving up flavor.
- **Headline:** Instead of Grabbing a Soda on Set, Glen Powell Grabs a Cherry Spindrift
- **Potential Outlets**
 - [E News](#)
 - Section: [Shopping \(Celeb Loves\)](#)
 - Reporter: [Mercedes Viera](#)
 - [Cosmopolitan](#)
 - Section: [Celebrities](#)
 - Reporter: [Mehera Bonner](#)
 - [People](#)
 - Section: [Lifestyle](#)
 - Reporter: [Vanessa Etienne](#)
 - [Entertainment Weekly](#)
 - Section: [Celebrities & Creators](#)
 - Reporter: [Ryann Colemn](#)
 - [USA Today](#)
 - Section: [Entertainment](#)
 - Reporter: [Taijuan Moorman](#)

Food and Beverage Trade Outlets

Trade Outlet Pitch

- **Angle:** How Spindrift is disrupting the "Natural Flavor" narrative by becoming the first non-UFP-verified beverage brand.
- **Headline:** Why Spindrift's Cherry Launch is a Reckoning for Ultra-Processed Beverages.
- **Potential Outlets**
 - [BevNet](#)

- Section: [Retail](#)
 - Reporter: [Brad Avery](#)
- [Food Business News](#)
 - Section: [Food Manufacturers](#)
 - Reporter: [Russell Redman](#)
- [Nosh.com](#)
 - Section: [Retail](#)
 - Reporter: [Shauna Golden](#)
- [Food Dive](#)
 - Section: [Beverages](#)
 - Reporter: [Laurel Deppen](#)
- [Food Navigator USA](#)
 - Section: [News](#)
 - Reporter: [Deniz Ataman](#)

Business Outlets

Company Values & Success

- **Angle:** Highlighting the family values/positive treatment of their 105 employees, and still being located in the heart of New England. (Exclusive with Founder, Bill Creelman)
- **Headline:** How This Multi-Million Dollar Seltzer Company Stays True To Their Mission
- **Potential Outlets:**
 - [Wall Street Journal](#)
 - Section: [Food & Drink](#)
 - Reporter: [Heather Haddon](#)
 - [Harvard Business Review](#)
 - Section: [Organizational Culture](#)
 - Reporter: [Adi Ignatius](#)
 - [Forbes](#)
 - Section: [Food & Drink](#)
 - Reporter: [Chloe Sorvino](#)
 - [Fox Business](#)
 - Section: [Retail](#)
 - Reporter: [Sophia Compton](#)
 - [CNBC](#)
 - Section: [Food & Beverage](#)
 - Reporter: [Laya Neelakandan](#)

Partnership with Burt's Bees and Spindrift

- **Angle:** Burt's Bees and Spindrift are releasing a tart cherry beeswax lip balm flavor.
- **Headline:** Burt's Bees x Spindrift Tart Cherry Lip Balm
- Potential Outlets:
 - Outlets
 - [Forbes Vetted](#)
 - Section: [Skincare](#)

- Reporter: [Molly Calhoun](#)
- [CBS News](#)
 - Section: [MoneyWatch](#)
 - Reporter: [Mary Cunningham](#)
- [Bloomberg](#)
 - Section: [Business of Beauty](#)
 - Reporter: [Andrea Felsted](#)
- [Business Insider](#)
 - Section: [Advertising](#)
 - Reporter: [Lara O'Reilly](#)
- [Fortune](#)
 - Section: [Retail](#), [Food and Drink](#)
 - Reporter: [Kristina Monllos](#)

BROADCAST

Celebrity Fitness & Entertainment

- **Angle:** Glen Powell talks about fitness, health, and how Spindrift helps him keep in shape for roles. Powell gives an exclusive for a late-night outlet.
- **Headline:** Glen Powell Shares His Secrets To Staying Fit for Roles.
- **Potential Outlets:**
 - The Late Show With Stephen Colbert
 - The Tonight Show Starring Jimmy Fallon
 - Jimmy Kimmel Live!
 - The Daily Show

Clean-Label

- **Angle:** Abbey Sharp on her favorite clean-label mom and dietitian-approved pantry swaps.
- **Headline:** Abbey Sharp Shows Us How We Can Still Enjoy Our Favorite Guilty Pleasures By Swapping for Healthier Alternatives like Spindrift Cherry.
- **Potential Outlets**
 - The TODAY Show
 - CBS Mornings
 - The Kelly Clarkson Show
 - Drew Barrymore Show
 - Live with Kelly and Mark

Healthy Cherry Baking

- **Angle:** Show how you can use Spindrift Cherry to make fun cherry muffins and other ways to use seltzer to make pie crust with Abbey Sharp.
- **Headline:** How to Add Spindrift Cherry Sparkling Water in Cherry Baked Goods
- **Potential Outlets:**
 - Jenna and Sheinelle
 - Tamron Hall show

- Fox and Friends

RADIO/PODCAST

Be Well by Kelly (covers women's health and is 75 minutes in length)

- **Angle:** "The Science of Sleep": Expert Abbey Sharp breaks down why tart cherries—not supplements—are the future of recovery and rest.

The Founder Hour (covers business and is 60 minutes in length)

- **Angle:** "The Business of Transparency": CEO Dave Burwick discusses how Spindrift became the first Non-UPF verified beverage brand in a market full of "natural flavor" myths.

Joe Rogan Experience (Covers current events and business in a 3-hour interview)

- **Angle:** "Starting a \$650 million beverage disruptor:" Founder Bill Creelman talks about fitness, Spindrift, and healthy lifestyles with Joe Rogan.

"Not Skinny but Not Fat" hosted by Amanda Hirsch (Covers pop culture and typically 60-90 minutes in length)

- **Angle:** "Glen Powell on killing the box office and his sweet tooth."

INFLUENCER CONTENT

1. Baking recipe video using Cherry Spindrift for muffins as an ingredient - [Wishbone Kitchen/Meredith Hayden](#)
2. "Come with us for a picnic in Central Park!" - [Clark Peoples](#) and [Halley Kate](#)
3. "What's in my beach bag" - [Clarke Peoples](#) and [Halley Kate](#)
4. "My recent obsessions" - [Hannah Chody](#)

BUDGET

[Link to Budget](#)

Total: \$48,802.18

EVALUATION

- **Media Coverage:**
Track how many placements we land and where they hit (ex: People, NYT, CNN), along with total reach.
- **Influencer Performance:**
Look at views, likes, comments, and saves to understand what content actually resonated.
- **Sales Impact:**
Measure any lift in Spindrift Cherry sales during launch compared to normal product performance.
- **Brand Awareness:**
Monitor increases in social mentions, followers, and search interest for "Spindrift Cherry."

- **Event Success (Press Trip):**
Evaluate how many stories come out of the trip and the overall tone of the coverage.
- **Partnership Impact:**
Track Burt's Bees and Spindrift partnership sales and how much money is raised for Farm Aid.
- **Message Pull-Through:**
Review how often key points (real fruit, no artificial ingredients, non-UPF) show up in coverage and content.