CAPRI-SUN

As a kid, your parents bought Caprisun for you. When you grow up and have kids, you buy it for them. But in between, that consumer disappears entirely.

The primary target market for Capri Sun includes females from ages 25-44, specifically mothers with children aged 3-14.



(Gen Z has a 15% preference to past over future when thinking about advertising, 50% of them say they are nostalgic for media that represents their childhood - GWI 2023)

SURFSIDE

Nostalgia is the most underleveraged asset in the alcohol space right now. The RTD market is saturated with clean, athletic, aspirational brands. Nobody is standing out for the Gen Z consumer when it comes to nostalgia.



Targets individuals seeking lower-calorie, easy-to-drink options, appealing to a "younger and slightly female-skewing" demographic compared to traditional beer or spirits consumers.

Surfside has the momentum and the product. Capri-sun has the memory. Together they could own a lane nobody else is standing in.

THE OBJECTIVE:

For Capri-Sun: Re-engage a consumer they've lost. The 22-27 year old isn't in their current target, isn't buying for kids yet, and exists in a brand blind spot. This collab doesn't ask Capri-Sun to change anything about their core product or positioning. It just extends the IP into a space where that consumer already lives.

For Surfside: Add a product line with built-in cultural relevance to accelerate what's already working. They don't need brand awareness help. They need reasons to keep growing, and a nostalgia hook gives them a lane their competitors (High Noon, Truly, White Claw) aren't occupying.

RELEVANT MARKET INFO

- Gen Z is the most nostalgia-driven consumer generation, with over a third nostalgic for the 90s despite most being born in the early 2000s
- RTDs and canned cocktails are where Gen Z actually spends money on alcohol, with nearly 43% of Gen Z drinkers choosing that format
- Surfside ended 2024 as the number one fastest growing alcohol brand in the US, up 362% year over year (second largest spirits-based RTD brand in the US after High Noon, fastest growing alcohol brand across all categories in 2024)
- Kraft Heinz, Capri-sun's parent company, ventured into the ABV space in 2025 with the launch of Crystal Light Seltzers (also vodka based)



THE PRODUCT:

- Spirit-based RTD canned cocktail, 4.5% ABV, 12oz slim can
- Three flavors: Fruit Punch, Wild Cherry, Strawberry Kiwi
- Vodka base consistent with Surfside's existing product lineup

The can is the campaign's most important creative asset. It needs to be instantly recognizable to someone who had Caprisun in their lunchbox in 2003, while also reading as an adult RTD product on a shelf next to Surfside, not easily confused with the child version/non-alcoholic pouch.

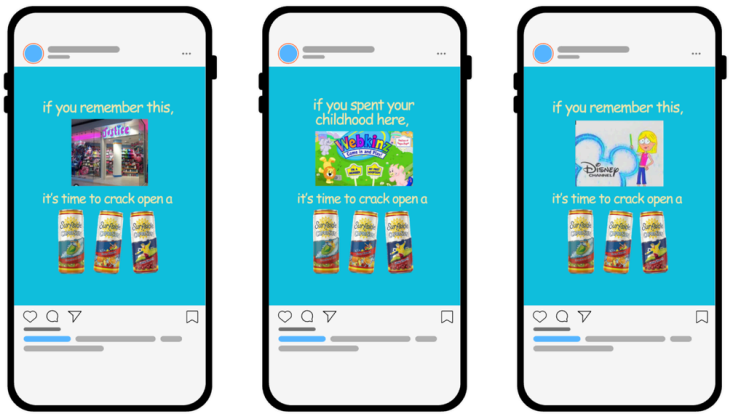


THE CONSUMER:

- 22 to 27 years old. Grew up with the silver pouch in their lunchbox. Now buys Surfside at the tailgate or beach. Deeply online, responds to brands that do not take themselves too seriously but are clearly intentional about it.
- This consumer is nostalgic not because they want to go back, but because the early 2000s represents a time before everything got complicated. They are not looking for a product that reminds them of childhood. They are looking for a product that acknowledges they grew up while honoring where they came from.
- They had a Hannah Montana lunchbox. They spent birthday money at Justice. They had Silly Bandz on both wrists and a Webkinz they checked before school. They are now paying their own bills and occasionally questioning every decision that led them here.

SOCIAL CONCEPT:

- Meme-ified content that is relevant to the target consumer, on brand with Capri-sun's current brand voice, and plays into nostalgia.
- Tone: Closer to Wendy's Twitter than Glossier. Unserious but not chaotic. The brand is in on the joke and so is the consumer.



THE CAMPAIGN

You grew up, so did we.

Growing up has exactly one perk. This is it.

- We waited until you were old enough.
- Be the adult you wanted to be when you grew up.
- Embrace your inner child. The 21+ version.
- Same you. Better beverage.
- Fruit punch for people who pay their own bills now.



