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# Perfect Consumer Engagement: Acquire New Consumers

## Video Transcript

June 10, 2014

**Damien:** It was last weekend. We had just finished a game- I dominated, with a vengeance- when I saw a poster for Blaze. (AHHH!) I had heard of Blaze before- it looked good, sounded cool- but I didn't know where I could buy it. The website was really hard to navigate. It didn't say where I could buy it or any other information. I guess I'll just stick with this stuff.

We had just finished our game, when I noticed the poster for Blaze. I asked the guys if they ever tried it. Nobody had. (WOO! You thought you had it, didn't ya?) So I decided to do a little recon on this soda. It showed several places near me where I could buy it. But I wanted to know more - like the calorie content or flavors. You know, you gotta keep the calories low if you want your 6-pack tight. But it doesn't mean that I want to drink something that's nasty. So are you guys going to have any other flavors? Oh! Especially if you do, like, a berry combination!

Like a raspberry blueberry type of thing? The customer service person was super helpful and super nice. Me? I'm 26. Yeah, I live in the city. Her name was Betsy. She asked me if I'd offer some more feedback and sent me a survey. Why not? I want to see if they implement my awesome berry combination idea. What? It could happen. Betsy even emailed me a coupon for \$1.50 off of a 12-pack. I'mma use it next weekend before the guys come over to watch the game. You can never have too much soda on hand. You should see how much these dudes drink. (OOOH! Ok, gotta admit, wasn't ready for that one.)

I posted a funny video from the Blaze website on Facebook. It said that I'd have the fridge stocked with the stuff. I got twice as many people coming over now.

Maybe I can get a few more coupons from Betsy? (jumbled yelling) Hey man, good to see you as always.

**Friend:** Hey hey hey hey, what are you drinking?

**Damien:** Blaze. Have you tried it?

**Friend:** Nah, I haven't.

**Damien:** I'm telling you, you need to get down! Woo!