

90-DAY MARKETING ROADMAP · €249 · GROW

WOBBLE.

A sparkling functional fruit drink in 28 shop chillers. This quarter is pointed at the one month that decides its year.

12

weeks, planned fortnight by fortnight, dates checked

15

Dry January displays: the number that decides it

6

campaigns, and one of them written in full

Portfolio sample. WOBBLE is an invented brand from our sample family, built to show what a €249 roadmap contains. Every stockist count, figure and competitor is illustrative. Your roadmap is built from your discovery call and our research, with sources and checked-on dates recorded.

Prepared by the digital engine · Kerry, Ireland · one consolidated revision round included

THE TARGET, AND WHY IT IS THE ONLY ONE

Fifteen Dry January displays. Everything below serves them.

WOBBLE lives or dies in the chiller, and January is the one month the chiller comes to you: Dry January turns the soft-drinks shelf into the main stage. A display in fifteen of your twenty-eight stockists on the 2nd of January is worth more than anything else this quarter can buy, so the quarter is built backwards from it.

WHAT HAS TO BE TRUE ON 2 JANUARY

Fifteen displays, up

Agreed with each stockist in writing before Christmas. Not promised: agreed, with the date on it.

Six hundred on the list

People who chose to hear from WOBBLE. The launch email lands with them first, on Monday the 4th.

Assets already in shops

Every poster, shelf strip and counter card delivered by Friday 18 December, before the holidays eat the calendar.

WHAT WE ARE SELLING, PRECISELY

A loud, juicy sparkling drink that makes not-drinking feel like the fun option, in a can people grab in four seconds at arm's length. €2.80 in the chiller (illustrative), six-packs for the party season.

WHAT WE ARE NOT DOING

No paid ads, no TikTok, no new flavours, no discounting, no wellness claims. A functional drink that argues its function converts worse than one that's simply the best thing in the fridge. The fun sells; the function rides along.

Shelf conversion is the whole scoreboard. Everything else is noise.

AUDIENCE, POSITIONING AND THE THREE BRANDS BESIDE YOU

Four seconds, at arm's length.

The core buyer is 22 to 38, choosing in the chiller on the way somewhere: lunch, gym, train. The whole decision takes about four seconds and happens at arm's length, which is why the can, the shelf strip and the display matter more than any feed.

The January buyer is different: someone who has paused drinking and wants the party option that isn't a compromise. December's parties are their preview; January is their month.

SUPPLIED 28 stockists; roughly 60% of volume through ten of them; no email list yet. From the founders, discovery call.

ASSUMPTION Stockists will put a display up if it's funny enough to want on the counter. Week 3's kit tests it before January depends on it.

THREE COMPETITORS, ONE GAP EACH

WHO (FICTIONAL)	WHAT THEY DO WELL	THE GAP YOU CAN USE
Hazy Days Soda	Beautiful cans, strong café presence in Dublin.	Takes itself seriously. No jokes, no voice: the fun lane is empty.
KindBubbles	Owens "healthy"; big, confident claims.	Claims—first reads compliance—flat. You can be loved, not just approved.
Fizzco Zero	Everywhere, cheap, a multinational's budget.	Can't be local, can't name your shops, can't answer a DM with a joke by lunch.

THE POSITIONING THIS QUARTER

"The fun one in the fridge."

Loud & Juicy. Quick & Springy. In On The Joke. Nothing in this plan should read like a wellness brand. If a line could appear on a supplement, it doesn't go out.

THE COUNTDOWN · 2 NOVEMBER TO 24 JANUARY

Six fortnights, each with one job.

The commonest quarter failure is doing everything in week one and limping after. Each fortnight below does one thing; the dates are real Mondays from the 2026–27 calendar.

W1–2

MON 2 NOV

Foundations

Email sign-up live with a QR on every counter card. Baseline numbers recorded in the tracker. The stockist kit designed: shelf strip, counter card, one poster, funny enough to want on the counter.

W3–4

MON 16 NOV

The kit lands

All 28 stockists get the kit, in person where the ten biggest are. Every display photographed and reposted the same day: the photos are week 7's content, banked early.

W5–6

MON 30 NOV

Party season

"Bring The Fun One" fortnight: six-packs, designated-driver jokes, the list pitched in every caption. Ten new-stockist pitches a week continue in the background.

W7–8

MON 14 DEC

Shop-a-day advent

One stockist a day on stories through to Christmas week: their counter, your can. Friday 18 December: every January asset delivered. Nothing for January is left to do in January.

W9–10

MON 28 DEC

January, But Juicy

Displays up by Saturday 2 January, photographed and confirmed. Launch email to the list Monday 4 January, 8am. The campaign page of this document is the campaign. It's written.

W11–12

MON 11 JAN

Hold and count

Keep the drumbeat, collect display photos, chase nothing. Quarter review against the tracker in the week of the 18th; spring targets set from what the numbers actually did.

CHANNELS IN ORDER, AND THREE HONEST WAYS TO PAY FOR IT

The shelf is the ad. The list is the asset.

1 The stockist kit

Shelf strips, a counter card with the list QR, one poster. It serves stockists, displays and the list at once: the only channel that touches all three objectives.

2 Instagram, three a week

In the voice: Loud & Juicy, Quick & Springy, In On The Joke. Every post names a shop or points at the list. Nothing that could caption a supplement.

3 Email, once a month

Rare and good: new stockists, one joke, one reason to go to the fridge. The only audience WOBBLE owns.

4 Founder DMs, ten a week

Warm pitches to target stockists with the kit photo attached. Personal beats catalogue, and it's free.

WHY NO PAID ADS THIS QUARTER

Ads buy attention WOBBLE can't yet convert: the list has nowhere to grow from and the January displays aren't agreed. Paying for traffic before the shelf and the list work is paying twice. Revisit in the spring roadmap, with January's numbers, not instead of them.

APPROXIMATE BUDGET OPTIONS · ALL FIGURES ILLUSTRATIVE

OPTION	SPEND	COVERS	TRADE-OFF
Bootstrapped	€120–€200 / quarter	Counter-card and shelf-strip printing, free email tier.	Founders' time: ~5 hours a week between you.
Kit done properly	€350–€600	Professional print run, paid email tier, scheduling tool.	Spend lands in weeks 1–3; the rest runs cheap.
Help for January	€800–€1,200	The above plus design help for the January assets.	Highest spend, on the month that is the point.

SIX CAMPAIGNS · THE ONE THAT MATTERS, WRITTEN IN FULL

January, But Juicy: written, not briefed.

THE LAUNCH EMAIL · MONDAY 4 JANUARY · 8AM · TO THE LIST FIRST

Same party. Better morning.*Preview text: Dry January, but make it the loud kind. Here's where the fridge is stocked.*

New year. You, glowing. Your group chat, confused about how you're this fun sober. We take full credit. WOBBLE displays are now up in fifteen shops. The full list is on the site, and your nearest one is probably closer than your gym. Grab a can, do the taste-test against your own willpower, report back. No detox talk here. No "wellness journey". Just the best thing in the chiller for the month you decided to remember.

[Find your fridge](#)

Footer: you asked to hear from WOBBLE · unsubscribe any time, no guilt, it's January.

LAUNCH-WEEK CAPTIONS, READY TO POST

- "Dry January, but make it loud. Displays now in 15 shops, list in bio. Same party. Better morning."
- "To everyone who said 'I'm off the drink for January' at a party while holding a WOBBLE: we saw you, you're our marketing department now."
- "Day 4 update: the lime one is winning the office vote and we don't fully trust the office. Settle it at your nearest fridge, list in bio."

THE OTHER FIVE, BRIEFED

The Fridge Census

Followers submit WOBBLE sightings; every sighting names the shop. Cheap, warm, and it flatters stockists into sharing.

Shop-a-Day Advent

A stockist a day on stories to Christmas week. Shops repost; the shops you haven't signed notice.

Wobble Into The Group Chat

Meme-format posts built to be sent to a friend, each ending at the stockist list.

Bring The Fun One

Party-season six-packs framed as the guest who makes the night better and remembers it. Runs weeks 5-6.

Counter Card Joke Rotation

The counter-card joke changes monthly so regulars look for it, and scan the QR while they're there.

WHAT COULD GO WRONG, AND WHAT THIS IS JUDGED ON

Four ways this fails, and the number that actually decides it.

Stockists say no to displays

Plan: the display is free, funny, and comes with a ready-made post for their own page. If fewer than ten agree by Friday 11 December, the kit is the problem. Rework it that week, don't wait for January.

The list stalls under 400

Plan: it's placement, not appetite. Move the counter card beside the till in the five biggest shops for one week and compare. Sign-ups per stockist is the number to watch weekly.

Christmas eats the founders

Plan: this is why everything for January is finished by 18 December, deliberately. If week 7 slips, cut the advent series, never the January prep.

It goes better than expected

Plan: don't add SKUs, don't add TikTok, don't discount. Bank the photos, note which shops sold through, and let February's reorder conversation do the talking.

WHAT THIS IS JUDGED ON

Displays still up on 25 January, and reorders in February, not launch-week likes. Opening week will look good almost regardless; the fourth week is the first honest number, because by then everyone curious has been, and what's left is demand.

One number to watch weekly all quarter: list sign-ups per stockist. It tells you which shops the brand is actually working in before any sales report does.

SHIPS WITH THIS ROADMAP

The editable 12-week action tracker (Google Sheet or Excel) with every action, owner, date and measure from page four, plus the fact-ledger sheet recording what was supplied, what we verified and what remains an assumption. One consolidated revision round is included.

WOBBLE is invented. It exists to show what a €249 roadmap contains: one target the quarter serves, six fortnights with one job each, channels in order, three budget options, six campaigns with the one that matters written in full, four failure plans, and the week-four number it is judged on. No real business is described, and every figure is illustrative.