Deliverable 3 Branding Strategy. Paper instructions: Competency Distinguish factors that influence buyer behavior. Student Success Criteria View the grading rubric for this deliverable by selecting the “This item is graded with a rubric” link, which is located in the Details & Information pane. Scenario You are the new marketing manager for a beverage company, May Beverage Company. May Beverage Company has a plethora of beverages under their belt, but they have been refreshing some of their beverages. There’s going to be a team meeting with presentations about what changes were made during the refresh. Your first task given to you from your boss is to create a consumer buyer profile for one of the beverages that has undergone a refresh. You will give the consumer profile in a “sales pitch” style presentation in the next team meeting with all of the sales managers to support your idea. Instructions In a Microsoft PowerPoint presentation, create a sales pitch discussing the following: Slide 1- Title slide Slide 2- Describe the new beverage changes Slide 3- Explain the importance of creating a consumer buyer profile and its components Slide 4- Explain the consumer buyer profile for the refreshed beverage Slide 5- What is the new marketing strategy for the new refreshed beverage based on the consumer buyer profile? Slide 6- Any additional slides needed to sell your new concept for the refreshed beverage Slide 7- Conclusion- Asking for the “buy in” or support for your concept Note: Speaker’s notes are not required for this presentation.