

**WHEN YOU HAVE A SUDDEN EPIPHANY, AN INTUITIVE GRASP OF REALITY, AN ILLUMINATING
DISCOVERY, A REALIZATION ABOUT THE TRUE NATURE OF THE WORLD...**

Team 966



NSAC
NATIONAL ADVERTISING STUDENT
ADVERTISING
COMPETITION

01...That's Tart

Just like our growers, Ocean Spray drinkers are no ordinary people. They recognize the unique moments life has to offer and appreciate them for their complexity. They flirt with the edge of possibility, but with one foot grounded in reality. They are complex, smart, unique, mature and adventurous. They are savvy food consumers. But we want to give them a name that honors their courage in eating and drinking outside the box. They are **Risk Tasters**. They are open to trying new things, living out of their comfort zone and exploring unfamiliar flavors. They are willing to take on a tough challenge even if it means falling short because they enjoy the prospect of continuously learning. They are pioneers, entertainers, innovators and trailblazers who have an itch to tackle an everyday risk—within reason.

After conducting 75 in-depth interviews we concluded that, although health is important, some Risk Tasters are not sold on the “Tastes good. Good for you” claim. It gets lost in the sea of wellness trends that flood their social media feeds. Instead, our target market is comfortable and confident with the idea of treating themselves to Ocean Spray, because they deserve it. It's a thrill. They are more interested in the unique aspects of the Ocean Spray brand, like the rare taste of a cranberry and seemingly-endless variety of flavors. They don't even think to count the calories on the package. And with life's tart moments, everyone deserves a full serving.

However, we discovered that Ocean Spray lacks specificity and resonance with this market, despite having an adventurous taste that this audience desires. We want to invigorate life back into a brand by showing Risk Tasters the adventure that is right under their noses. We want to look beyond the bog, springboarding towards what's next. We are reminding Risk Tasters that life is complicated, as complicated as tart, and Ocean Spray lives for that reality. We are giving Risk Tasters a chance to see themselves in the complexity of life. To see the nuances and the authenticity.

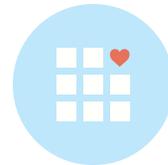
You asked us to drive a 7% growth in brand equity and a 0.5% household penetration increase among 24- to 34-year-olds through...



SALIENCE



DIFFERENTIATION



MEANINGFULNESS

After a deep dive into research on millennials and the brand, we realized a key opportunity for Ocean Spray to own in order to become relevant in the target's life. The Life is Tart campaign encapsulates the idea that they should stop and savor the moment. Stop and recognize—with Ocean Spray in hand—that life is complex and there's a beauty in that. Within the craziness of life there is always another masterpiece to recognize, another adventure to be had and another sip to take.

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02 Target Audience

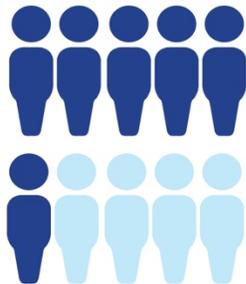
24- to 34-year-olds are an extremely diverse group. Some are single and making strides in their professions, while others are married with two kids. To speak to as many millennials as possible, we looked past demographics that divide the group into the psychographics that unite them. One characteristic these people have in common is an internal conflict between their desire to try new things and the reality that their spontaneity has limits. They have adult responsibilities—and thus practical mindsets—but are still invigorated by the idea of inching outside their comfort zone. Of the 44.7 million people in our target audience, we identified a specific group within the project brief's "savvy food consumers":

THE RISK TASTERS.

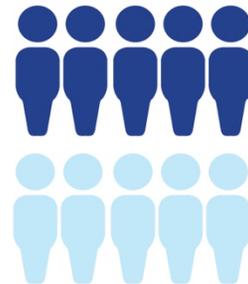
They are those who pursue a life of challenge, novelty and change. They are willing to do things spur of the moment. They are optimistic about their lives, but a little pessimistic about the world around them. They are realizing life's not always like the movies. Therefore, they are willing to dip their toe into risk, but might not take the full plunge, even if they tell themselves they will.

THEY ONLY TASTE THE RISK, BUT LOVE THE THRILL NONETHELESS.

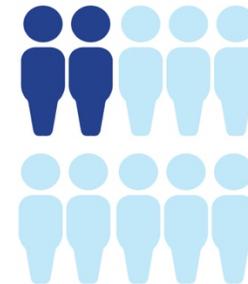
According to Simmons, 59% of our target market drinks fruit juices at home.



And 1 in 2 members enjoy trying new drinks. These are the Risk Tasters.



But, only 18% already enjoy the cranberry flavor, so Ocean Spray is not in their consideration set.



03 Immersion

After five months of in-depth research on Ocean Spray's positioning, we concluded that the brand's lack of relevancy was largely the result of being overshadowed by other brands that more specifically targeted the 24- to 34-year-old age group. Therefore, if we solved the relevancy problem, increases in household penetration would follow suit. For years, Ocean Spray had focused on older American consumers and it was apparent that millennials had noticed.

In an attempt to find an angle the target audience could relate to on a deeper level, we explored health, taste and heritage—the three brand pillars given to us in our case study. We then added quality, variety and innovation after completing our in-depth interviews. But the problem of ownability still remained.

In all our research—qualitative and quantitative, speaking with users and non-users—one pattern stood out: an intrigue by the exotic, complex berry to which Ocean Spray owed its foundation. And even more intriguing than the berry itself, it's one-of-a-kind taste. Many fruits are sour. Many fruits are sweet. But very few foods are renowned for being tart.

But what do 24- to 34-year-olds know about tart? After a deep dive through the experiences of millennial Ocean Spray users, we discovered our pearl. Our target age group experiences tart everyday, just not from their food. From our comprehensive secondary research on our target audience, we already knew that millennials live complex, ever-changing lives that oftentimes leave them uncertain about the world around them. Next, we just had to draw parallels between that apprehension and the taste of cranberries.

We asked millennials to define their own life stage. They were stumped. We asked millennials to explain the sensation of tart. They were stumped. We got it.

I DON'T KNOW HOW TO EXPLAIN TART. LIKE, UM, IT BASICALLY LEAVES A WEIRD TASTE IN YOUR MOUTH BUT IT'S NOT REALLY BAD. IT GETS YOUR GLANDS GOING SO IT JUST—SORRY I DON'T KNOW—SORRY I CANNOT EXPLAIN IT.

-VANESSA, 27, CRAN-PINEAPPLE AND CRAISIN CONSUMER

TART IS INDESCRIBABLY SATISFYING. I CAN'T PUT MY FINGER ON IT.

-JESSICA, 28, CRAN-APPLE CONSUMER

I MEAN EVERY NOW AND THEN SOME PEOPLE HAVE THE URGE TO GO AND HAVE SPICY FOODS. IT'S KIND OF LIKE THAT. I'M NOT ALL BIG ON SPICY FOODS, BUT TART IS SOMETHING DIFFERENT THAT I EVERY NOW AND THEN CRAVE.

-TYLER, 25, WHITE CRANBERRY PEACH CONSUMER

NOT MANY PRODUCTS CAN CALL THEMSELVES TART. IT'S EXCLUSIVE. A TRAILBLAZER. THERE'S ALMOST A CERTAIN BEAUTY IN NOT BEING ABLE TO DESCRIBE IT.

-CAMERON, 28, ORIGINAL CRANBERRY COCKTAIL CONSUMER

04 Research Methodology

THE ISSUE:

Already concluding that Ocean Spray lacks relevance with our target audience, we found that the brand also lacks emotional resonance. We must create an affinity to the brand in this over-saturated industry. It's not a product problem, it's a perception problem.



75 IN-DEPTH INTERVIEWS

Deeply questioning members of our target audience to find current perceptions of Ocean Spray.



5 MONTHS OF SOCIAL LISTENING

Facebook, Twitter and Instagram provided knowledge on the audiences' likes and dislikes in regard to the brand.



1,400 CONCEPT TESTS

Tested seven core platforms through a national survey with a defined target audience.



125 OBSERVATIONAL STORE VISITS

Insight into the consumers' thought process in the last moments before the purchase.



400+ SECONDARY SOURCES

Simmons, Pew, Mintel, Nielsen and more... Millennials are the most researched age cohort in history after all.



3,335.2 OZ OF JUICE DRANK

Our favorite is Cran-Pineapple.

HYPOTHESIS TESTING:

After conducting in-depth secondary research, we created and tested four hypotheses among our target audience to clarify what we saw as Ocean Spray's main problems. We proved the following hypotheses to be true:

HYPOTHESIS NO. 1: The target audience associates cranberries in general with the holiday season.

HYPOTHESIS NO. 2: The target audience considers juice to be too sugary to be healthy.

HYPOTHESIS NO. 3: The Ocean Spray brand has little emotional resonance with the target audience. Instead, the brand is associated with its functional product characteristics.

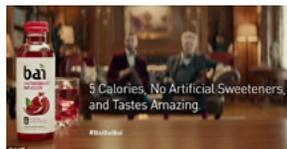
HYPOTHESIS NO. 4: The target audience associates fruit juice with children.

05 Let's Find Something New

FRESHNESS



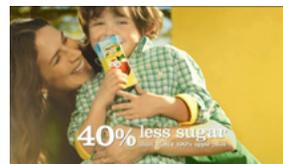
HEALTH



HERITAGE/FARMER



KIDS



COMPETITIVE ANALYSIS:

In order to find an approach that Ocean Spray could truly own, we had to see what everyone else is doing. After analyzing hundreds of ads from 30+ juice brands and 20+ fruit brands, we realized that many were saying the same thing.

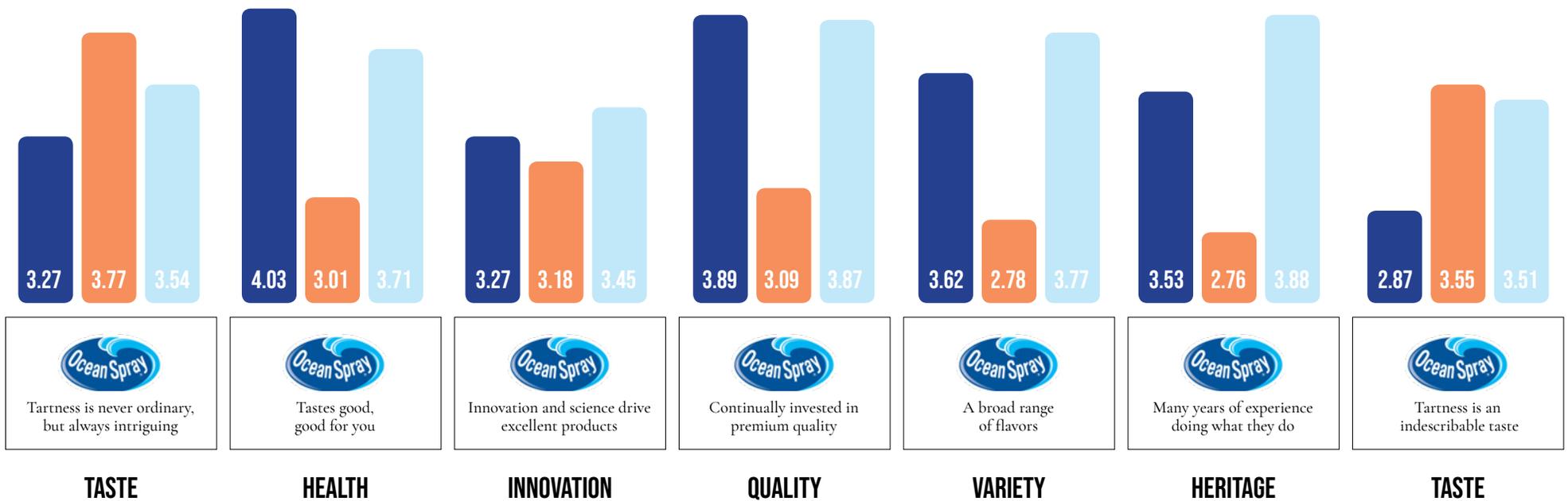
OPPORTUNITY:

From in-depth interviews and online reviews of Ocean Spray products, we learned that consumers noticed Ocean Spray's broad range of fruity flavors and its intriguing, unique taste. In order to truly develop a campaign that was salient, meaningful and differentiated, Ocean Spray would need to steer away from overused platforms like freshness, health, heritage and kid-friendly. Ocean Spray could still use its rich heritage, health benefits and dedication to freshness in its messaging, but none of those concepts should be the key messaging platform.

00 Concept Testing

Based on our qualitative findings, we knew that we were dealing with a brand that is known, but also a bit amorphous. It is recognizable, but lacks a specific positioning. To find something tied to the Ocean Spray brand that is recognizable, we concept tested seven platforms for likeability, uniqueness and believability. There scores are shown below on a five-point scale. Using Qualtrics, we tested the following seven platforms among men and women between the ages of 24 to 34 who have an annual household income of over \$25,000 per year and do not work in marketing or advertising.

- How **likeable** is this concept?
- How **unique** is this concept?
- How **believable** is this concept?



FINDINGS:

Though Ocean Spray's current slogan scored highest on likeability, our main concern was finding a unique angle that Ocean Spray could own in a market saturated with overdone claims. Tartness is unique. It's interesting. It's a flavor. But it can almost take on a transcendent meaning. It is the only brand messaging platform that would allow Ocean Spray to cultivate differentiation and relevancy.

07 Campaign Strategy

From disheartening headlines to mountaintop moments, the lives of our target audience, like the taste of cranberries, are tart.

Risk Tasters are aware of the world around them, the beauties, the difficulties and the complexities. At the crossroad between responsibility and possibility lies an opportunity, a chance to connect with those who are intrigued by intricacy.

Tart is a change of perspective, a moment of clarity, a right of passage into adulthood when you learn to truly appreciate life's nuanced plot line. A transcendent idea.

Ocean Spray is uniquely tart, and cranberries are just the start.

Tart is a mindset.
Tart is an idea.
Tart is a concept that no other brand can own. Tart is a reality that only Risk Tasters appreciate to its core.

Ocean Spray has the opportunity to own that unpredictability, with a variety of flavors that keep on growing and a team of experts constantly working to reinvent the new.

Ocean Spray knows that life is full of complex flavors. Savor the experience.

08 Creative Manifesto



Life is full of revelations. Realizations. Within these realizations there lies a complexity—tartness.

Tart is that moment that changes the lens through which you view a situation. A change of perspective. A breakthrough. Tart is being open to taking on life's risks. An idea that invigorates us and force us not only to push our boundaries, but defy them. Tart is knowing simplicity's a luxury we don't have and a luxury we don't want either. We'll leave the simplicity to Johnny Appleseed. So embrace life's intricacies and savor the experience with Ocean Spray.

Tart

/ tahr̩t /

adjective

Used to describe the mindset of recognizing and appreciating that everyday experiences are a balancing act between sweet and sour moments. The discrepancy between one's internal possibilities and the true definition of the situation. The reality that life is nuanced and authentic.

09 Experience the Tart TV Spots

▶ “IMPERFECT PROPOSAL” TV SPOT | PASSWORD: 966



ACTION: ACTOR WIPES SWEAT OFF HIS FOREHEAD
VO: OKAY BUD, YOU JUST HAVE TO ASK HER THE QUESTION.



ACTION: ACTOR FIXES HAIR



ACTION: ACTOR TAKES A DEEP BREATH WHILE SWEATING PROFUSELY
VO: UH. WHY ARE MY HANDS SO SWEATY?



ACTION: ACTOR PUTS RING BOX INTO HIS COAT POCKET AND PREPARES TO LEAVE
VO: OKAY, NOTHING CAN RUIN THIS MOMENT.



ACTION: TEXT FROM HIS PARTNER APPEARS, CRAISIN IN RING BOX
TEXT: YOUR PYSCHO EX JUST SAT DOWN AT THE TABLE NEXT TO US....



ACTION: TWO PANELS CLOSE AND CAMPAIGN LOGO APPEARS
TEXT: LIFE IS TART. SAVOR THE EXPERIENCE WITH OCEAN SPRAY.

▶ “KING OF THE OFFICE” TV SPOT | PASSWORD: 966



ACTION: ACTOR EATS CRAISINS AT HIS DESK AT WORK
VO: MMM...MMM...MMM



ACTION: ACTOR EATS CRAISINS WITH FEET ON THE DESK
VO: I CAN'T WAIT FOR BOB TO RETIRE. EVERYBODY IN THIS PLACE LOVES ME.



ACTION: EMAIL FROM BOB APPEARS
TEXT: WHERE'S MY COFFEE...?



ACTION: ACTOR BRUSHES IT OFF AND TOSSES CRAISIN IN HIS MOUTH
VO: HUH, AT LEAST I HAVE MY CRAISINS.



ACTION: ACTOR CONTINUES ENJOYING HIS CRAISINS



ACTION: TWO PANELS CLOSE AND CAMPAIGN LOGO APPEARS
TEXT: LIFE IS TART. SAVOR THE EXPERIENCE WITH OCEAN SPRAY.

MAIN TV IDEA

Now that we have established a transcendent brand message that ties life's complexity—a truth deeply understood by our target age group—and tart—Ocean Spray's main differentiating asset—we need to bridge this abstract idea to the tangible everyday scenarios experienced by our Risk Tasters. We will do this through a multifaceted video campaign that will highlight a multitude of “tart” moments, two of which are shown above. The videos will encourage millennials to appreciate all of life's unpredictabilities as well as understand that sometimes their internal sense of reality is not always an accurate reflection of the true definition of the situation. The two spots highlighted above feature men, but our intent is for the rest of the campaign to highlight all walks of life, for no one is excluded from the reality that life is tart.

TV PLACEMENT

PRIME TIME:

America's Funniest Home Videos (ABC) | 1.37m in our target watch
 Criminal Minds (TBS) | 3.49 in our target watch

DAY TIME/EARLY FRINGE:

American Dad | 1.931m in our target watch
 Friends (re-runs) | 2.554m in our target watch
 Ellen DeGeneres Show | 2.578m in our target watch
 Local TV News | 20.963m in our target watch

LOCAL NEWS TV

We are doing three ads per week every other week from June to August. The ads will be in the first ad placement on the 6 p.m. local news in our top 25 DMAs. We will work with ABC, CBS, FOX and NBC affiliates.

10 Generate Buzz

SNAPCHAT "SHOW THE TASTE ON YOUR FACE" INTERACTIVE LENSE

With our branded facial recognition lense, 32.7 million Snapchat users in our target market can play with our ad and interact with the filter by adding what's causing their "tart face." The lense shrinks users' mouths and enlarges their eyes into a dramatic expression, while activating a cranberry crown around their heads. Snapchat is the 6th most used app in our target market. The ad will run on Tax Day—April 17—because taxes are #tart.



Ocean Spray
February 6 · 🌐

In a relationship, but it's not Facebook official?
Take a risk and @ them below. #LifelsTart



Like Comment Share
13 Top Comments

FACEBOOK

This will be Ocean Spray's central hub for social content. Engaging, humorous posts will increase impressions and emotional resonance among the 39.3 million members of our target market that use Facebook.

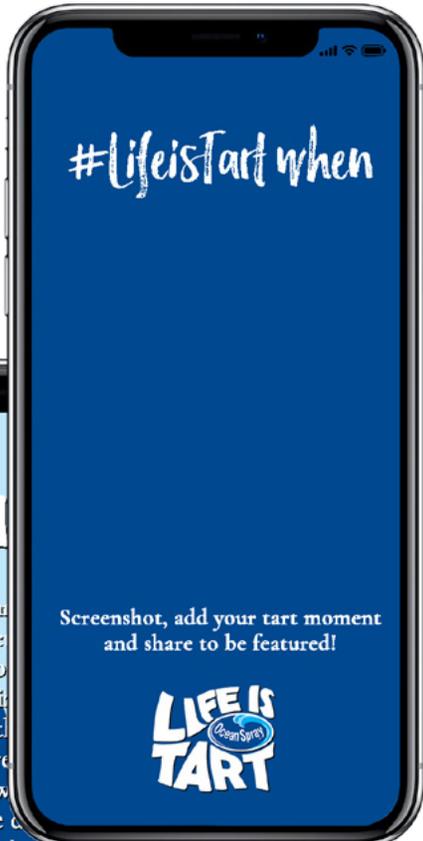
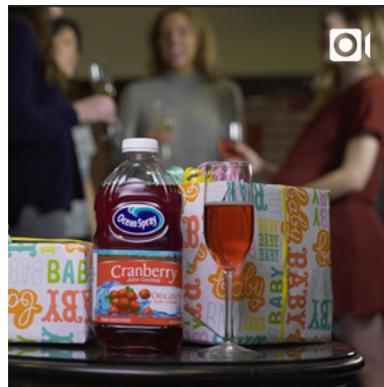
TWITTER

13.4 million members of our target market are on Twitter. We will use the platform to show Risk Tasters that we understand their difficulties and will help them appreciate life's complexities. Content will be humorous and relatable.

INSTAGRAM

Our target market is the largest demographic among Instagram users. We will revamp Ocean Spray's Instagram with posts and stories that visually exemplify the "tart" situations life throws at our audience. This will strengthen brand resonance and allows users to personalize our "tart" platform to their own lives.

▶ [INSTA VID](#) | [PASSWORD: 966](#)

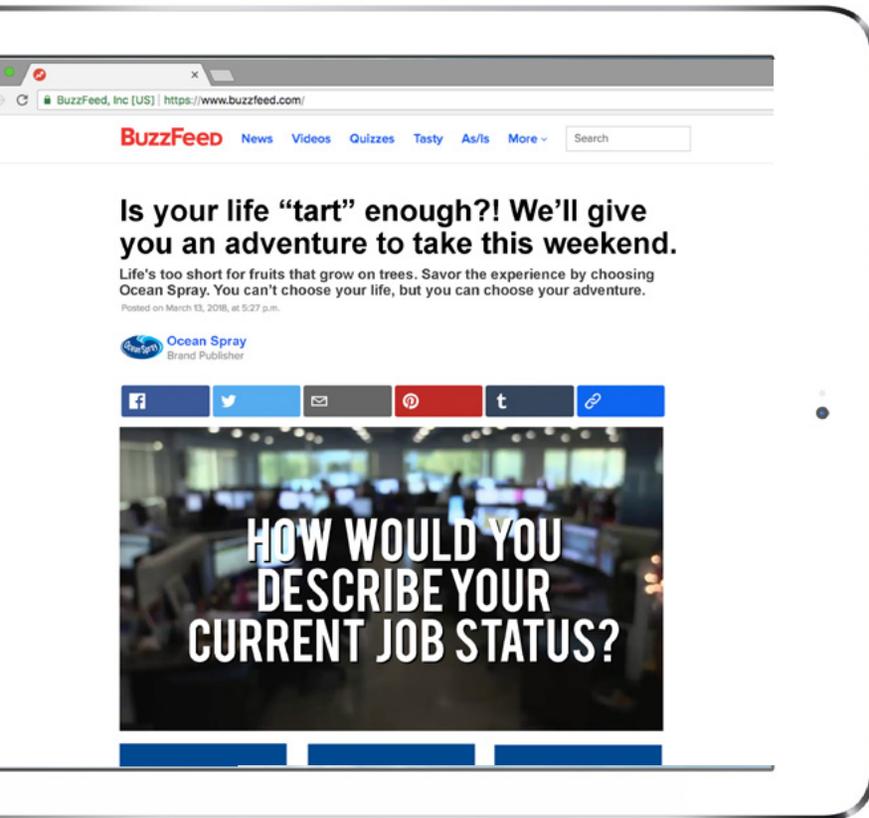


INTERACTIVE INSTAGRAM STORY

Used to describe...
of recognizing...
appreciating the...
experiences are...
act between sw...
moments. The...
between one's internal



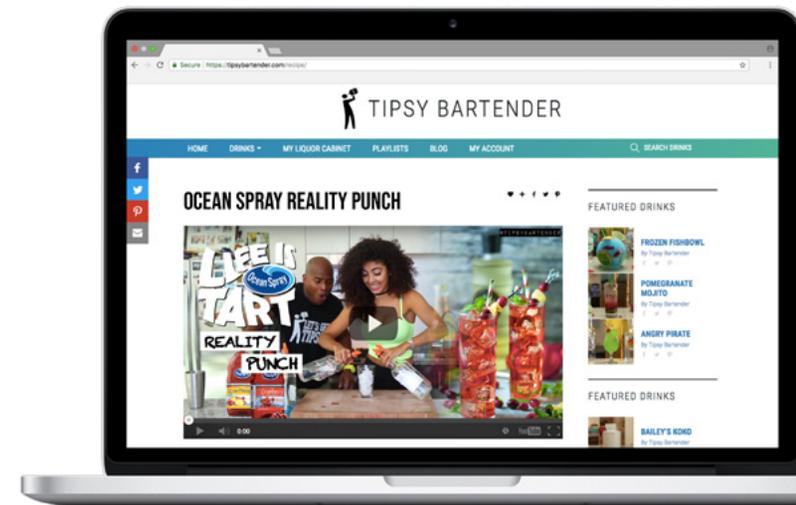
1 Find Them Where They Are



BUZZFEED PERSONALITY QUIZ

96% of users who start BuzzFeed sponsor quizzes finish them, according to Digiday, and 4.1 million in our target market are users. This branded personality quiz gauges users' life stages and offers them a quirky adventure to savor this weekend.

 [QUIZ](#) | **PASSWORD: 966**



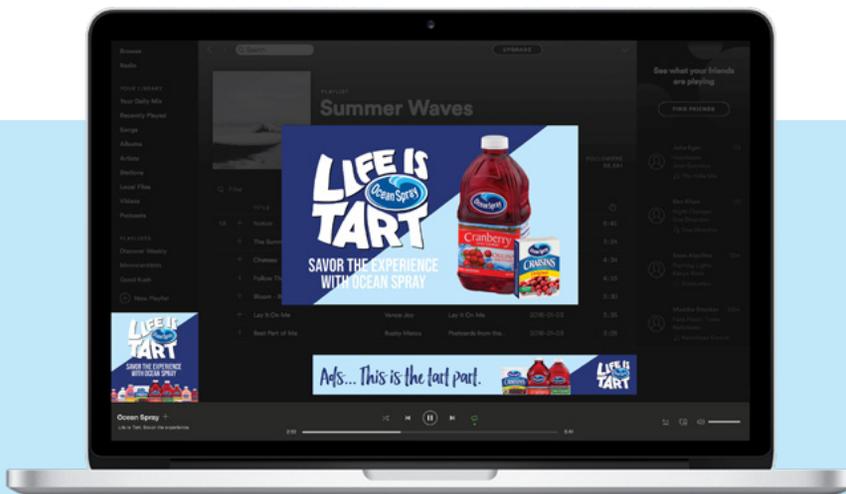
INFLUENCER: REALITY PUNCH BY TIPPY BARTENDER

Our research showed that our target market uses Ocean Spray juices with alcohol. Partnering with Tippy Bartender—leading mixologist influencer who averages 4,834,298 views per video—will align with the campaign's quirkiness and our market's taste for fun do-it-yourself experiences. He would be instructed to pair various Ocean Spray juices with Captain Morgan White Rum (reference Diageo partnership on page 14) and create an instructional video that makes mixology a lively experience.

SPOTIFY & PANDORA RADIO AD

Audio ads streamed to Pandora and Spotify will reach 15 million and 7.5 million in our target market respectively. Pandora and Spotify are the sixteenth and seventeenth most used apps among our target audience.

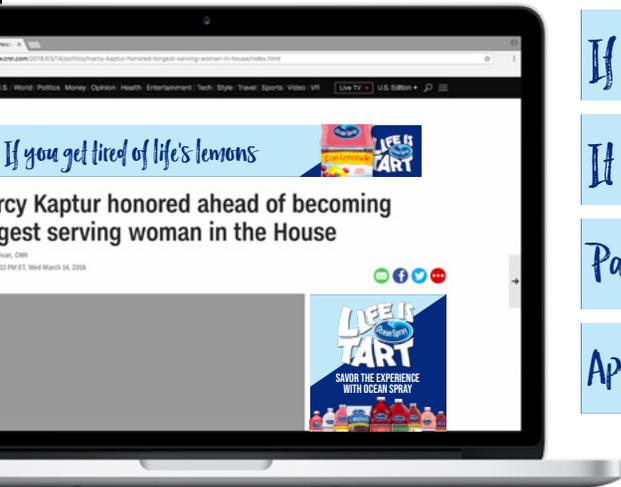
 [AUDIO AD](#) | **PASSWORD: 966**



LIFE IS TART WHEN YOU'RE ON A BUDGET AND CAN'T AFFORD TO HAVE THIS OCEAN SPRAY AD BLOCKED. OH WELL, THAT'S THE TART PART. AT OCEAN SPRAY WE ENCOURAGE YOU TO SAVOR ALL OF LIFE'S EXPERIENCES—EVEN THE TART ONES—LIKE THIS INTERRUPTED JAM SESSION. SO, WE'LL LET YOU GO. MUSIC ON. DISTRACTIONS OFF.

LIFE IS TART. SAVOR THE EXPERIENCE WITH OCEAN SPRAY.

12 Follow Them Where They Go

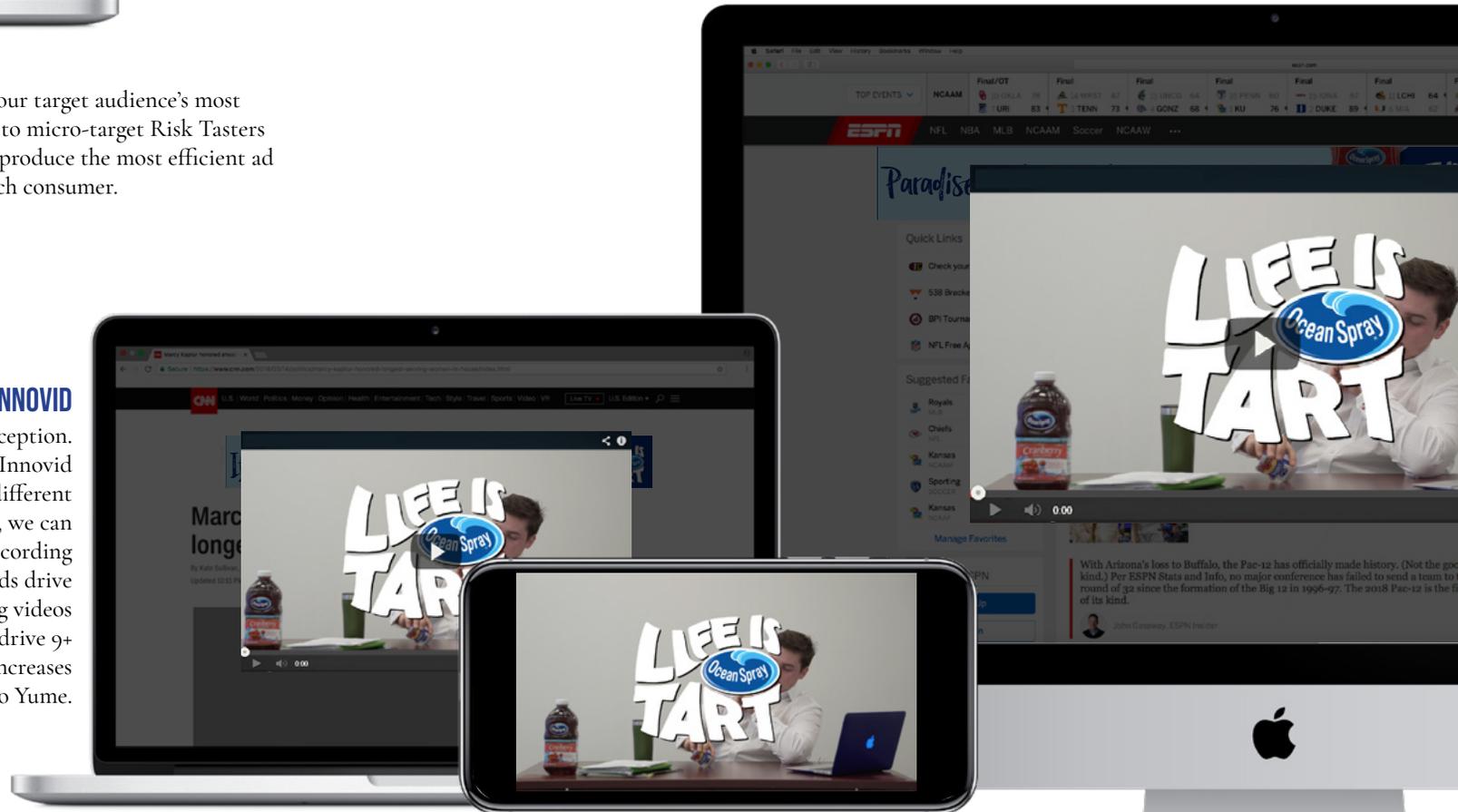


PROGRAMMATIC BANNER ADS

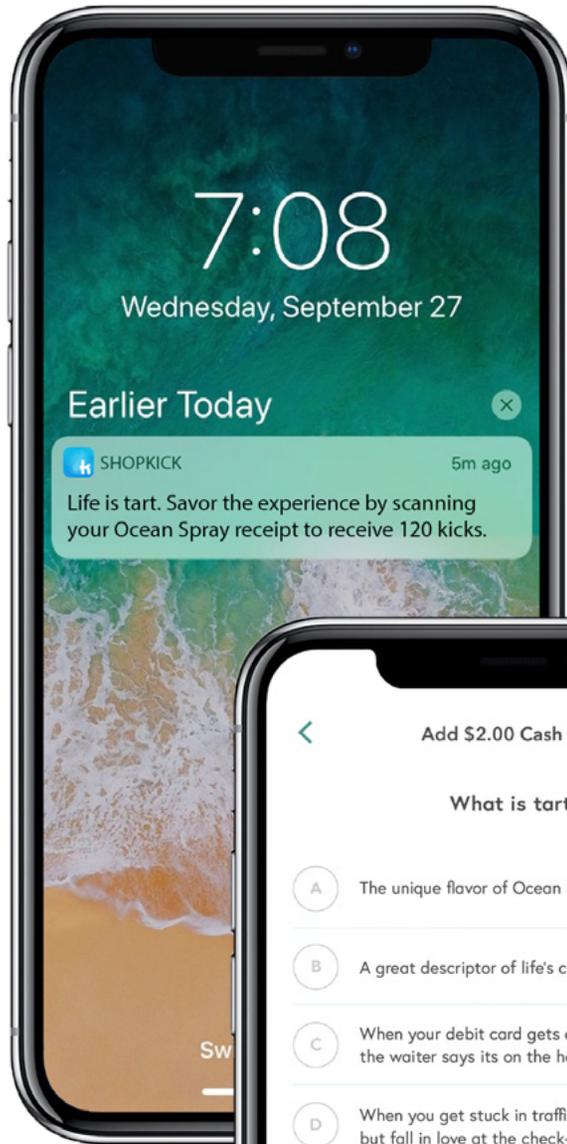
Instead of buying banner ads directly from our target audience's most used sites, we will partner with Bannerflow to micro-target Risk Tasters with a banner adaptation strategy that will produce the most efficient ad arrangements and placements specific to each consumer.

YUME & INNOVID

Digital videos bolster brand perception. By partnering with Yume and Innovid to serve targeted videos in different formats across various devices, we can maximize exposure and reach. According to Yume, 30 second video ads drive higher purchase intent. By serving videos at various touch points, we can drive 9+ exposures, which significantly increases brand favorability, according to Yume.

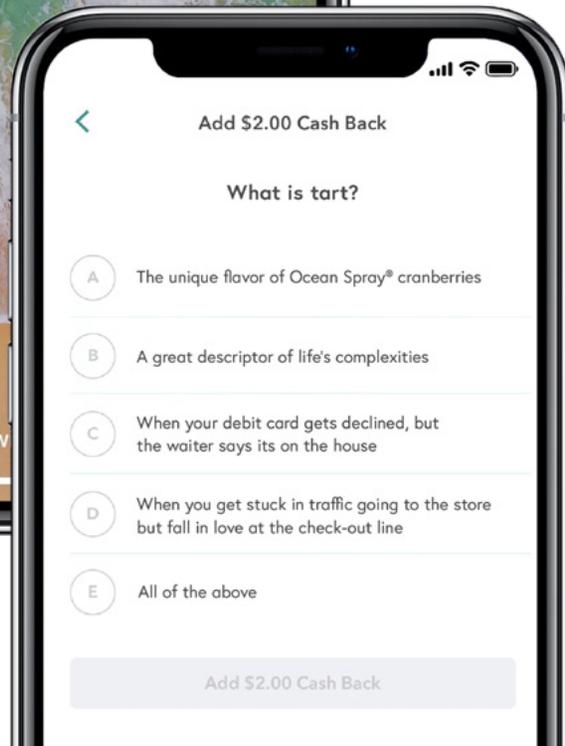


13 Meet Them In-Store



SHOPKICK

5.5 million in our target market use this shopping rewards app to scan their purchases and receive gift card points. Ocean Spray will use beacon technology to deliver branded messages to shoppers as they near Ocean Spray products in the store. Shopkick is the #1 most engaging shopping rewards app and 61.65% of young millennials are looking for coupons when they're on their phone in the grocery store, according to eMarketer.



IBOTTA QUIZ

This cash back rewards app has over 10.5 million users in our target market, according to Nielsen, and is the 16th most frequently used app in the US. Users earn cash rewards by watching videos and taking quizzes. Ocean Spray would give rewards for watching video content and taking branded quizzes.

14 Let's Get Tippy

TRIPLE PROMOTION: OCEAN SPRAY + DIAGEO + TIPSY BARTENDER

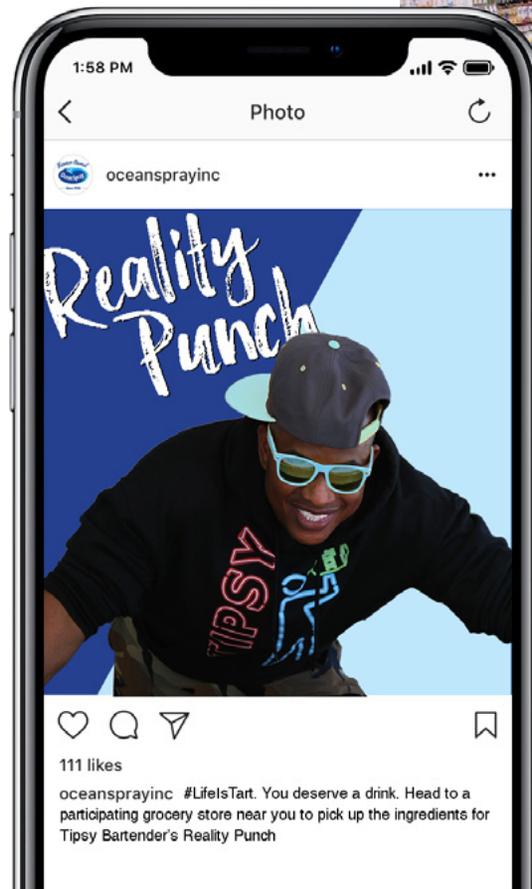
Through a tri-partnership between Diageo—the owner of Captain Morgan—Tippy Bartender and Ocean Spray, we can attract attention, grow household penetration and gain relevancy with our target audience. According to industry experts, Diageo will pay for an in-store point of purchase display as long as it involves one of its liquors.

Before launching the campaign we would work with Skyy John, the Tippy Bartender, to create a new summer drink for Ocean Spray called “Reality Punch.” After the campaign start date, we will launch an end cap display from June to August to promote the campaign along with the influencer videos created by Tippy Bartender. This end cap will make it easy for the consumer to grab two of the main ingredients of the drink in one place.

TOP 25 DMAS

(as given in project brief)

1. Miami
2. Boston
3. Greater Maine
4. Buffalo/Rochester
5. Seattle
6. Baltimore
7. Hartford
8. Albany
9. Detroit
10. Tampa
11. Orlando
12. Portland
13. Philadelphia
14. Phoenix
15. Las Vegas
16. Grand Rapids
17. Los Angeles
18. Syracuse
19. Jacksonville
20. Denver
21. Richmond
22. Atlanta
23. San Diego
24. Washington, D.C.
25. Eastern Carolinas



15 Experiential

SAVOR THE EXPERIENCE FESTIVAL SLIDE

According to Simmons, our target market indexes 33% higher than the national average to attend music festivals. This daring inflatable slide enables the 759,000 attendees of the US's three biggest music festivals—Coachella, Lollapalooza and Bonnaroo—to savor the experience and align the thrill with Ocean Spray products. The festival slide experience will be disseminated to non-festival-goers via social media.



#LifeIsTart
**WHEN YOU'RE ON
YOUR WAY TO
YOUR DREAM
JOB, BUT SO
ARE THE OTHER
5,873 PEOPLE
IN SOUTH
STATION.**

**LIFE IS
TART**
Ocean Spray

PUBLIC TRANSIT SIGNAGE

With our mirrored subway ad the target audience can see and photograph themselves in one of life's tarest moments—a cramped subway station. The mirrors would be placed in some of the busiest subway stations in some of our top DMAs—Boston's South Station, Philadelphia's 30th Street Station and Seattle's UW Station. Millennials over index on recall of public transit ads and, despite its discomfort, public transportation is sought out by 80% of millennials, according to a survey done by the Urban Land Institute. A docu-style commercial will be made to share the quirky activation to those outside of the ads reach via social media.

10 Creative Formula

Risk Tasters are at a turbulent life stage. They are at conflict between new responsibilities and endless possibilities. Life seems real to them right now.

Ties complexity of their lives to the complexity of cranberries. The word "tart" makes this tagline ownable.



References that tart is a flavor and also points out that the tart moments in life have complex layers that need to be unpacked.

Positively positions life's tart moments as small bumps in the long road that is life. Addresses millennials' taste for experiences.

Ties back to brand, adding to ownability for Ocean Spray.

COLOR PALETTE:

We chose these 5 colors for our plans book to tie to the summer months that majority of our campaign will run. The blues and white were inspired by the Ocean Spray logo, while the orange-red and orange colors come from the White Cranberry and White Cran-Peach juice bottle labels.

PRODUCT SHOTS:

At the end of the day, regardless of the direction, we are ultimately selling a product. The emphasis and attention still must remain on the product itself. We want to leverage Ocean Spray's strengths. Its innovation is ever-growing. Its variety of flavors continues to expand. Having the product shots provide that sense of credibility to the brand that stands alone.

PRODUCT RECOMMENDATIONS:

In our survey we found that 62% of our target market prefers Ocean Spray juices over other products, next being Craisins at 13% and then raw cranberries at 11.6%. Of those who chose juice, the top four most popular flavors, in order, are:



17 Media Strategy

After months analyzing Nielsen, Simmons One View, SRDS, Yume and E-Marketer among many other data sources, we compiled an innovative media strategy to optimize our message delivery. Millennials still enjoy watching traditional TV, according to AdWeek. We will cost effectively reach them at non-primetime day parts. Much of our target still watches local TV news and strongly agrees it is important to stay up-to-date on current events, according to Simmons. We will maximize our MROI by serving beautiful ads three times a week during the afternoon flighted one week on and one week off. We will also invest in national early fringe TV serving two ads per show per week flighted one week on and one week off. The \$10 million budget will include two primetime shows with two ads per show per week with the same one-week flight.

Our target market loves consuming video across all screens, according to Yume, so we will connect with them using 30-second ads on Yume and Innovid to optimize a 9+ frequency to increase brand awareness. Organic and paid social will open a direct line of communication with the audience. We will reach the target at the point of purchase with our Diageo and Tippy Bartender partnership and our shopper marketing with Ibotta and Shopkick.



TV

5M Impressions: 57,044,046
10M Impressions: 96,302,000
Placement: Hulu; 2 primetime shows with two placements each, 3 early fringe local news placements per week in top 25 DMAs.



PARTNERSHIP

10M Impressions: 6,950,470
Placement: Diageo and Tippy Bartender end-cap POP displays in 500 Kroger grocery stores will spread our message across our top 25 DMAs.



SOCIAL

5M Impressions: 184,921,633
10M Impressions: 335,540,439
Placement: Facebook, Snapchat, Twitter, Instagram, BuzzFeed, YouTube and Pinterest ads will micro-target our risk tasters.



RADIO

5M Impressions: 18,855,386
10M Impressions: 23,095,137
Placement: Two national Spotify campaigns along with a year-long Pandora campaign with increased spend during the warm months.



SHOPPER MARKETING

5M Impressions: 1,163,592
10M Impressions: 2,330,097
Placement: Digital coupons and rewards served through Ibotta and Shopkick apps increase brand awareness and purchase intent.



INFLUENCER

5M Impressions: 6,042,873
10M Impressions: 8,580,879
Placement: Tippy Bartender multi-media campaign will begin on Facebook. The \$10 million budget will include more sponsored videos.



DIGITAL

5M Impressions: 140,373,503
10M Impressions: 214,332,003
Placement: Programmatic banner ads combined with split Yume and Innovid video spend. More spend allocated to service with best ROI.



OUTDOOR

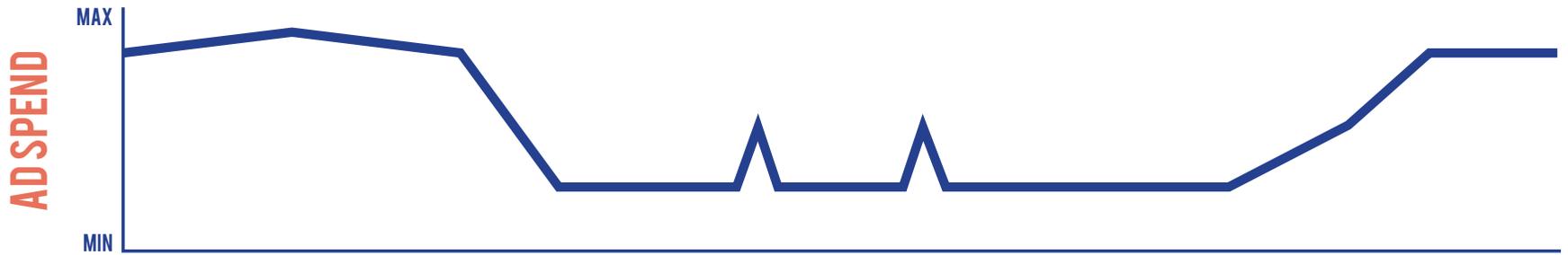
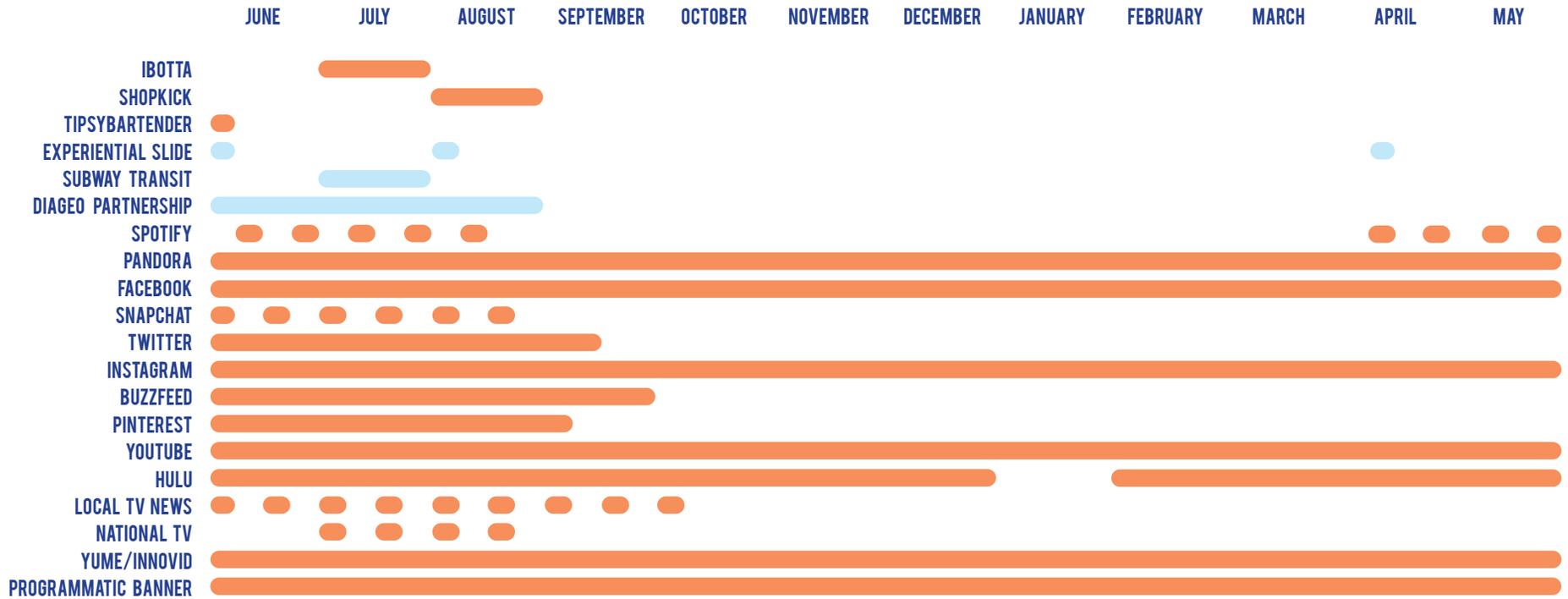
10M Impressions: 1,860,465
Placement: 3 Subway station takeovers in Philadelphia, Boston and Seattle will utilize mirrored signage to increase personal connections with the brand.



EXPERIENTIAL

10M Impressions: 250,470
Placement: Our Savor The Experience Festival Slide will debut for nine total days at Bonnaroo, Coachella and Lollapalooza.

18 Media Strategy



■ We will focus our heaviest spending on the warm summer months when juice is most often consumed but continue spending throughout the year to keep our message relevant. Spending will spike before Thanksgiving and Christmas to ensure our message reaches the target market in conjunction with other Ocean Spray communications during the holidays.

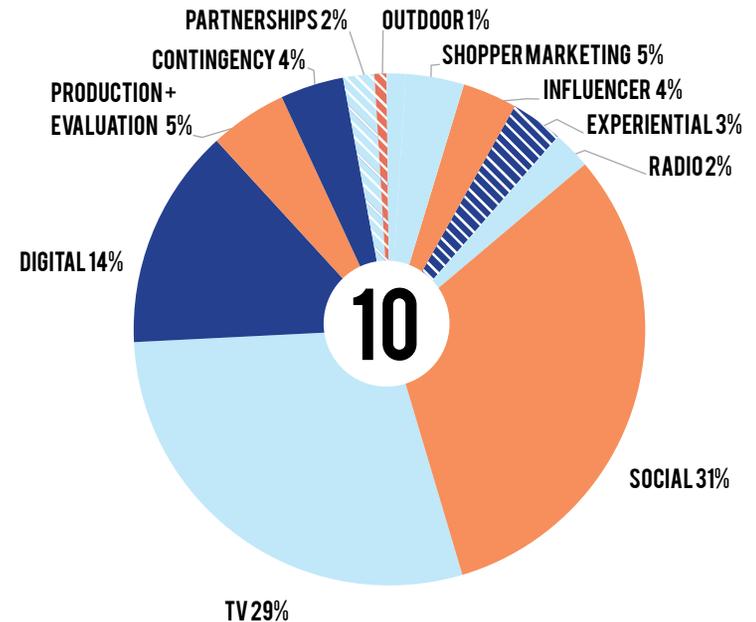
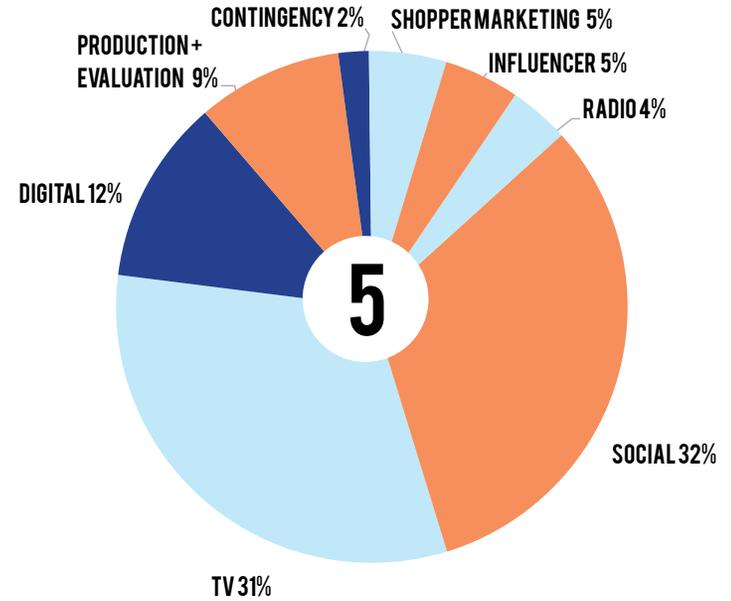
19 Budget + Impressions

IMPRESSIONS	COST	MEDIUM	COST	IMPRESSIONS
728,155	\$150,000	IBOTTA	\$300,000	1,456,311
435,437	\$89,700	SHOPKICK	\$180,000	873,786
6,042,873	\$250,000	TIPSYBARTENDER	\$355,000	8,580,879
		EXPERIENTIAL SLIDE	\$324,940	250,470
		SUBWAY TRANSIT	\$80,000	47,158
		DIAGEO PARTNERSHIP	\$190,000	6,950,470
2,864,116	\$55,000	SPOTIFY	\$75,000	3,905,612
15,991,271	\$135,000	PANDORA	\$162,000	19,189,525
58,517,555	\$450,000	FACEBOOK	\$640,000	83,224,967
12,672,000	\$253,440	SNAPCHAT	\$925,000	48,750,000
15,684,355	\$74,070	TWITTER	\$115,200	24,393,650
35,019,455	\$180,000	INSTAGRAM	\$450,000	87,548,638
49,879,084	\$270,000	BUZZFEED	\$415,000	76,666,000
10,557,184	\$324,000	PINTEREST	\$36,000	10,557,184
2,592,000	\$36,000	YOUTUBE	\$550,000	4,400,000
35,000,000	\$525,000	HULU	\$525,000	35,000,000
8,766,818	\$375,000	LOCAL TV NEWS	\$550,000	12,858,000
13,277,228	\$670,500	NATIONAL TV	\$1,820,500	48,444,000
75,641,500	\$404,500	YUME/INNOVID	\$800,000	149,600,000
64,732,000	\$625,430	PROGRAMATIC BANNER	\$625,430	64,732,000
	\$400,000	PRODUCTION	\$400,000	
	\$72,790	RESEARCH	\$80,930	
389,919,030	\$100,000	CONTINGENCY	\$400,000	779,054,150
	\$5,000,00		\$10,000,00	

5 MILLION

10 MILLION

Our \$5 million budget will focus spending on TV, social and digital to earn the most targeted impressions, increasing audience awareness. However, we recommend the extended \$10 million budget that will create 779,054,150 paid, owned and earned media impressions. It will not only double the number of targeted impressions but will ensure Ocean Spray's messaging resonates within the target market by tripling the number of traditional video impressions. Increased social impressions will lead to more organic engagement and experiential, in-store and outdoor touchpoints will find our audience where they like to be.



20 Evaluation



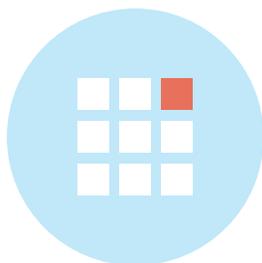
HOUSEHOLD PENETRATION

We will ensure Ocean Spray's brand equity score increases to **8.8 or higher**, by using pre-, mid- and post-campaign research studies. Pre- and post-campaign studies will utilize SawTooth and Qualtrics to evaluate change in equity and ensure we reach our recall benchmarks. Mid-campaign research will analyze our KPIs using spend-to-impression ratios on Shopkick and Ibotta, Nielsen impression data, Yume digital spend analysis and Brand24 media engagement software. We will allocate our contingency budget in accordance with our findings.

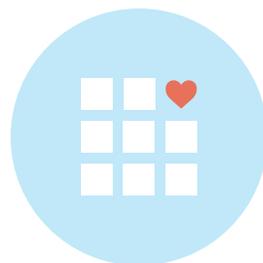
BRAND EQUITY



SALIENCE



DIFFERENTIATION



MEANINGFULNESS

Using the number of impressions, our CPM evaluations and our media influence metrics, we will achieve a 1.35% increase in household penetration. These 1,490,500 new homes represent 170% more than our .5% goal. The extended budget has a potential MROI return of \$5.29 in sales per advertising dollar. We will also use our sales increase benchmark of 12% on all products for the first period of warm months from June to August to determine our mid-campaign effectiveness. We will evaluate household penetration by analyzing Ibotta and Shop-kick's used coupon and kicks along with scanned receipt data in combination with Ocean Spray's sales numbers after the campaign ends.

KEY PERFORMANCE INDICATORS

- #LifeIsTart Organic Hashtag Usage
- Programmatic Banner and Video CTR
- Social Media Likes, Comments & Shares
- Ocean Spray Yearly Sales Data
- Shopkick Scanned Receipt-to-Scanned Product Ratio
- Ibotta Quiz Responses
- Ibotta Skipped Video Percentage

BENCHMARKS

- 2% Mid-Campaign Recall Rate for Digital Ads + 35% Post-Campaign Recall Rate
- 25% Mid-Campaign Recall Rate for Digital Ads + 35% Post-Campaign Recall Rate
- 12% June-August Sales Increase

ESTIMATED RESULTS

- 1.35% Increase in Household Penetration
- 8.8+ Increase in Brand Equity
(measured by Millward Brown as stated in project brief)



BIBLIOGRAPHY | PASSWORD: 966