Advertising Campaign for Simply Orange Juice
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J320 Final Project

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## Creative Brief

### Strengths
- Simply Orange is the #2 Orange Juice brand in the United States
- S.O. market share continues to grow
- Quality product
- People are still willing to pay more for S.O.

### Weaknesses
- Expanding consumer base to millennials and the “We” generation
- Marketing S.O. as more than just a juice.

### Opportunities
- Difficult to distinguish S.O. from other orange juices.
- Perceptions that orange juices have a high calorie content and sugar
- Similar branding to other products. Tropicana and Minute Maid also claim to be “100% pure”

### Threats
- Other juice brands (especially Tropicana)
- Controversial claims about S.O.’s “100% pure and natural” slogan
Creative Brief

Current Situation
Orange juice sales across the nation are declining and controversy has arisen regarding Simply Orange’s claims of being “100% pure and natural.” The opportunity we have here is to make consumers realize that Simply Orange is as natural and pure as we advertise. In accomplishing this, we can set our company apart from others and regain some of our market share.

Consumer Problem
Consumers want juices that are healthy with low calorie and sugar content, especially if they are being given to children. They want to know exactly what is going into their juices. Because so many other juice brands are unhealthy, consumers don’t believe that Simply Orange is in fact simple and natural, despite our advertisements. This steers customers away from our brand.

Advertising Objective
We want to make Simply Orange stand out as a healthier alternative to other sugary orange juice brands. We want people to associate Simply Orange with health, adventure, and energy that can keep you going. Through this strategy we will attract a younger demographic and also correct any negative views of Simply Orange.

Marketing Objective
Through greater awareness of our product and an expanded consumer base, we would like to increase our market share by 6%, bringing it to 20%. As Tropicana’s market share continues to fall, we would like to continue to succeed and eventually surpass them and achieve the highest market share in the United States. By continuing to ensure a quality product we want existing customers to continue paying a premium price for a superior juice, as well as attract new customers.
Creative Brief

Brand Strategy Positioning
We don’t want consumers to think of Simply Orange as just another orange juice to enjoy with breakfast. As stated in the advertising objective, we want Simply Orange to be not just a drink, but a lifestyle. When people think Simply Orange, they will think of adventure, energy, and most importantly, health. Positioning our product almost as a sort of sports drink will encourage a younger demographic to reach for Simply Orange instead of Gatorade. When people are out rock climbing, playing soccer, or just running errands, they’ll take a sip of Simply Orange to help keep them going. Simply Orange is the fuel necessary to lead an active life. Positioning our product in this way will set Simply Orange apart from other juices that merely hydrate.

Marketing Strategy
Target Audience

- Demographics:
  - Ages 18-32 (Millennial’s), and ages 12-17(Generation We)
  - Very diverse, culturally and racially.

- Psychographics:
  - Millennial's/Generation We: Open-minded, self-expressive, liberal, passionate, connected (via social media/internet), strong sense of community, confident, self-entitled, active, competitive and dependent on technology.

Relationships
Our team is seeking to add a new range of younger consumers to our target market as well as retain our existing consumers. The younger customers we want to attract will be the users of our product and also decision makers. We want our marketing strategies to appeal to the younger generation who will be buying the product and also appeal to our existing consumer base (parents) who will be buying the product for their families.
Creative Brief

Competition

• Direct:
  • Tropicana
    • Currently #1 orange juice brand in U.S.
    • Advertises “100% pure juice” and ensures high-quality, healthy, juice. Displays healthy features of their orange juice on website.
    • Provides a variety of different products with different packaging
  • Minute Maid
    • Also has a variety of products.
    • A less healthy alternative. From concentrate. Doesn’t say anything about health.
    • Includes ads with celebrity Ty Burrell.
  • Florida’s Natural
    • Variety of products, but a lesser known and advertised brand
    • Includes all nutrition facts of orange juices on website
    • Emphasizes “fresh squeezed” taste and wants customers to know where their oranges are grown. Ads frequently show juice coming straight from the orange groves.
    • Product packaging is all relatively the same.

• Indirect:
  • Sports Drinks such as Gatorade and PowerAde
  • Energy Drinks: Red Bull, Monster
  • Other types of juices
  • Soft Drinks
  • Water and flavored water

![2013 Sales of Leading Refrigerated Orange Juice Brands in the U.S.](chart)
Creative Brief

Creative Strategy
Consumers will want to choose Simply Orange over other brands simply because our product offers more than the average orange juice. Simply Orange is unique because it provides hydration, energy, a great taste, all while being a healthy alternative to high-calorie and sugary beverages. It stands out as a product that younger and older generations alike will want to purchase.

Main Ideas
Simply Orange promises a product that is of superior quality that consumers will want to reach for. It is superior to other orange juices in terms of health and also its energizing quality. The benefits of our product far outweigh those of other brands and juices.
By continuing to advertise Simply Orange as a healthy juice, the consumers will no longer have to worry about what they or their children are drinking. Our plan will solve the consumer problem by supplying a quality product.

Net Impression
After our campaign has begun, our target audiences will realize that Simply Orange really is the right product for them. They will want to reach into their fridge, grab a bottle of Simply Orange and enjoy it without feeling guilty or unsure of their decision.
Stop by your local supermarket today and pick up some Simply Orange to start reaping the benefits of this product.
Consumer Profile

Target Consumer Specs

• Demographics
  • Age: 12-32 (Millennial and We generations)
  • Gender: female
  • Income: $25,000 - $75,000
  • Ethnicity: Caucasian
  • Education Level: College Degree
  • Geographic location: Midwest

• Psychographics
  • Activities: yoga, hiking
  • Likes all natural beauty products, food – cares about environment and health
  • Attitude: easy-going, health conscious, outgoing
  • Positive outlook on life
  • Not materialistic but enjoys having nice things
  • Has a good work-life balance
  • Social Media - Instagram, Twitter, Facebook, Tumblr
  • Magazines - Yoga Journal, Vogue, Travel + Leisure
  • Newsgathering - Nightly local news, sometimes watches national news stations like CNN or Fox News, online news outlets
Consumer Profile

Our Ideal Consumer

Lauren is a recent graduate from Indiana University. She has a good entry-level position job and makes a decent salary of $45,000. She is originally from Ohio but is now living in Chicago. Lauren has enjoyed living in a new city and on her own. She has started to make new friends with her new co-workers but there are many other recent graduates from IU in the Chicago area that she also hangs out with on the weekend.

On the weekend, Lauren loves to take yoga classes, go walking along the trails by Lake Michigan, and enjoy the fast pace city life that Chicago has to offer. Whenever she has the opportunity to travel, she takes it. Her favorite places to visit are Colorado, North Carolina, and California because she absolutely loves to hike. Whenever she can use her energy to strengthen her body, mind, and soul she takes it.

The best way for Lauren to feel as energized as can be is to eat healthy and exercise. She has never been a fan of traditional exercise routines like running, lifting, or organized sports. However, nobody would ever claim that she is not active; she is simply active in less conventional ways. Spending a little extra money on a yoga, pilates, or workout class is not a problem for her because she knows that she will benefit from them, more than she ever would from sitting on her couch and watching the endless Netflix shows calling her name. Not only does she not hesitate to spend the extra money on exercise, but also on healthy eating. She prefers to shop at grocery stores that she can buy natural or organic food because she realizes how much processed food the majority of Americans consumes everyday.

Lauren is very active on social media. Her favorite form is Instagram. She loves following different yoga and health active accounts. Her favorite person to follow is Rachel Brathen, also know as @Yoga_Girl. Brathen posts inspirational quotes and yoga poses that helps inspire Lauren to practice yoga as often as possible. Lauren also enjoys posting pictures updating her friends and family about her new adventures in Chicago.
Simply Made.
Simply Good.
Simply Orange.

For wherever life takes you.

Simply Orange orange juice provides the benefits you need to live a healthy lifestyle for whatever adventures life brings you. Start off your adventure right today.
Simply Made.
Simply Good.
Simply Orange.

For wherever life takes you.

Simply Orange orange juice provides the benefits you need to live a healthy lifestyle for whatever adventure life brings you. Quench your thirst today.
Simply Made.
Simply Good.
Simply Orange.

For wherever life takes you.

Simply Orange orange juice provies the benefits you need to live a healthy lifestyle for whatever adventures life brings you. Start off your adventure right today.
Social Media Plan

Overall Plan
In an attempt to increase sales as well as consumers awareness of the health benefits of the juice, Simply Orange will conduct a media contest that integrates their official social media pages with the different flavors the Simply Orange brand has to offer.
Over the course of seven days, Simply Orange will post different questions about the health and energy benefits of the juice on their official Twitter, Instagram, and Facebook pages. These questions will be posted as a caption of an image of a specific flavor of juice, which will hint to which flavor’s bottle cap hides the answer. Correct answers to these questions can be found on the bottle caps of the corresponding flavors of the juice or through the Simply Orange official website. Users can post the answers on their own social media sites using the hash tag #SimpleHealth. Every question will be related to the health and energy benefits that the juice can provide for consumers. At the end of each day, one winner will be chosen at random to win two 89oz bottles of any of the Simply Orange products. At the end of the seven days, when all of the questions have been posted and answered, one person will be randomly selected to win trip Hawaii with scheduled hikes, surfing lessons, and other activities that promote health, energy, and adventure.

Specifics
On the first day of the contest, Simply Orange will post an image of a flavored juice bottle, with the text of a question as the caption, onto their Facebook, Twitter, and Instagram accounts. Participants will be instructed to purchase the specific flavor of juice to find the answer, and then post their findings on their own social media with the hash tag #SimpleHealth. A new question will be posted in the morning at 9am standard eastern time and the deadline will be the same day at 5pm standard eastern time. Shortly after, all the names of the participants with the correct answer will be put into an online generator and one will be selected at random to win two 89oz bottles; this will continue every day for seven days. At the end of the seventh day, the names of the participants with the correct answers to all seven questions will be input into an online generator, and one will be selected at random. This winner will then be flown to Hawaii for a trip including active adventures to promote the health and energy benefits.
Social Media Plan

Eligibility
To be eligible to participate in this contest, one must have access to their own social media site and any one of the official Simply Orange sites. They must also post their answers using the correct hash tag and the have the correct answer to the question that day posted before the cutoff time. To be eligible for the grand prize to Hawaii, one must post the correct answer with the correct hash tag everyday of the competition before the cutoff time.

Objectives
During this social media campaign, Simply Orange will attempt to create a direct dialogue with past, present, and potential customers and the official brand itself. This relies heavily on the amount of interaction on the different sites where users can post answers, comments, and questions in regards to the competition. Simply Orange will use this contest to build a relationship with their social media followers which will spark a growing relationship for future interaction. This social media aspect of the campaign will also aim to raise awareness of the health, energy, and adventure benefits of the juice by encouraging consumers to learn more. It will also intend to increase sales since answers will be on the bottle caps, which can be purchased in local stores.

Measuring Success
The success of this campaign will largely depend on sparking consumers interest and encouraging them to interact. Interaction will be measured by the amount of responses posted, number of #SimpleHealth hash tags used, as well as “likes” on the Simply Orange posts. We will continuing record the amount of interaction and “likes” on the official social media pages to measure the amount of lasting relationships to contest built. Percentage of sales will also be measured for the specific juice that was posted that day. For example, if a question was asked about the banana flavored juice, the amount of sales for the banana flavored juice will be tracked that day, therefore we will know the sale increase was caused by the contest.
Social Media Plan

Has #SimplyOrange ever contained any added water, sugar, or preservatives?? Use the #SimpleHealth tag the answer!