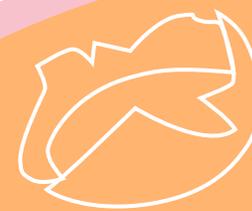


FOR THRIVERS WHO
ADD TO THE MOMENT.



Plans Book by **Team 351** **NSAC** NATIONAL STUDENT
ADVERTISING
COMPETITION

HERE'S THE SCOOP.

Ocean Spray's "Straight from the Bog" position is recognizable, playful and wholesome. But the brand needs to reach millennials to grow, and it's currently **not connecting with a younger audience.**

After diving deep into research, we found **the ideal millennial consumer.** Her personality and habits **make her the most promising prospect.** She's extroverted, motivated and loves her social media - but you'll get to know her more later in our research.

What's the best way to reach a segment that's "thirty, flirty and thriving"? **Meet these thrivers where they are.** This group doesn't yet see how Ocean Spray products make any dish, drink or snack a little sweeter and a lot bolder. This campaign shows how cranberries can **seamlessly fit into the lifestyles they already enjoy.**

With that said, let's get started.



Research



Creative/PR



Media



Evaluation



1,061

National Survey Responses



79

Secondary Research Sources



11

Competitive Analyses



43

Qualitative Interviews

WE HAD A FEW QUESTIONS.

1. Which millennial group is most likely to connect with Ocean Spray?
2. Does a cooperative-focused marketing campaign resonate with millennials?
3. Which factors are the most important to millennials when making purchasing decisions for food and beverages?
4. Which Ocean Spray products have the greatest potential to be purchased by millennials?

"I really liked that cranberry juice. When I've tried it before, it's never tasted that good, but now I think I might substitute my apple juice for that. Especially knowing that it's less sugar."

- Emily, age 26, focus group participant

CHALLENGE ACCEPTED.

Develop a marketing campaign that **drives relevancy** of the Ocean Spray brand for millennials across both food and beverages.

Generate a **7% increase in brand equity**, as defined by Millward Brown, and **boost household penetration by 0.5% points** (representing 415,000 households) among millennials.

THE FACTS.

1. Millennial women interact with Ocean Spray more than men.

Secondary research shows that **87% of those who interact with Ocean Spray are women.** Additionally, 74% of head-of-household purchasers are women.

2. Millennial women know of Ocean Spray but are not connecting with the brand.

Focus group participants are aware of the brand and recall the bog commercials, **but don't take away the co-op message.** After learning about the co-op, **they still didn't find it as influential as price or taste** in purchase decisions.

[Click here](#) to view our secondary research sources with password **NSAC18Team351.**

3. Millennial women are price sensitive but can be swayed by taste and healthfulness.

Primary research and focus groups show that millennials make food and beverage purchase decisions primarily based on price. However, **the target market is not willing to sacrifice taste or healthfulness.**

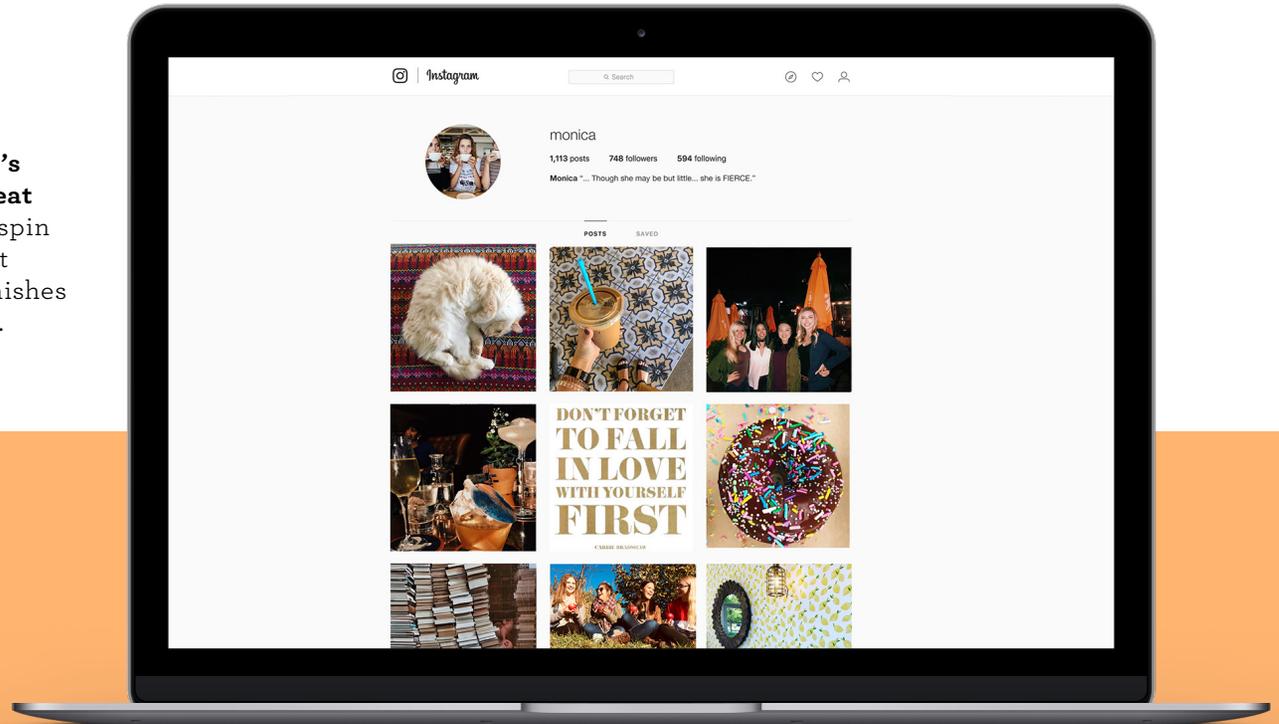
4. Millennial women are most likely to purchase 100% Juice, Craisins and Pact Water.

One-on-one interviews support research findings that **non-GMO benefits are more important to this audience than counting calories.** Participants said they are more apt to buy something that is all natural, like 100% juice. Craisins are popular among this market, and Pact Water's nutritional value aligns with the target's health awareness.

MEET MONICA.

As research dug deeper, a persona began to emerge. Say hello to the ideal cranberry consumer.

Monica has strong roots and a bold personality. **She's health aware but not an avid calorie counter – cheat days are important.** On any given day, she goes to spin class, heads to work, checks Instagram and Pinterest over lunch, hits up happy hour with her girls and finishes the day watching The Bachelor or binging New Girl.



"I get in the aisle, and I'm hungry. Then I always end up getting whatever sounds just really good in that moment."

– Jenna, age 29, focus group participant



Gender: **female**



Information sources:
**social media,
word of mouth**



Internet usage:
largely mobile



Food preferences:
**thoughtful eater,
social drinker**



Age: **24-35**



Brand must-haves:
**healthy, transparent,
good reputation**

LET'S MAKE PLANS.

Challenge

This campaign must drive brand relevancy for Monica across both food and beverages.

Opportunity

Ocean Spray products taste great alone, but they are **best paired with other food and beverages**. Showing Monica all the ways she can incorporate Ocean Spray into her life makes cranberries a staple in her diet.

Reason to believe

Ocean Spray products mix well with what Monica already eats. There's no need to convince her to change her habits. Cranberries simply **make her life even better**.

We want Monica to...

Think Ocean Spray supports and understands her lifestyle.

Feel excited about trying Ocean Spray.

Incorporate Ocean Spray in her day-to-day life.

Tone

Monica finds the lighthearted, funny tone of the classic bog campaign amusing, but it **doesn't drive her to purchase** products. No other direct competitor has dared to use a **witty, blunt brand voice** that aligns with Monica's language. This new tone makes Ocean Spray stand out from the typical clips of cute kids and glowing fields.

Monica encounters brands every day that **try to change the way she lives** – be slimmer, healthier or prettier. These messages bombard her with product “benefits” and speak to her like an authority. She craves brands that communicate authentically and **understand who she is**, not who she should become.

Ocean Spray **doesn't demand a lifestyle change**, it simply asks to be her wing woman and improve her day. Whether she's hydrating after spin class, throwing together a salad or catching up over a drink, **cranberries add to the moment**. By showing these familiar scenarios, Monica can easily be convinced that it's...

**YOUR LIFE.
BEST SERVED WITH
OCEAN SPRAY.**



PIN IT.

Monica is always on the lookout for fun, new Pinterest recipes. Each video brings ingredients to life with an unapologetic tone and Pinterest call to action.



30-Second VOD

Ocean Spray needs to **reintroduce its beloved cranberry** to appeal to a new audience. This fresh introduction not only shows Monica how cranberries share her attitude, but it **demonstrates all the different ways** they fit into and complement her day-to-day life. [Click here](#) to meet the new cranberry with password **NSAC18Team351**.



Two 6-second YouTube pre-rolls

A major goal of this campaign is to **increase household penetration**, so these videos show the benefits of adding cranberries to everyday meals and drinks. These quick pre-roll ads parody Tasty videos and precede other food tutorials, so Monica is already on the hunt for new recipes. [Click here](#) for the first and [here](#) for the second to find new flavor using password **NSAC18Team351**.

GET SOCIAL.

Monica is a social butterfly, on and offline. When she's not streaming music at the office or gym, she scrolls through Insta and keeps up with her favorite celebs.

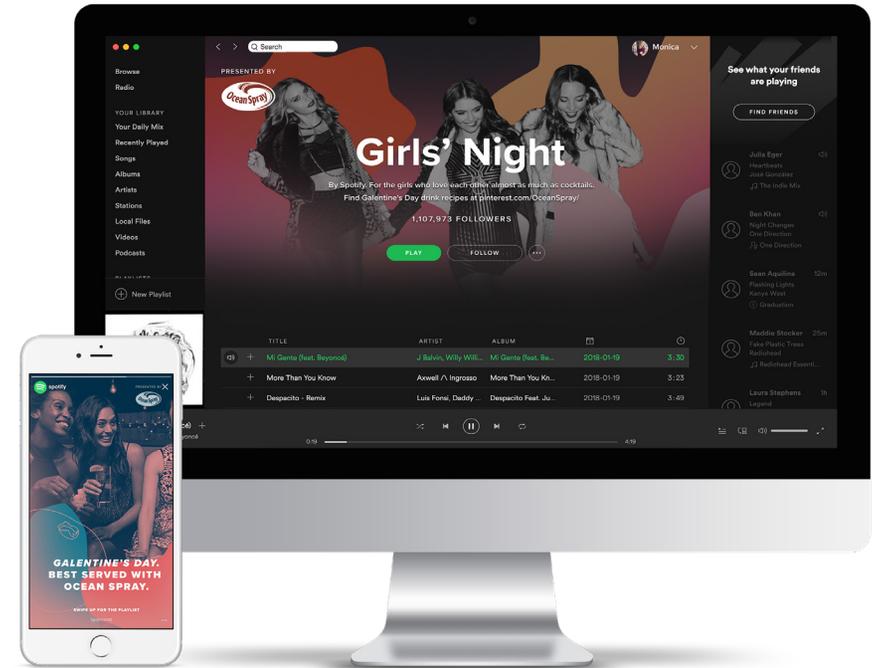
Promoted pins

Since Ocean Spray already has an incredible Pinterest page, and Monica regularly browses Pinterest for new recipe ideas, promoted pins are a no-brainer. These pins **stand out among the average post** by replacing recipe titles with why Monica is *actually* making them.

Publication partnership

Vogue

Monica **actively follows** Vogue's social media, especially the very popular 73 Questions videos that feature celebrities' honest answers to quick questions. Vogue interviews Lo Bosworth, an influencer Monica admires, in her home while she prepares a meal. **Lo regularly posts about cooking**, so using Ocean Spray products in her meal is a natural partnership.



Music streaming

Pandora

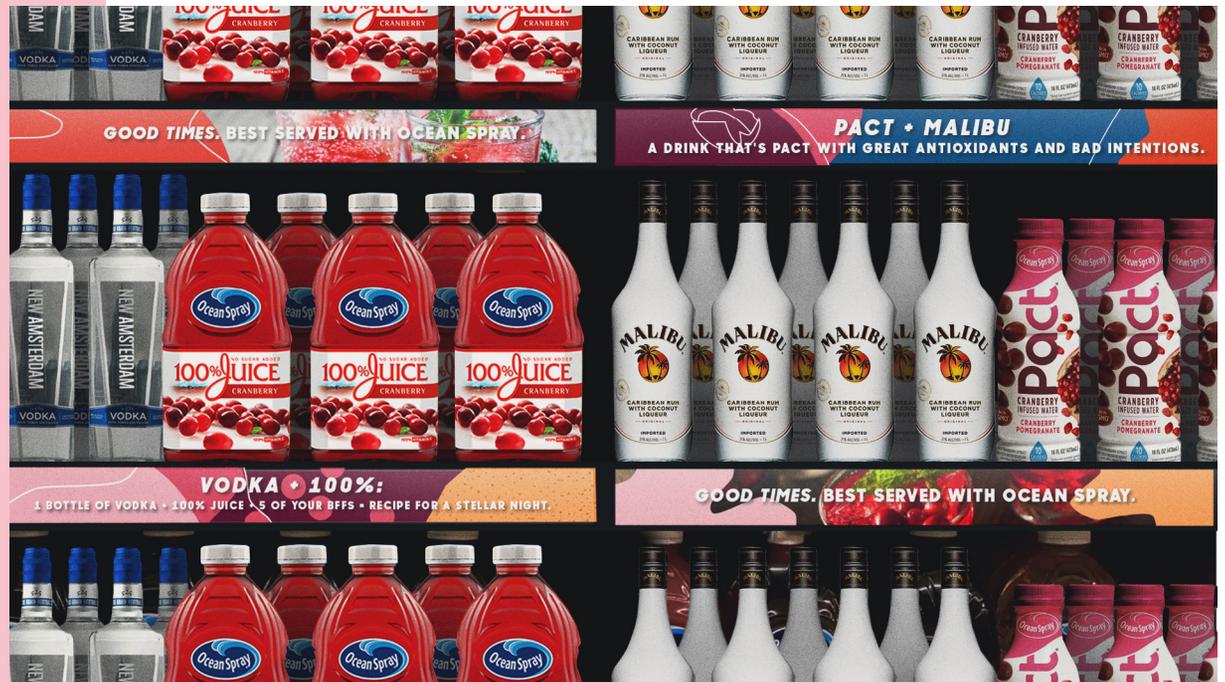
Monica appreciates brands that complement her life, not try to sell her something she doesn't need or want. The Pandora ad reflects this insight and avoids intrusion and annoyance. [Click here](#) to pin your next recipe with password **NSAC18Team351**.

Spotify

Sponsored Spotify playlists reach all users, whether or not Monica pays for a premium account. **Leading up to Galentine's Day on February 13th**, Ocean Spray sponsors Spotify's Girls' Night playlist, which boasts more than one million followers. Promoting the playlist further, Ocean Spray simultaneously runs Instagram story ads linking to it. These ads show several **drinks made with cranberries**, and the playlist directs her to recipes on Pinterest.

TIME FOR A TARGET RUN.

The best place to find Monica? Target, duh. These eye-catching executions have the power to pull her away from buying yet another throw pillow.



Freebies

Monica remembers cranberries as her least favorite childhood fruit, but **focus group taste tests show she's more likely to buy them, if tried again as an adult.** The solution? Craisin samples. Monica usually goes to the grocery store **after work and before dinner**, so she could definitely use a snack. Free Craisin packets are dispensed from branded sample boxes at Target store entrances for Monica to grab on her way into the store. Packets feature a **50% off coupon** for the full-size package of Craisins.

shelfPoint™

The shelfPoint™ software **tracks real-time data** using emotional intelligence to study customer facial expressions. ShelfPoint™ uses digital end caps that **pair cranberry products with other food and beverages** to maximize campaign effectiveness. For example, cooler end caps in the produce section feature cranberries and juice with greens for salads and smoothies. In the alcohol aisle, end caps feature different drink combinations with juice and Pact Water.

PHOTO OP.

Monica sees Ocean Spray on her timeline, not as part of an ad, but in posts from people she follows and admires.

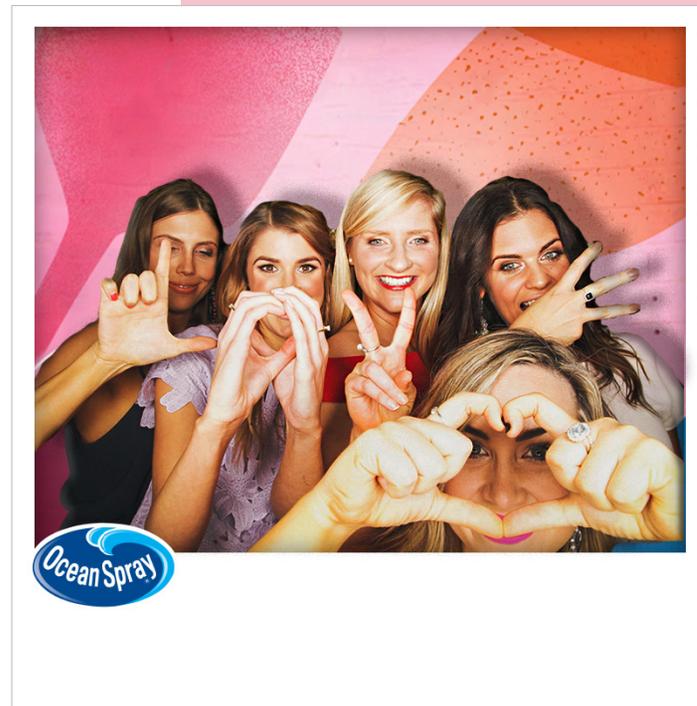
Create & Cultivate

This annual conference is hosted in cities from Los Angeles to Brooklyn and is a movement for women looking to create and cultivate the career of their dreams. Ocean Spray **sponsors a pop-up bar serving cranberry cocktails** at the 2019 conference. A **photo booth accompanies the bar** where attendees can take a Boomerang photo in front of a cute backdrop and enter their email to receive it.

Many of Monica's favorite influencers - Kim Kardashian, Meghan Markle, Gina Rodriguez - already speak at this event. **Whether or not Monica attends, she sees and hears about it when her influencers post from the conference.**

The Bachelor

The Bachelor airs January 2019, meaning it'll be filmed in the fall/winter of 2018, just in time for cranberry harvest. The beautiful backdrop makes a great setting for a date. The contestants can wade through the bog and indulge in some vodka crans. **The bog date doesn't interrupt the show, it enhances the experience** - just like cranberries enhance her meals and drinks.





Ocean Spray Ladies' Night

These dinners occur in select cities at the beginning of each season, which serves as the theme. They include a multi-course meal, alcoholic beverages and decorations – all incorporating cranberries, of course. It's **the Insta-worthy aesthetic of Monica's dreams**. The night includes table talks where Monica can relax, laugh and meet bold women like herself, including several of her beloved influencers.

A few weeks prior to the event, teaser posts made by attending, local influencers give hints about what the night will entail. Each event has room for 30 women to attend by signing up online.

This night gives Monica multiple ways to try cranberries and **ideas for how to use them** at home. Although only so many women can attend the event, their social posts from the night make waves of impressions throughout their personal networks.

At the end of the night, guests and those who couldn't make it both receive an Ocean Spray cookbook with recipes from cooking influencers, like Chrissy Teigen and Hannah Hart.

FabFitFun box

FabFitFun, one of the subscription box services Monica subscribes to, excels at **grouping products that complement each other**. Including Pact Water in these trendy packages lets Monica sample a flavor that pairs with her active lifestyle. Every quarter JoJo Fletcher, one of Monica's favorite influencers, posts a FabFitFun unboxing video. Having JoJo try Pact Water exposes the product to all her "Monica" followers, not just FabFitFun subscribers.

MIX IT UP.

Budget rationale

These ads **work seamlessly into Monica's day**. Every media buy serves a purpose specific to Monica's daily routine.

This media plan runs through Ocean Spray's next operating year, June 2018-May 2019, and includes all media fees and production costs for the \$5 million budget.

Strategy and tactics

People typically buy Ocean Spray products for the holidays, so we decided to focus our attention on other months. This campaign **shows how cranberries can be used beyond the holiday season**, so a pulsing schedule throughout the year works most effectively.

Objective

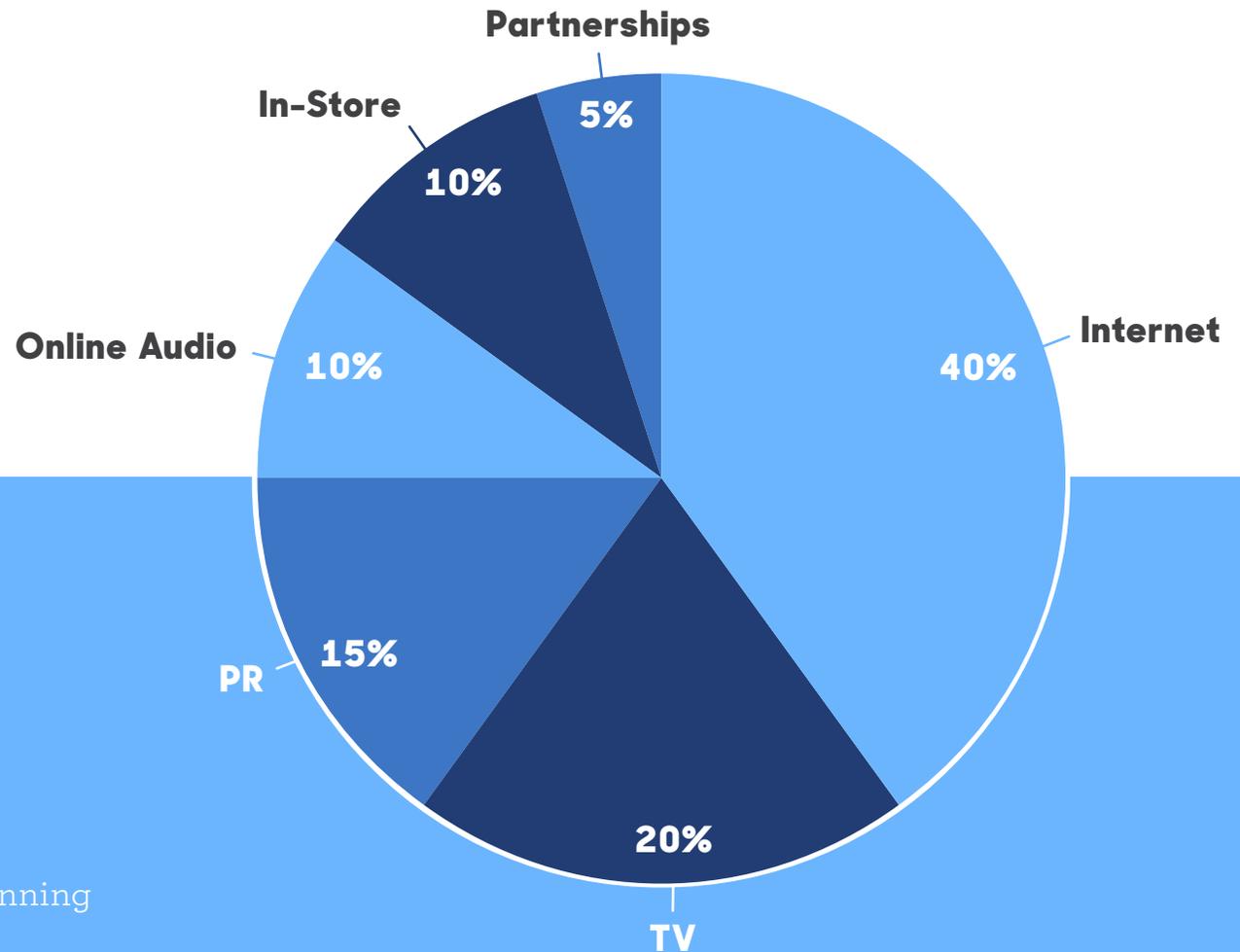
Grow household penetration among millennials from 28% to 28.5% - approximately 415,000 additional households.



\$5 MILLION BUDGET.

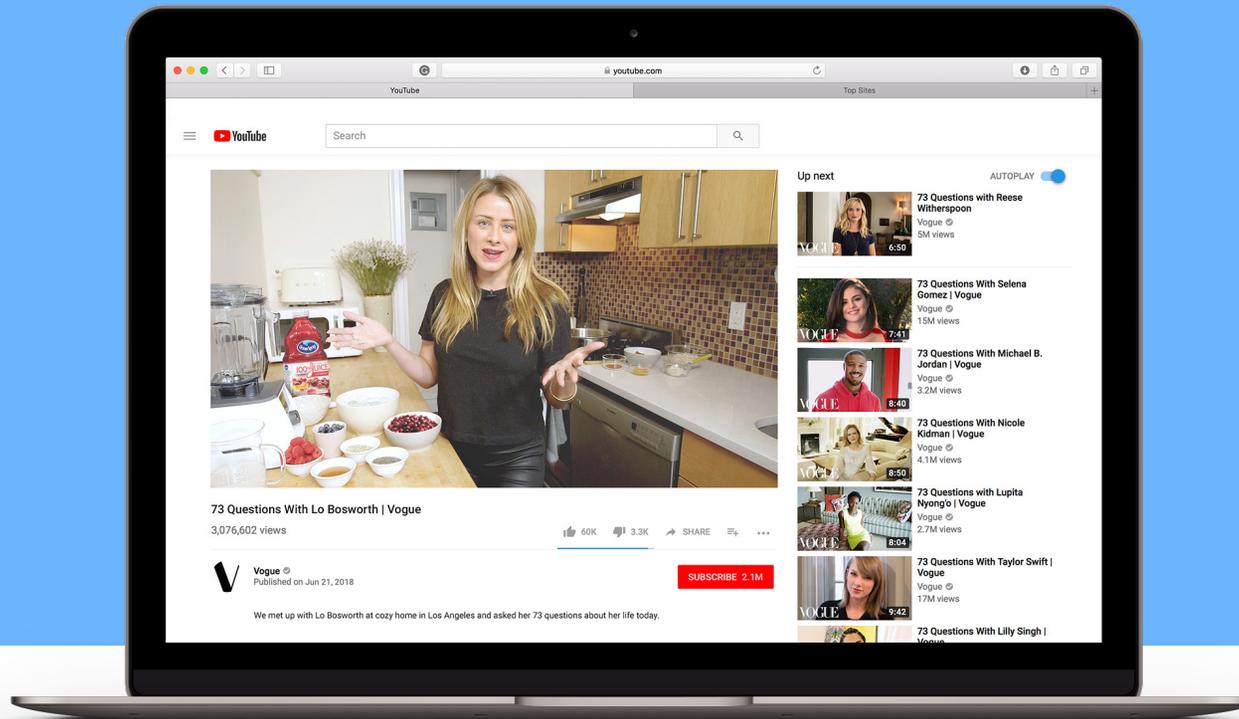
Based on our research from Commspoint data, the budget is relatively proportional to Monica's daily media usage.

We estimate this campaign to generate a **total of 202,334,356 impressions.**



All ads run leading up and into the beginning of each season on a pulsing schedule.





Publication partnership

Cost: \$250,000
 Impressions: 5,020,000

Monica **loves Vogue's social media**, especially the popular 73 Questions video series. This series features celebrities' candid answers to 73 questions. This partnership with Vogue features Lo Bosworth, one of Monica's key influencers, making a smoothie with 100% Cranberry Juice.

Social media

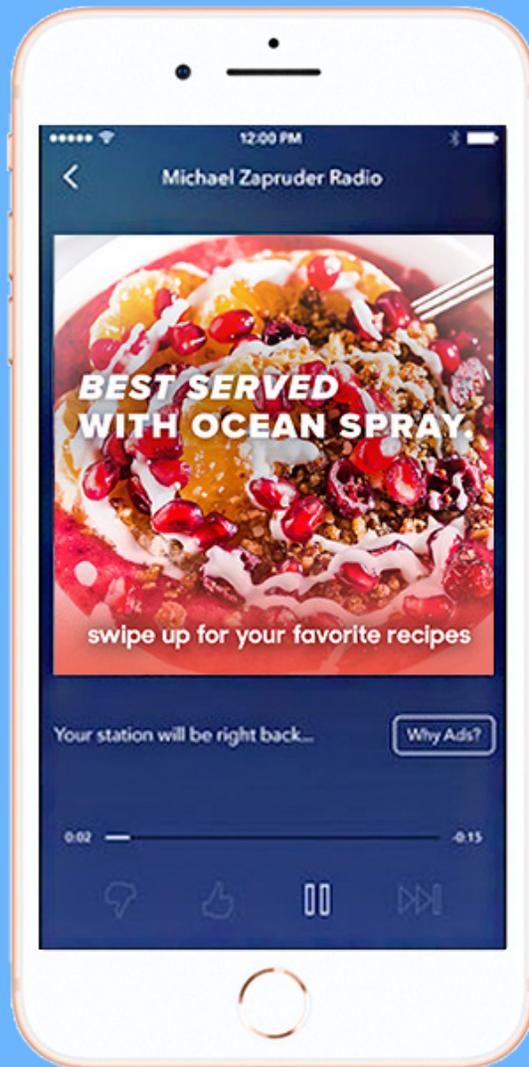
Cost: \$1,250,000
 Impressions: 176,874,380

A significant portion of the budget goes toward purchasing promoted pins. **Pinterest drives more purchases-per-click than other social platforms** – 87% of Pinterest users said they bought a product because they saw it in a post. Also, focus group participants revealed that when they pin recipes, they often follow through and make them.

Video on demand

Cost: \$1,000,000
 Impressions: 2,070,335

Nearly 86% of our target market said they watched TV in the last 60 days. Of those women who did, 87% watched for an hour or more. Monica watches a lot of TV **but rarely live**. This plan includes buying programmatic ads – uniquely targeted to our audience – to ensure every dollar buys ads that Monica sees.



Music streaming

Cost: \$500,000

Impressions: 2,055,332

Of our target market, **60% listen to internet radio**. We meet Monica where she is by sponsoring the popular Spotify playlist, Girls' Night, over the week of Galentine's Day. Pandora doesn't have a premium subscription without ads, so audio ads play between songs she listens to at work.

YouTube

Cost: \$100,000

Impressions: 4,612,500

Six-second pre-roll ads of simple recipe tutorials play before how-to cooking videos. This reaches Monica at a time when she's **looking for recipes and thinking about food**.

Search

Cost: \$650,000

Impressions: 8,554,206

Of our target, 84% used a search engine within the last 60 days. This budget covers buying Google AdWord phrases Monica currently searches, like salads, overnight oats, cocktails and pastries. This gives her **recipes she wants that include cranberries**. Additionally, Amazon ads boost Pact Water when she searches for flavored water products.



In-store

Cost: \$500,000

Impressions: 5,994,270

Focus groups revealed that Monica likes to try products before buying. We know she shops at Target, so a huge opportunity lies in reaching her there. **Enjoying samples encourages repeat buys**, which successfully increases household penetration. Distributing in-store samples from an eye-catching, unmanned dispenser eliminates the pressure to buy the product and encourages more people to actually take the samples.

Each shelfPoint™ end cap includes 4 digital display ads in up to 10 Target stores. To get the best return on investment, **we selected the stores with the highest amount of daily foot traffic** in designated market areas where our audience lives, such as Atlanta, Chicago, and Monica's hometown, Dallas.

PR

Cost: \$750,000

Impressions: 10,300,000+

Even if Monica isn't physically present for the PR activations, she still sees posts on her timeline from friends and influencers, such as the FabFitFun box. **Earned media impressions seamlessly integrate into Monica's daily life**, just as Ocean Spray products do. These PR activations also encourage organic engagement.



COMMUNITY.

BEST SERVED WITH OCEAN SPRAY.

Extra \$5 million, priceless impact.

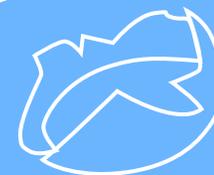
Rather than simply expand the existing media budget, we decided to do things a little differently. With this extra \$5 million, Ocean Spray can benefit more lives than just Monica's.

Serving the community and getting free vodka crans with the girls? Monica wouldn't miss it. Small teams in **10 key cities** come together to serve **10 different charities within each city** on Saturday, April 13th, 2019. The cities - New York City, Chicago, Los Angeles, Atlanta, Orlando, Seattle, Denver, Boston, San Francisco and Dallas - are selected according to Facebook Audience Insights. Communities "compete" based on the number of volunteers serving that day.

Whichever city has the most volunteers per capita receives a **\$1 million donation from Ocean Spray** to divide among the 10 charities involved. Volunteers and influencers are encouraged to share acts of service on social media to raise awareness for the event using **#ServeWithOceanSpray**.

At the end of the day, each volunteer is invited to attend a **free social event** at a local venue. Monica can grab a drink with friends and relax after a long day of service. A Lyft code, OCEANSPRAY, is distributed to volunteers for \$5 off their next ride, which encourages participants to get home safely.

This idea generates **millions of impressions**, connects with Monica's **desire to help others** and reinforces Ocean Spray's **community values**.





Volunteers sign up to serve with Ocean Spray and grab event T-shirts.



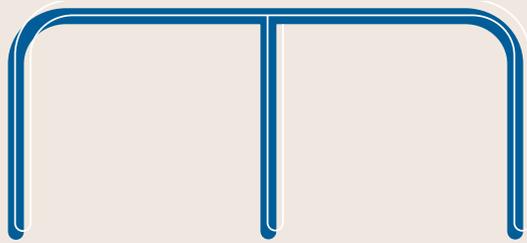
Teams can visit a variety of charities to compete for the \$1 million donation.



After a long day of service, volunteers grab a cranberry drink and socialize.

BRAND EQUITY

Millward Brown scores brand equity based on salience, differentiation and meaningfulness.



SALIENCE

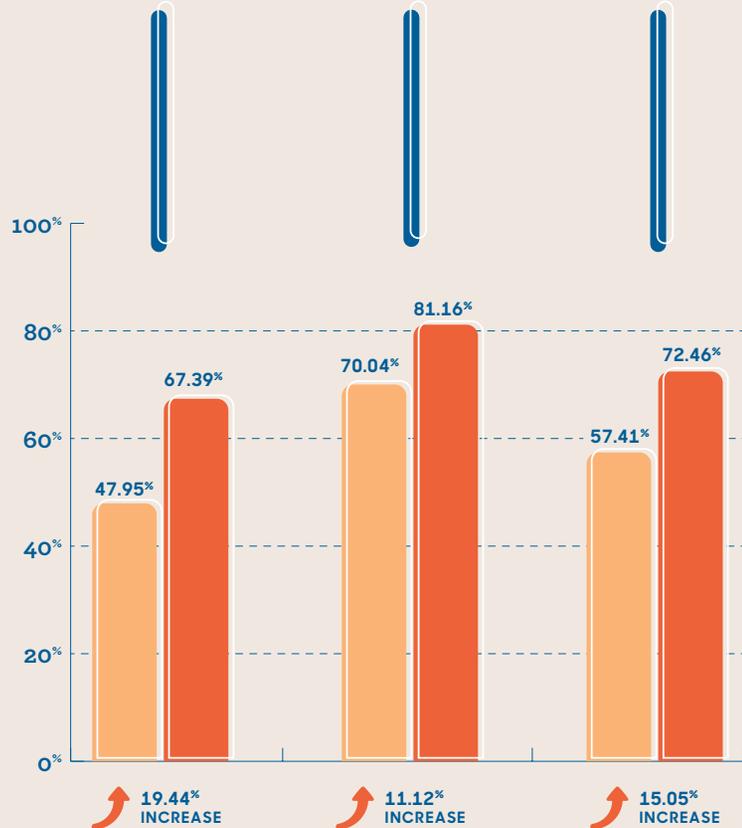
How quickly and easily the brand comes to mind.

MEANINGFULNESS

The extent to which the brand builds an emotional connection.

DIFFERENTIATION

The extent to which the brand sets itself apart from the category.



■ PRE-CAMPAIGN SURVEY
■ POST-CAMPAIGN SURVEY

NAILED IT.

We were tasked with generating a **7% increase in brand equity** and **increasing household penetration by 0.5% points** (representing 415,000 households) among millennials. To measure our success, we established baseline measures for salience, differentiation and meaningfulness by surveying 363 Monicas before their seeing creative executions. A follow-up survey of the same respondents showed significantly improved measures in all three areas.

Household penetration

There are more than **seven million women like Monica** in our target market, according to Cubeyou Consumer Insights. To penetrate 415,000 households, this campaign **must increase purchase rate by 6%** in the Monica group. After viewing our creative content, survey respondents who selected “likely” or “very likely” to buy Ocean Spray products **increased by 11%**. This reaches 778,400 new households, substantially exceeding the goal.

Key performance indicators

The following KPIs were chosen specifically because they inform salience, meaningfulness and differentiation.



Conversion-click:
audio (Pandora)



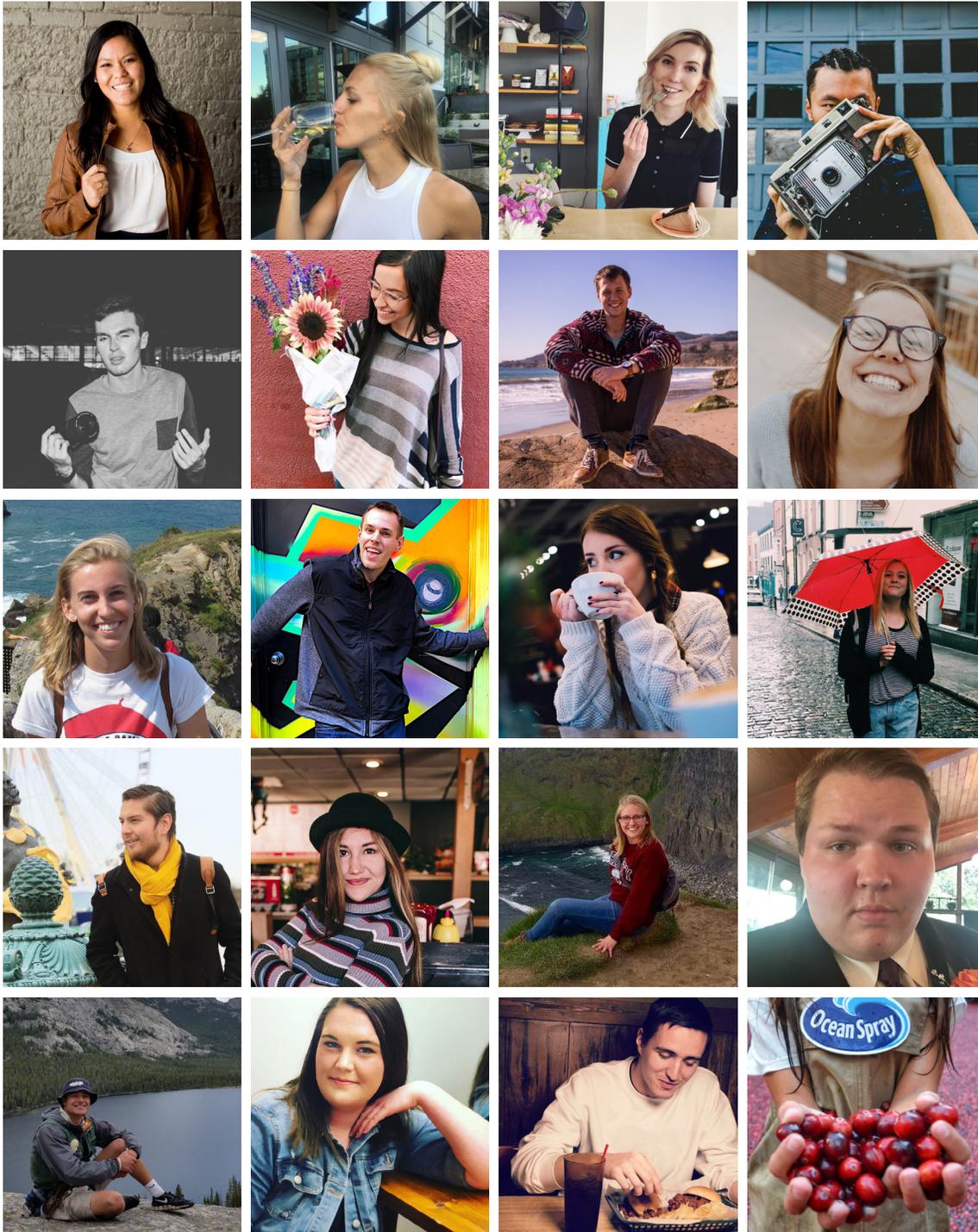
Conversion-purchase:
in-store



Engagement:
PR, social media



Impressions: **creative video content, Spotify**



It was incredibly rewarding for us to help Ocean Spray successfully reach the millennial market. If we failed to express the deep gratitude we hold for Ocean Spray and the American Advertising Federation, this book would feel unfinished. Each of us truly appreciates the opportunity to participate in this competition.

Sincerely,
Team 351