

Find Your

CERTAIN MOMENTS

The Ocean Spray logo features the brand name in white script font inside a blue oval. Above the oval, there is a stylized graphic of three blue water droplets or a spray.

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EXECUTIVE SUMMARY

Ocean Spray is a true original. It's authentic. It's honest. It's real.

With success, comes many imitators. Supermarkets are overflowing with new products and flavors, all touting the same health benefits to attract a younger audience. Ocean Spray is surrounded by competitors both in and out of aisle.

When we reviewed the brief, we knew the solution would require more than just another product-benefit campaign. That's what everyone else is doing. We needed to find a deeper connection with our target.

Our team started at the beginning to understand what millennials are all about. We found that millennials, affectionately named "The Anxious Generation," have a lot of uncertainty about all aspects of life; uncertainties that span from nutrition, to careers, to relationships.

That's when we made the connection. Ocean Spray's rich heritage is authentic. It's honest. It's real. It is one of the few constants in life's uncertain moments.

By tapping into this insight, we developed the campaign:

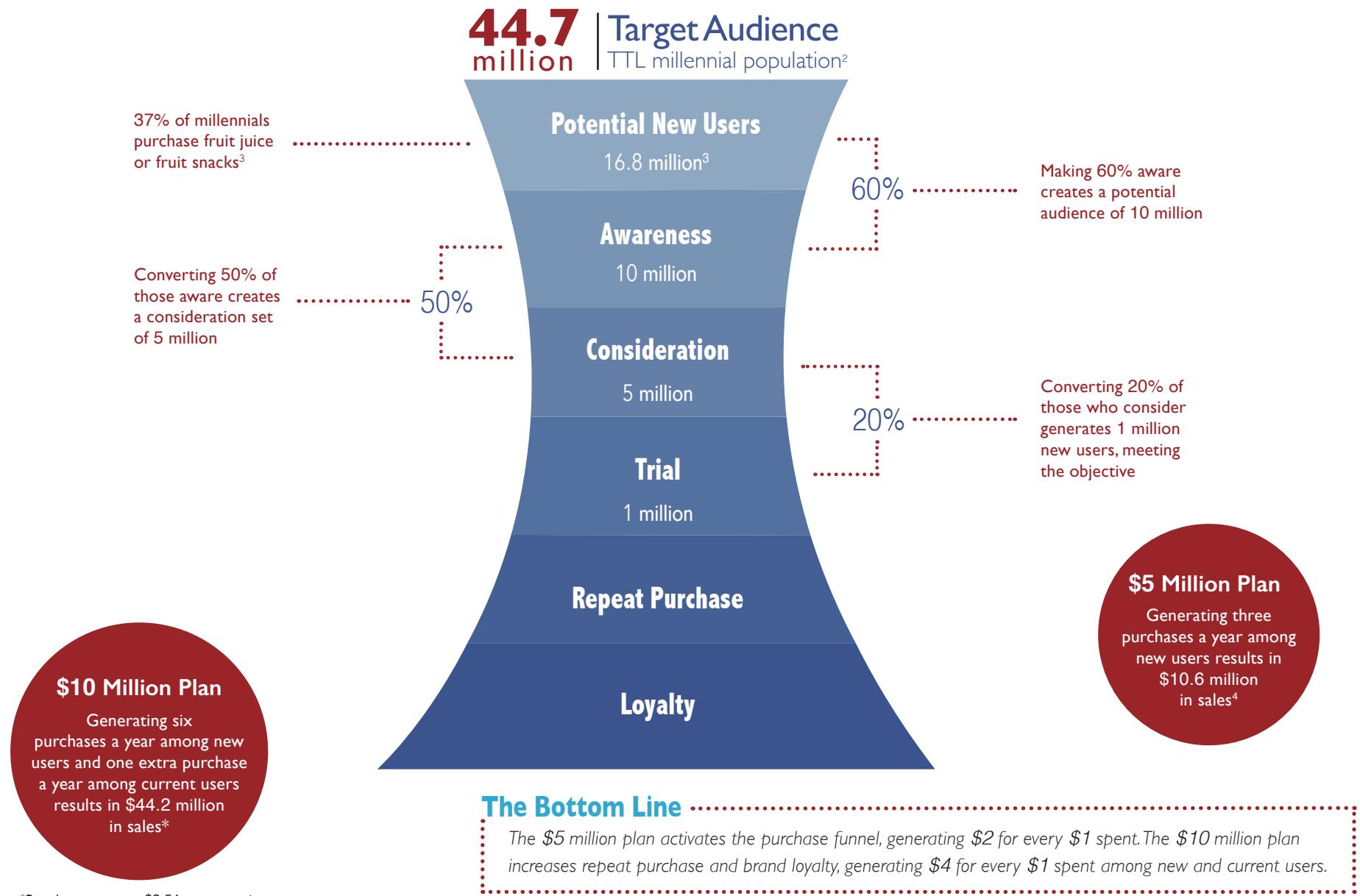
Find Your Certain Moments

This aligns Ocean Spray with what the target needs. With Ocean Spray, it's easy to add certainty to life's everyday moments, no matter what gets in the way.

Here's our plan to do it.

ACCEPTING THE CHALLENGE

The overall challenge to increase Ocean Spray brand equity by 7% among millennials will increase total U.S. household brand penetration by 0.5%. The strategy for the \$5 million plan is to convert category non-users and move them from awareness to trial. The \$10 million plan builds on this, encouraging more trial, repeat purchase, and brand loyalty.¹

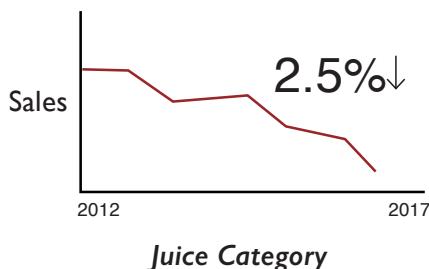


ANALYZING THE LANDSCAPE

Achieving the goal will be met with many difficulties. Category sales are decreasing, private label sales are increasing, and brand differentiation is eroding.

Juice Category Sales Are Declining

According to Mintel, category sales are declining as consumers move to out-of-aisle competition.⁵



The Competition Is Fierce

More and more juice brands are introducing new flavors and product lines to entice consumers.⁶



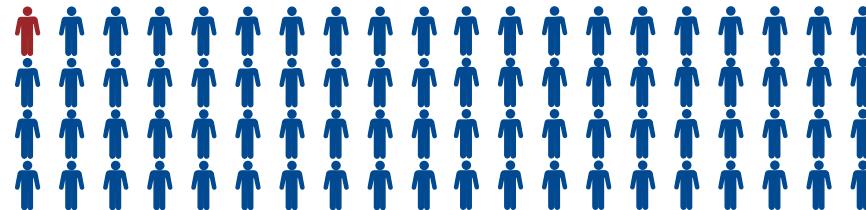
Everyone's Saying The Same Thing

Competitors have saturated the market with health-driven campaigns, pulling sales from Ocean Spray.⁷



Leading to a Lack of Differentiation

Brand switching is rampant. Only 1 out of 80 consumers exclusively purchase Ocean Spray.³



S

- #1 provider of cranberries
- Farmer owned and operated
- Established brand heritage

W

- Dated brand perception
- Aging consumer base
- Limited product source

O

- Fruit snack sales increasing
- Millennials want health & authenticity
- Digital media

T

- Private label sales on the rise
- Juice products seen as too sugary
- Decline in juice sales

DEFINING THE TARGET

The target, which the campaign calls **Generation Anxious**, experiences uncertainty in every facet of their lives. They are segmented into three categories based on life stage.^{8 9 10 11}



Strivers

Aged 24-29. Transitioning to full independence.

Katrina has started making her own independent decisions: paying bills, cooking meals, and planning her future. She would enjoy **Ocean Spray Fruit Juice** or a convenient bag of **Craisins® Dried Cranberries Trail Mix**.¹³



Arrivers

Aged 30-34. Settled in established careers.

Kevin is pursuing a career promotion. He is always seeking solutions to stay energized throughout the day. He would enjoy the boost from **Cran-Energy™ Cranberry Energy Juice Drink** or **Pact® Cranberry Infused Water**.¹³



Parents

Aged 24-34. Busy and concerned about their children's well-being.

John and Diana are new parents. Aside from their own busy careers and personal needs, they're concerned with developing healthy eating habits for their family. They would appreciate the nutritional value of **Pure Cranberry** or **Craisins® Dried Cranberries Blueberry Juice Infused**.¹³

Consumer Insight

Generation Anxious seeks authenticity and transparency. They are looking for flavorful and healthy food options yet are uncertain about which products to choose.

The Anxious Generation

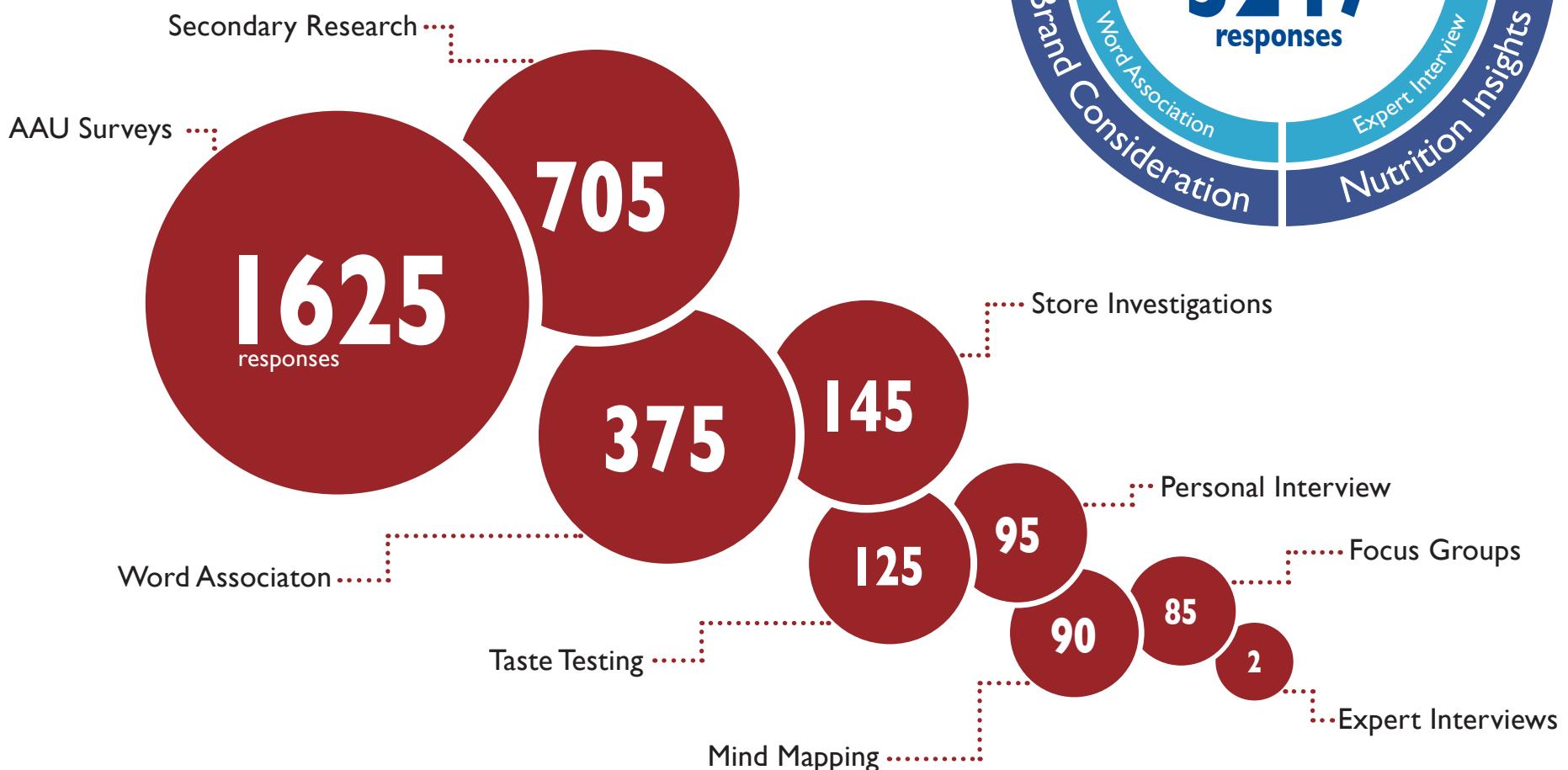
Time Magazine dubbed millennials “The Anxious Generation,” and it’s not hard to imagine why. They spend longer at a stage in life where employment isn’t a guarantee, lifestyles aren’t built around rigid routines, and they can’t look ahead to the future with complete certainty.¹²

DEVELOPING THE METHODOLOGY

Nationally syndicated data, secondary research, and primary research were used to better understand the brand.

Research Objectives

- Understand fruit snack and fruit juice perception
- Understand Ocean Spray's brand differentiation opportunities
- Understand Ocean Spray's brand perception and consideration
- Understand nutritional perceptions and opportunities

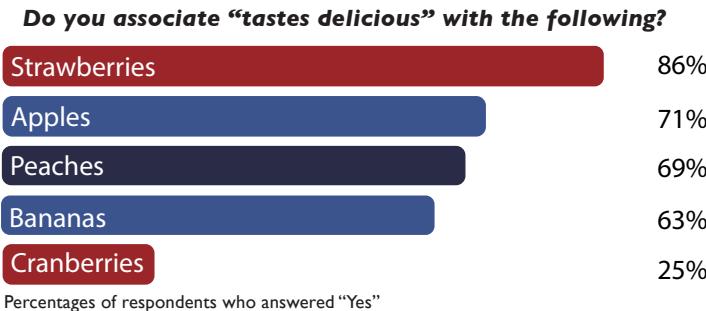


UNDERSTANDING THE BRAND

Fulfilling the research objective revealed how Generation Anxious views Ocean Spray.

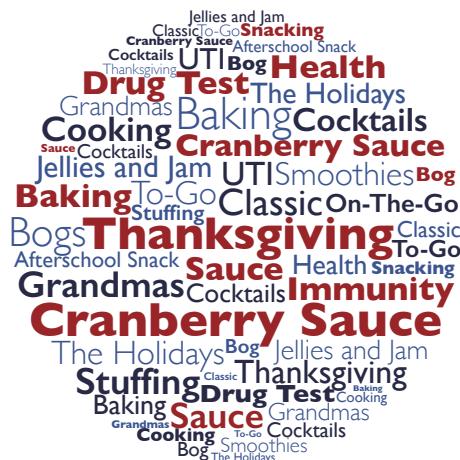
Taste: Cranberries vs Other Fruits

Only 25% of respondents said they enjoy the taste of cranberries in relation to other fruits.¹⁴



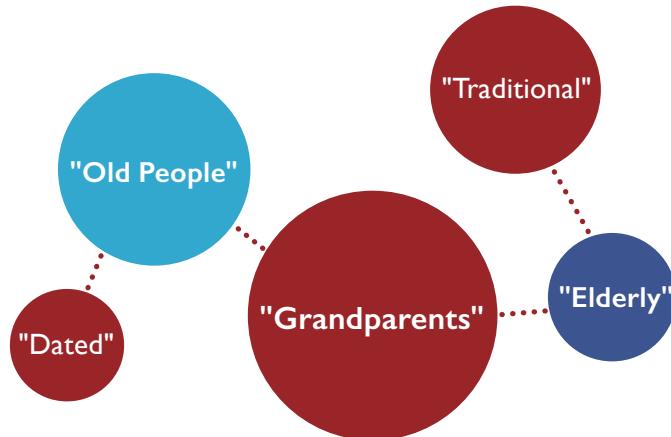
Limited Usage Occasions

Consumers associate cranberry products with specific occasions.¹⁴



Brand Perception

Ocean Spray is associated with an older demographic. When describing Ocean Spray consumers, millennial respondents stated the following:¹⁴



Advertising Disconnect

Existing Ocean Spray promotional materials resonate with an older, more traditional demographic, but fail to capture the hearts (and wallets) of millennials. iMotion testing verified participants' emotional response.¹⁴⁻¹⁵



"I mean it seems like this product caters to older people"

"It was actually kind of corny and boring"

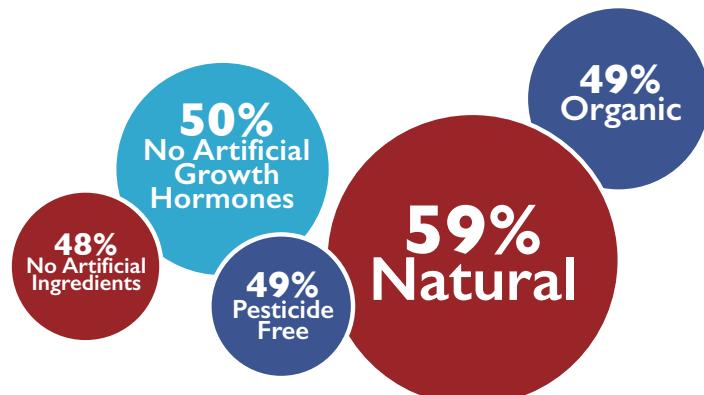
"It's cute - doesn't make me want to purchase Ocean Spray though"

DEFINING THE BARRIERS

The research identified three key barriers to overcome.

Nutrition And Health Priorities

Millennials are attracted to products that have “natural” claims and are constantly searching for these qualities:⁵



What do you value most when purchasing groceries?

Overlooked Benefits

When it comes to perceiving fruits as healthy and nutritious, cranberries are not top-of-mind. Only 61% of respondents consider cranberries “nutritious” as compared to these other fruits:¹⁴

When you think of the most healthy fruits, which ones come to mind?



“All Natural” Is Not A Unique Selling Proposition

While millennials seek “natural” claims, many Ocean Spray competitors can make the same claims. A Ph.D nutritional expert confirmed this, stating “any product can claim to be all natural as long as all of the ingredients in the product are from natural sources, and is close to that natural source as possible.”¹⁶



Kristen Vollrath, Director of Nutrition at Baylor College of Medicine

Barriers

• Negative Category Halo

Ocean Spray is part of a product category perceived as being too high in sugar.



Dated Perception ..

Ocean Spray is perceived as an old-fashioned brand.



• Lacks Differentiation

Ocean Spray lacks differentiation in a crowded market.



THE BIG IDEA

The strategy gives the brand an emotional purpose by connecting brand truth with consumer insight.

Brand Truth

Ocean Spray is the original cranberry cooperative. It provides a variety of products that contain real ingredients.

Consumer Insight

Generation Anxious seeks authenticity and transparency. They look for flavorful and healthy options but are uncertain about their choices.

Ocean Spray

adds certainty to everyday moments,
no matter what life puts in your way.

Brand Purpose

Ocean Spray is a constant in life's uncertain moments, providing consumers with the authentic connection that they seek.

Why It Works

This brand purpose unlocks the emotional value of Ocean Spray's heritage, elevating the brand above the competition's claimed benefits.

BUILDING THE PLATFORM

Introducing “Quality Assured,” a branded webseries sitcom that features a new generation of Ocean Spray characters who work in the quality assurance lab.

“Quality Assured” is the platform the campaign is built on. The “Quality Assured” characters become brand ambassadors for the campaign’s advertising.

Manifesto

Adulthood comes with a lot of uncertainties: from finding a career, to raising a child, and even shopping at the grocery store. With every label claiming “all-natural” and “non-GMO,” it’s hard to be certain which brands are genuine. With Ocean Spray, you don’t have to be uncertain about what you’re putting in your body. Whether you need a quick snack for the road, an energy pick-me-up during work, or a drink your kids will enjoy, you can count on Ocean Spray to help you **Find Your Certain Moments.**



Watch “Manifesto”

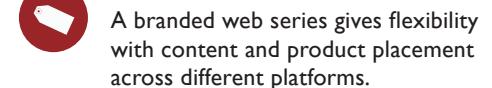
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How It Works

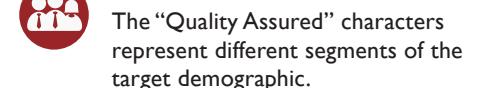
Throughout our campaign, episodes will be released online. To link “Quality Assured” to the Find Your Certain Moment campaign, specifically-chosen elements will be present in both the show and the advertising that branches out from it.

Branded Content



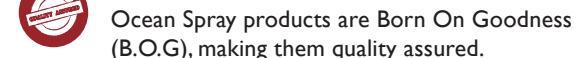
A branded web series gives flexibility with content and product placement across different platforms.

Characters



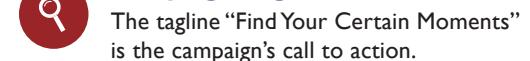
The “Quality Assured” characters represent different segments of the target demographic.

Web Series Logo



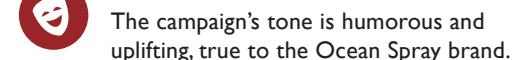
Ocean Spray products are Born On Goodness (B.O.G), making them quality assured.

Campaign Tagline



The tagline “Find Your Certain Moments” is the campaign’s call to action.

Tone Of Voice



The campaign’s tone is humorous and uplifting, true to the Ocean Spray brand.

Why It Works

As the quirky “Quality Assured” characters are introduced into pop culture, they will smoothly integrate elements of the Find Your Certain Moments campaign into the regularly-used media channels of our target. According to Mintel, millennials respond more effectively to branded content compared to traditional advertising alone.

LAUNCHING INTO POP CULTURE

To begin Phase 1, the “Quality Assured” characters will embark on a nationwide publicity tour, bringing the show to the forefront of popular culture.



“Quality Assured” Trailer

A trailer will premiere on targeted cable, Hulu, Spotify, and YouTube channels. It directs viewers to the campaign microsite, YouTube channel, and Facebook Watch, where they can find full episodes.

Rosie

Head of Quality Assurance

Rosie leads her team through uncertainty, drinking Cran-Energy™ to get through the day.

Bruno

Quality Technician

Bruno is an ex-frat boy turned dad who deals with the uncertainty of fatherhood by enjoying Pure Cranberry with his son.

Larry

Bog Quality Manager

Recently-divorced Larry is eager to find love but is uncertain any woman can match his love for Craisins®.

Tiffany

Quality Intern

Tiffany is an apathetic, social-media-obsessed intern who drinks Pact® as she transitions into adulthood.



The Guerilla Kick-Off

The “Quality Assured” characters will provide certainty to anxious fans waiting in line for “Jimmy Kimmel Live!” by giving out front-row tickets to the show as well as Ocean Spray products. This will be broadcasted on the show.¹⁷



Publicity Tour

The “Quality Assured” characters will travel across the country, visiting regional talk shows to talk about their own uncertain moments, culminating with “The Tonight Show starring Jimmy Fallon” in New York City.¹⁷



Hey Alexa....

During each stop of the tour, “Quality Assured” characters will ask an Amazon Alexa, “what should we watch tonight?” Alexa will answer, “I’m certain you’ll have a good time watching ‘Quality Assured’ on findcertainmoments.com.”

PROMOTING THE PRODUCTS

To begin Phase 2, a sweepstakes supported by in-store media will launch to drive product purchase and stimulate trial.

Crantasy Sweepstakes

With most sweepstakes, you're never sure of the outcome. But with the Crantasy Sweepstakes, you're always certain to win. Each Ocean Spray product you buy comes with a character and code that you can enter online to receive a prize. Collect all characters to get a chance to win a trip to New York during the Macy's Thanksgiving Day Parade.

Sweepstakes :30 commercial



Frame 1: Theme song plays.
“Quality Assured” logo appears with a smack sound.“Sponsored by Ocean Spray” appears below.



Frame 2: Music plays.
Larry: Are you looking for a way to make your Thanksgiving memorable?
Let me tell you about our Ocean Spray Crantasy Sweepstakes.



Frame 3: Music continues.
Larry: Look under the drink lid or inside the package to reveal one of our Ocean Spray characters. Enter the code on findcertainmoments.com to receive exclusive Ocean Spray prizes.



Frame 4: Ocean Spray logo appears with a smack sound.
Narrator: Ocean Spray. Find your certain moments at findcertainmoments.com.



Watch “Sweepstakes”
<https://vimeo.com/259502128>
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In-Store Promotions and Coupons

To support the sweepstakes, there will be end-of-aisle, freestanding, and checkout cooler displays of Ocean Spray products. Each display will feature a headline to remind customers of their certainty to win.

93% of millennials use coupons and 48% use online grocery shopping services. Digital and in-store coupons, with an extension to online shopping services like Instacart and Walmart Grocery, will contain a bonus scratch-off discount. With most scratch-offs, you never know if you’re going to win, but these are certain to bring you additional savings.^{18 19 20}

Scratch-Off Coupon



OWNING THE HOLIDAYS

To begin Phase 3, the campaign builds on Ocean Spray's sales dominance during the holiday season, featuring Friendsgiving, a cooking competition, and advice from beloved Ocean Spray character CranMa.

Friendsgiving :30 commercial



Frame 1: Theme song plays. "Quality Assured" logo appears with a smack sound. Sponsored by Ocean Spray appears below.



Frame 2: Classical music plays. Rosie is setting a dinner table.
Tiffany: (voice over) It's Friendsgiving in the QA lab.



Frame 3: Larry prepares a salad and pours an entire bag of craisins into it.



Frame 4: Bruno shows off his bartending skills and prepares drinks using Ocean Spray Mocktails.
Rosie: (voice over) All right everyone, let's eat!

Friendsgiving

CranMa will introduce Ocean Spray's new cranberry jam to add to Ocean Spray's product line.²¹



Frame 5: **Rosie:** Turkey coming through! (Places turkey on table and sits down)
Bruno: (confused) I think there's something missing.



Frame 6: Jazz music enters. Camera cuts to different shots of CranMa.
CranMa: Don't worry. CranMa has something new for you to try.



Frame 7: Jazz music intensifies as camera pans over new Ocean Spray Cranberry Jam.



Frame 8: Ocean Spray logo appears with a smack sound.
Narrator: Ocean Spray. Find your certain moments at findcertainmoments.com.



Watch "Friendsgiving"

<https://vimeo.com/259502110>

Password: nsac18team176



Holiday Mini-Series

Characters will visit the homes of people who are planning a holiday get-together to make certain that they will have the perfect meal.

#AskCranMa

CranMa takes over Ocean Spray's Twitter with #AskCranMa to advise millennials who are uncertain of how to prepare for the holidays.



Ocean Spray @OceanSprayInc

To take a frozen pie crust to the next level, use a beaded necklace to make an elegant design. #AskCranMa



CREATING NEW HABITS

To increase everyday product usage, the campaign taps into uncertain moments in daily life. This finalizes the \$5 million plan.

In Life, Uncertainty Is Everywhere

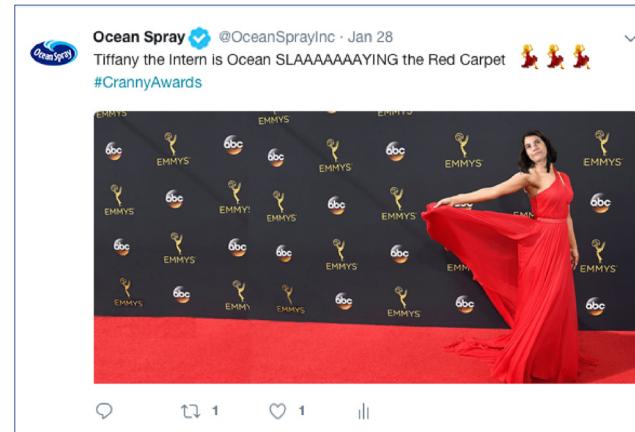
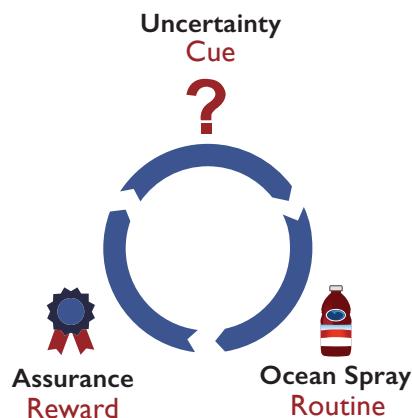
The campaign is flexible to accommodate any occasion where uncertainty exists.

Here are a few examples:

- Relationship uncertainty
- Family uncertainty
- Career uncertainty
- Parenting uncertainty
- Financial uncertainty
- Cooking uncertainty
- Health uncertainty

Habit Loop

Based on Charles Duhigg's Habit Loop, uncertain moments are the cue, Ocean Spray products become the routine, and assurance is the reward.²²



The Cranny Awards

Ocean Spray will host its own spoof award show capitalizing on the uncertain outcomes of award show season.



Tinder

To juxtapose the uncertainty of dating with the certainty of Ocean Spray, "Quality Assured" characters will have Tinder profiles. Users can match with them to receive a coupon.^{23 24}



Uncertain Moments

Promoted Instagram stories further showcase how the "Quality Assured" characters can always count on Ocean Spray.

BUILDING THE \$10 MILLION PLAN

Through strategic partnerships, the campaign introduces new ways for people to enjoy Ocean Spray products to increase trial.

A New Way To Cook It

Ocean Spray will partner with the fastest growing lifestyle Facebook pages Tastemade, Goodful, Tasty, and So Yummy to incorporate its products into their recipes. Viewers will be certain they can find a tasty new dish.²⁵



A New Way To Wear It

A line of merchandise, where a percentage of sales supports Ocean Spray's sustainability program, helps build loyalty. Consumers can be certain that their purchase will help make a difference.



A New Way To Eat It

Ocean Spray will partner with another top agricultural cooperative, Blue Diamond, to offer snacks with on-the-go packaging. This appeals to parents seeking healthy options they can be certain about.³



A New Way To Drink It

Buzzfeed's Try Guys will be challenged to make cocktails using only Ocean Spray products as mixers. This will encourage their 3.2 million Facebook followers to attempt the recipes themselves. They will be certain to find their new signature drinks.

Ocean Spray will also partner with Three Olives (219 usage index) to craft a cranberry-infused vodka.^{3,26}



A New Way To Buy It

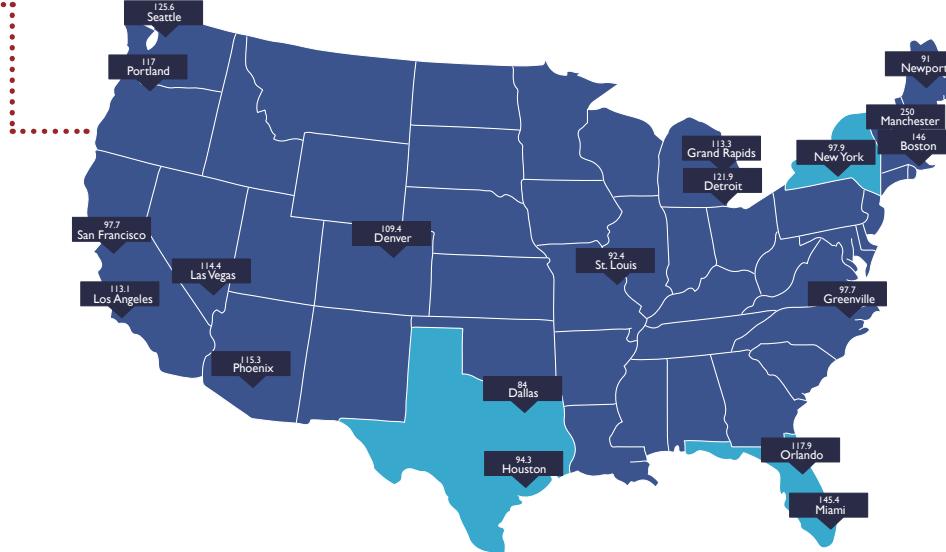
Ocean Spray will partner with Walmart in select stores in 20 cities representing 30% of the country. Ocean Spray products will be cross-promoted with Walmart's private-label brands featured on the Walmart SmartTV network. This will give parents convenient suggestions that their families will be certain to love.²⁷

MAKING A DIFFERENCE

Millennials love companies that make a difference. The campaign takes social responsibility to the next level through a nationwide sustainability tour. This will be supported with a :30 commercial spot.⁵

Sustainability Tour

Launching a sustainability tour with the characters from “Quality Assured” will build on Ocean Spray’s existing cause marketing. In select cities, community gardens will be built to provide sustainable food sources.²⁷



Sustainability :30 commercial



Frame 1: Theme song plays. “Quality Assured” logo appears with a smack sound. Sponsored by Ocean Spray appears below.



Frame 2: Music plays.
Rosie: If you’re anything like us here at Ocean Spray, then you’re worried about our planet.



Frame 3: Music continues.
Tiffany: So what can be done? How can we save it? (Drops empty bottle into recycling bin)



Frame 4: Music continues.
Bruno: Well, it starts with good sustainable habits.



Frame 5: Music continues.
Larry: (voice over) Here at Ocean Spray, we cut out unnecessary packaging (recycling icon), conserve water (faucet icon), and reduce our carbon footprint (earth icon).



Frame 6: Music continues.
Larry: So you can count on Ocean Spray to make the world a better and greener place.



Frame 7: Music continues.
Rosie: Every time you purchase Ocean Spray, you will certainly help our planet become more sustainable, one delicious cranberry at a time.



Frame 8: Ocean Spray logo appears with a smack sound.
Narrator: Ocean Spray. Find your certain moments at findcertainmoments.com.

Regional Grocery Tie-In

Partnering with regional grocery stores allows Ocean Spray to feature farm-to-market local products alongside its own. Partnerships include Wegmans, Publix, and HEB, each of which will donate to the sustainability program.^{27 28}



Watch “Sustainability”

<https://vimeo.com/259502100>
Password: nsac18team176

CONTINUING THE CONVERSATION

The campaign builds on Ocean Spray's existing social media by introducing new content that greatly expands its online presence.

Facebook

Organic: "Quality Assured" characters integrate with existing "Straight From the Bog" campaign.

Facebook Watch:

"Quality Assured" episodes will be posted on Facebook's video service, increasing exposure.

YouTube

Organic: Users are encouraged to post uncertain moments, promoting engagement.

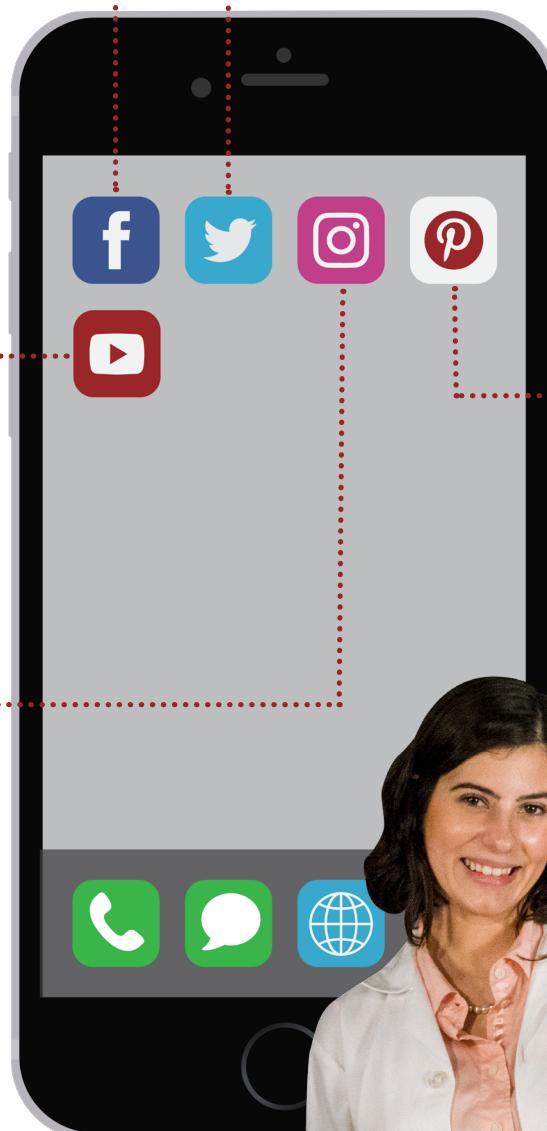
Channel: YouTube provides a platform for all branded content.

Instagram

Organic: "Uncertain Moments" videos are posted, encouraging user-generated content.

Instagram Stories:

Behind-the-scenes content from "Quality Assured" is shared.



Twitter

Organic: "Quality Assured" characters tweet their uncertain moments, encouraging others to share theirs with #UncertainMoments.

Social TV: "Quality Assured" characters tweet about the show using #QualityAssured, promoting engagement.



Pinterest

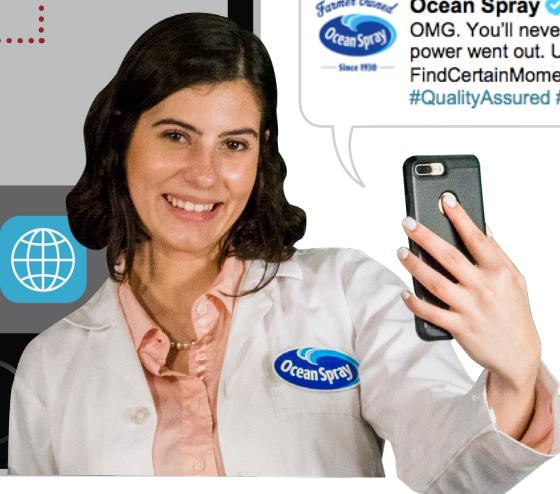
Organic: Characters pin tried-and-tested recipes and decoration ideas. Users can be certain when trying new things.



Ocean Spray @OceanSprayInc

OMG. You'll never believe what happened in the lab today. The power went out. Ugh. 😬 Tune in tonight on FindCertainMoments.com to see how we survive. XOXO Tiff #QualityAssured #SendHelp

10m



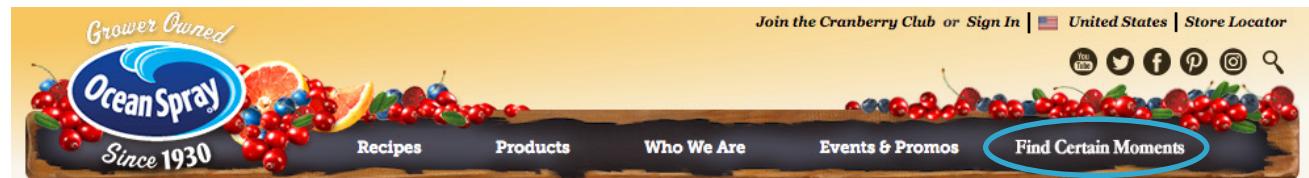
BUILDING DIGITAL ENGAGEMENT

The campaign microsite adds a digital touchpoint for consumers. It changes with each season of the campaign and is accessible from Ocean Spray's site.



Visit Website

<https://www.findcertainmoments.com/>
Password: nsac18team176



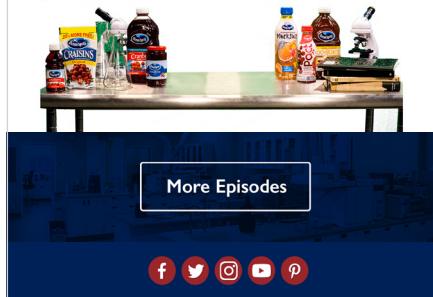
Campaign link on Ocean Spray's main site

Summer Kick-Off



Welcome to the Quality Assurance Lab

Here at Ocean Spray, we understand that adulthood comes with a lot of uncertainty. In the quality assurance lab, our job is to make sure you're getting the best cranberries possible so you can always be certain that you're getting the best stuff on earth.



Fall Sweepstakes



Win a Trip to New York City

When you buy your next Ocean Spray product, look under the drink lid or inside the package to reveal a "Quality Assured" character and code. Each code guarantees a prize. Collect all characters for a chance to win a trip to New York!



Holiday Season



Introducing Cranberry Jam

While preparing Thanksgiving dinner, the "Quality Assured" team realizes something is missing. Thankfully, CranMa is here to save the day with Ocean Spray's new cranberry jam. Enter your zip code below to find some in a store near you.



Spring Sustainability



Make the World More Certain

If you're anything like us here at Ocean Spray, then you might be worried about our planet. Join us on our sustainability tour to accomplish Ocean Spray's mission to promote sustainable habits.

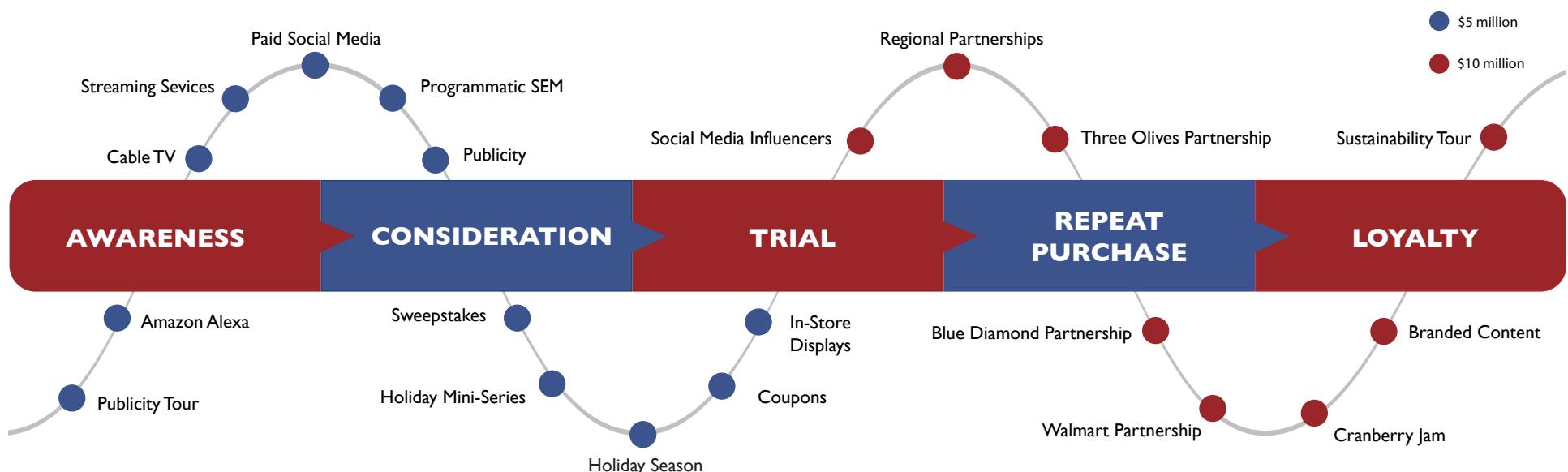


CONNECTING THE DOTS

The plan consists of paid, owned, and earned media, covering all consumer touchpoints. The touchpoint map below details how each tactic fits into the brand's purchase funnel. Here is the paid media rationale.

Paid Media Rationale

 Cable :30 commercials are aired on high-indexing channels: ³ <ul style="list-style-type: none"> • Adult Swim (190) • Comedy Central (143) • MTV (183) • FXX (150) 	 Paid Social Media Promoted content is tailored for each platform: ³ <ul style="list-style-type: none"> • Instagram (178) promotes stories • Pinterest (149) promotes pins • Facebook (133) uses newsfeed video ads and sponsored posts 	 Programmatic SEM Keywords are optimized using programmatic buying. The following are examples of keywords: ³⁰ <ul style="list-style-type: none"> • Quality Assured • Find Certain Moments • Late-night talkshows • Macy's Thanksgiving Day Parade • Holiday recipes • CranMa • Sustainability garden • Uncertainty • Cranberry 	 Social Media Influencers Paid influencers relating to health, food, and fitness/nutrition promote Ocean Spray on these platforms: <ul style="list-style-type: none"> • Pinterest: Unsophisticook (33,000 followers)³¹ • YouTube: Christian Guzman (800,000 subscribers)³² • Instagram: Pinch of Yum (600,000 followers)³³ Based on results from these micro-influencers, higher-profile brand influencers would be considered, such as: <ul style="list-style-type: none"> • Jillian Michaels • Binging with Babish • It's Judy's Life • Big Girls, Small Kitchen
 Streaming Services :15 and :30 commercials are aired on high-indexing streaming platforms: ³ <ul style="list-style-type: none"> • Spotify (204) • Hulu (178) • YouTube (134) 	 Walmart SmartTV Network The Walmart SmartTV Network promotes Ocean Spray's partnership with its private label, generating 140 million impressions per week. ²⁹		



MAXIMIZING THE RESOURCES

Scheduling

Phase 1 uses cable ads and a publicity tour to activate the purchase funnel with awareness and consideration. Phase 2 and 3 bring the campaign through trial and loyalty using paid digital media.

Media Mix

The video-driven campaign utilizes social media as the primary platform to reach millennials where they already are. The \$10 million extension adds to the paid media with partnerships, branded content, and a cause tour. The \$5 million plan delivers a 85% reach and 17.6 average frequency while the \$10 million plan delivers a 90% reach and 33.3 average frequency.

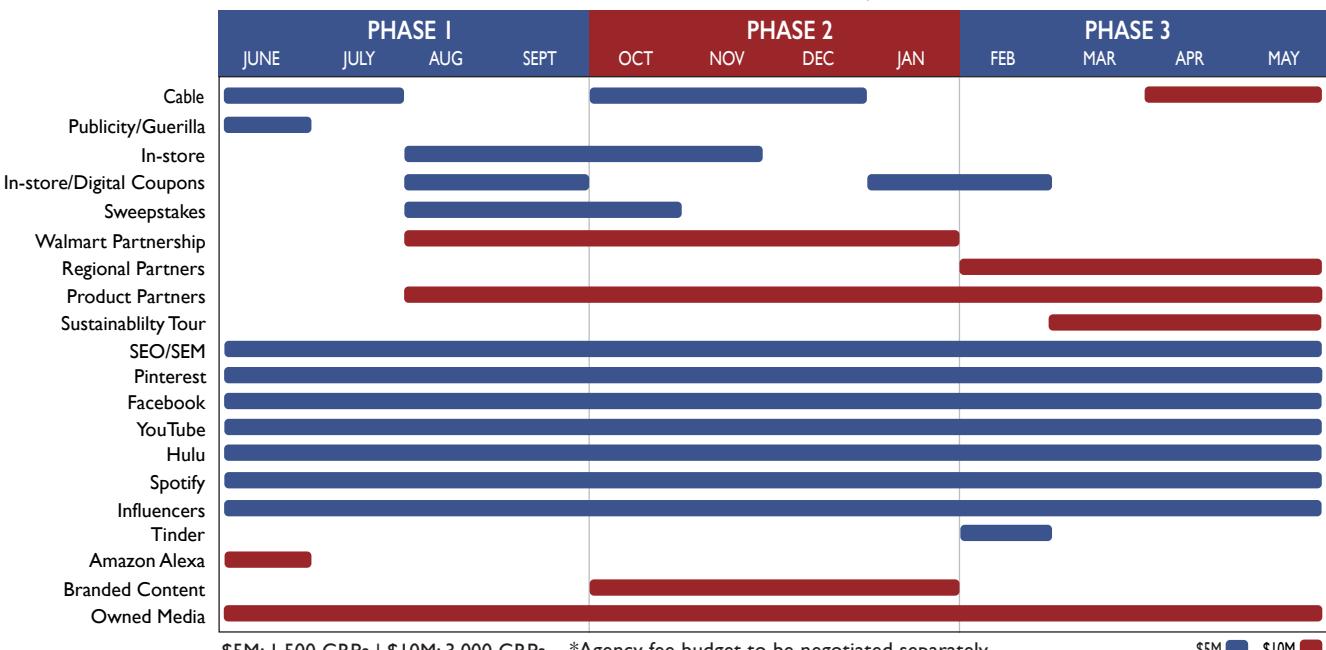
Monitoring

The media schedule will be adjusted based on market conditions. The following communication KPI measurements will be used to adjust the media plan:

- Sweepstakes entries
- Coupon redemption
- Social media engagement
- Conversion traffic and web analytics
- Persuasion and likeability of advertising
- Public relations and media impressions

	\$5 Million Plan		\$10 Million Plan	
Media	Cost	Impressions	Media	Cost
Cable	\$1,400,000	104,947,526	Added Cable	\$1,000,000
Activation/PR/Guer.	\$500,000	27,774,000	Programmatic SEM	\$300,000
Coupons	\$300,000	3,500,000	Facebook	\$125,000
SEO/SEM	\$500,000	20,300,000	YouTube	\$125,000
Pinterest	\$75,000	14,150,943	Walmart	\$1,400,000
Facebook	\$475,000	48,678,720	Regional Grocery	\$700,000
YouTube	\$600,000	275,000,000	Three Olives	\$100,000
Hulu	\$300,000	10,865,628	SustainabilityTour	\$600,000
Spotify	\$150,000	12,698,413	Branded Content	\$150,000
Influencers	\$100,000	61,800,000	Production	\$400,000
Tinder	\$50,000	35,000,000	Contingency	\$100,000
Production	\$500,000		Incremental Total	\$5,000,000
Contingency	\$50,000		Initial \$5M plan	\$5,000,000
Total	\$5,000,000	614,715,230	Grand Total	\$10,000,000
				993,607,005

OCEAN SPRAY 2018/2019 FISCAL YEAR

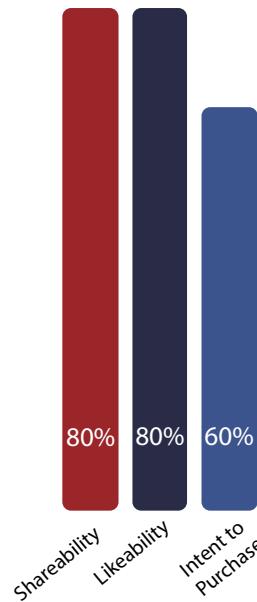


SUMMING IT UP

Testing

Testing confirms that the campaign connects with the target.

Campaign Pre-Test



The campaign is likeable and shareable. More importantly, purchase intent is high among all target segments.¹⁴

Brand And Business Tracking

Nielsen and Millward Brown data will be used to track brand equity and business goals. The following key performance indicators will be used to monitor and adjust the campaign:

Business KPIs

- Quarterly sales volume & ROI
- Household penetration
- Market share

Brand KPIs

- Brand relevance
- Brand consideration
- Brand equity

Future Thoughts

The campaign has endless opportunities to stay relevant among millennials. It spans across cultures, markets, and occasions because it is able to provide certainty in life's uncertain moments.



Team 176's Promise Of Certainty

Ocean Spray is authentic, honest, and real. It's one of a kind.

But when so many competitors make the same claims, it's hard to tell who's telling the truth. We want to make Ocean Spray stand out as the certain choice, so we made the Find Your Certain Moments campaign.

Identifying a trend of uncertainty among Generation Anxious, we create a new buying habit loop that will increase brand usage.

Creating the Find Your Certain Moments campaign, we launch a communication platform that will put Ocean Spray at the forefront of pop culture.

Positioning Ocean Spray as a certain choice in an uncertain world, we appease the consumers' craving for a brand with an honest purpose.

We are certain this campaign will deliver profits by relating Ocean Spray's heritage and authenticity to the needs of Generation Anxious. They need certainty in a truly uncertain world, and we are here to deliver it.

To help your consumers find their certain moments, sign below.

Thank you.

Ocean Spray Authorization

Citations

To be certain that our plan is fully documented, click on the link for a list of the citations.



View Citations

<https://vimeo.com/260262419>

Password: nsac18team176

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