

NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION



TEAM
808

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THE PROPOSITION

Awareness. Affinity. Household Penetration.
Those are the objectives you gave us. We set out to find how you can break through to a younger audience.

Research including interviews, surveys, and a bog visit taught us millennials just don't know about the versatility or usefulness of cranberries. That means Ocean Spray's affinity problem is an awareness problem. You can't love something you don't know or understand, and they don't understand how to use cranberries.

So what can you offer to people who don't know what to do with cranberries?

An opportunity to discover.

This is how you can turn a weakness into a strength. Millennials' lack of knowledge about cranberries and what to do with them is a chance to learn new things, and millennials love to learn. It's not about convincing them that cranberries are healthy or tasty. It's letting them discover it for themselves.

But if you want millennials to get to know cranberries, Ocean Spray needs to get to know millennials.

We'll introduce you.

UNDERSTANDING THEM

WHO THEY ARE

AGE: 24-35

INCOME: \$47,854 median household

LOCATION: Metropolitan, Urban Areas

WHAT THEIR LIVES ARE LIKE

PUTTING LIFE ON HOLD

Millennials are choosing their education and careers over marriage and children.

51% of singles feel they're more adventurous and more likely to try something new than their married or co-habiting friends

59% of millennials are single and have never been married, the highest percentage of any generation

FEAR OF MISSING OUT

Millennials suffer from FOMO, and are strongly influenced by what their friends are doing

ADVENTUROUS

Millennials will go the extra mile to have an experience.

54% look to be different

75% like trying new food

69% crave adventure

INFLUENCERS

WORD OF MOUTH

Millennials like to be the first to discover something, and share that experience. Word of mouth is powerful for product reviews and recommendations.

SOCIAL MEDIA

They research and review products before purchase via Yelp, Google, or social media, and use the internet to discover new things.

97% of millennials use the internet

70% watch tutorials on YouTube

FOOD

SNACKING

Millennials are not preparing heavy meals. They want a brand that empowers their busy, on-the-go lifestyles.

4x more likely to snack than any other generation

COOKING is viewed as gender neutral.

61% of women & **60%** of men enjoy cooking.

SHOPPING

They spend more money on groceries than traveling or saving, and are more likely to try a new brand if given a coupon or discount.

In single person households:

45% of men are doing their own grocery shopping
vs **55%** of women

GETTING ACQUAINTED

AIDAN

Aidan is taking life at his own pace. He lives with his long-term girlfriend and they're not in any rush to settle down and start their family. He's comfortable in his routine, but is always looking for little ways to have fun. Aidan's money goes towards things like home improvement projects he can do with his girlfriend and food they can cook at home.

His small group of close friends and the memories they share are important to him. Together they're open for pretty much anything, but they still haven't been able to talk him into skydiving.

EVA

Eva is a recent grad who works and lives in the city with a couple of roommates. Her parents are still helping her out as she pays off her student loans. She wants to be seen as an adult without falling into a boring life.

She likes to share her favorite things on her Instagram, where you should look out for pictures of her dog and shots from her most recent weekend road trip.

Experiences matter to her, and whether that means trying the new recipe she saw on Tasty or going downtown to check out the craft beer festival, it affects all of her decisions.



THE LANDSCAPE

WHAT'S GOOD

THE BRAND AND ITS TASTE ARE RECOGNIZABLE FOR MILLENNIALS.

People in the target audience know the Ocean Spray name, and are generally familiar with the taste of cranberries.

Currently controls over **60%** of the cranberry juice market, which allows us to focus on the disconnect between millennials and cranberries, not just the brand itself.

WHAT'S NOT WORKING

MILLENNIALS AREN'T FEELING TARGETED OR ENGAGED.

80% of Ocean Spray's core consumers are **45+** years old. The brand does a good job sharing recipes online, but otherwise has an underwhelming social media presence, a key factor in its failure to truly connect with a younger audience.

COMPETITION

Health focused advertising is everywhere.

MOTT'S prides themselves on new 100% juice and 30% less sugar

Naked
JUICE packaging emphasizes transparency of ingredients

Tropicana boasts no preservatives, added sugar, or artificial flavor

Some are mastering social media and people are flocking to them because of it.

LaCroix built a movement off of strong social media engagement

Humanizing the company is nothing new.

Welch's newest campaign emphasizes co-op structure by telling stories of farmers & families

TRENDCATCHING

FOOD TRENDS

ACQUIRED TASTES

- Millennials go for food trends that have **bold** characteristics, like matcha, ginger, or greek yogurt
- The bold taste of cranberries adds to their trend potential

VERSATILITY IS VITAL

- Versatility was a major factor in allowing avocado to catch on as a trend

SOCIAL CURRENCY

- Eating something trendy, and showing it off, means certain foods become valuable for their social status



EARLY ADOPTERS

DIFFUSE INFORMATION TO START A MOVEMENT

Early adopters are the first to get their hands on new things. They're driven by curiosity, novelty, and reputation.

They act as the origin points of any trend. Their opinion gets passed down to others when they try new things first and make recommendations to everyone who follows. It works this way for tech, entertainment, and food.

WHY OTHER STRATEGIES DON'T WORK

CO-OP

KNOWING DIDN'T CHANGE THE PERCEPTION OF OCEAN SPRAY

The benefits of the co-op structure were more logical than emotional for those we surveyed, and it **didn't change how people felt** about Ocean Spray. Welch's also just recently launched a campaign centered on their co-op structure.

TASTE

TASTE JUST ISN'T ENOUGH TO GET PEOPLE TO CARE

Only 9% of those surveyed said taste alone was enough to make them a loyal customer. Past Ocean Spray campaigns built on taste have also failed to connect with the desired audience.

HEALTH

HEALTH AS A BENEFIT IS NOT AN OWNABLE MARKET POSITION.

Other brands make stronger statements about their health attributes, and **concerns about sugar** make it hard for Ocean Spray when it comes to touting their healthy benefits as a main selling point.

WHAT DID WE LEARN?



PEOPLE DON'T KNOW HOW TO USE CRANBERRIES

└ Millennials could only name 1- 3 ways to use cranberries, compared to the 10+ uses they could name for apples.



YOU CAN'T LIKE OR LOVE SOMETHING YOU DON'T KNOW

└ "I've heard of 'Ocean Spray,' but I don't know anything about what they make or do, so I'm indifferent." - Tyler, 26



LEARNING ABOUT SOMETHING LEADS TO LOVING IT

└ Early adopters have a greater sense of ownership in things they discover.



THEY WANT TO LEARN, EXPERIMENT, AND TRY NEW THINGS

“I go out of my way to try new stuff. I don’t want to get too stuck in my routine.” - Alex, 32



THE FIRST IMPULSE AFTER DISCOVERING SOMETHING COOL IS TO SHARE IT WITH THE WORLD

That might mean telling a friend, or shouting from the digital mountaintops of sites like Instagram, Twitter, or Reddit.



THEY’RE ALWAYS LOOKING FOR NEW THINGS TO DISCOVER

83% of millennials like being the first of their friends to discover something.

**CRANBERRIES ARE
A CHANCE TO DISCOVER**

IT'S THAT FEELING YOU GET WHEN YOU FIND AN AMAZING NEW BAND.

When you step out of a movie you didn't know was going to be so awesome.
Or hitting the jackpot on that new dish that just popped up on the menu.
It's the feeling of finding something that everyone should know about, but they don't yet.

That's the moment of discovery.

It's the pride of getting to something before everyone else, the power of holding that knowledge in your hands. And no discovery stays secret for long.

When we find something cool, our immediate impulse is to let the world know.
The real power in knowing about something is being able to show it off to people who don't.
It feels good to find something cool. It feels even better to give that feeling to someone else.

For some, the hunt for discovery never ends. They're always chasing the high that comes from finding the hidden gems before everyone else does.

For those that are looking for new things to try and share with their friends, cranberries can be that thing. They're an unknown, full of untapped potential, just waiting to be discovered.



TASTE DISCOVERY

THIS CAMPAIGN IS ALL ABOUT DISCOVERY

With everything we do, we are offering the opportunity to discover.

The model is simple. **Create opportunities to discover and reward people for taking advantage of them.** Each one of our executions captures the feeling of discovery and takes advantage of the natural impulse to share the cool things we find with everyone else.

It's the moment when you first bite into the cranberry muffin you made using the Taste Discovery subscription box. Or when you stumble upon the cranberry-themed pop-up bar on your night downtown. These are the moments Ocean Spray can create, and they're the type of moments millennials want to share with their friends.

At the heart of the campaign is the **Taste Discovery Challenge.**

This will be a series of riddles and clues on social media that lead to things to discover in public places, like hidden codes and drop boxes. Finders will be rewarded with everything from free products and event invitations to cash prizes and other giveaways.

Throughout the Taste Discovery Challenge, bigger prizes and more events will occur, offering tons of opportunities for people to discover and be rewarded for it.



CAMPAIGN KICK-OFF

JUNE 2018

JULY 2018

BALLOON LAUNCH

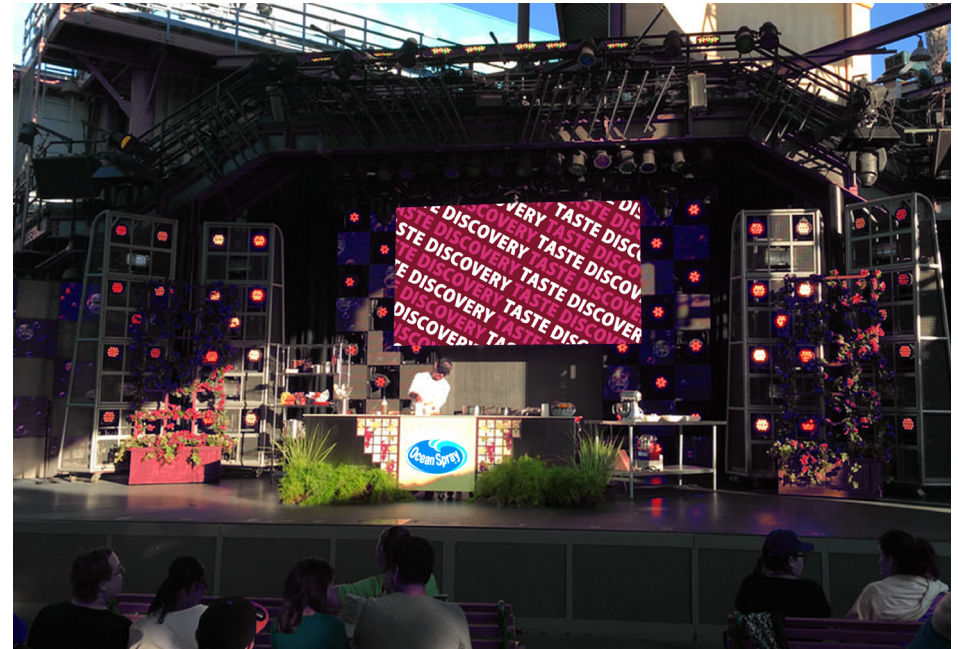


BALLOON

The campaign will begin with this initially unbranded outdoor execution placed in high traffic areas and features an encased balloon that grows as people are directed to follow a Twitter account called "Taste Discovery". The name of the most recent person to follow the page will be projected onto the balloon.

Once 250,000 followers is reached, the Taste Discovery Challenge will be revealed. This is the campaign's first moment of discovery, and the curiosity and buzz created will kick off the Challenge and everything to follow.

FOOD FESTIVAL



FOOD FESTIVALS

At food festivals across the country, local chefs will demonstrate how to incorporate cranberries into different styles of meals by competing against each other and the clock in a live cook-off.

To see a list of food festivals that would be a good fit, click here:



<https://alexm2324.wixsite.com/team808/festivals>
password: NSAC18Team808

MORE EXPERIENCES

AUG 2018

POP UP BAR



POP-UP BARS

Taste Discovery themed pop-up bars will appear for a limited time and allow Ocean Spray to cash in on a relevant trend and give people an awesome experience to associate with Ocean Spray.

The pop-ups will be teased ahead of time with poster plasters at their upcoming locations and shareable content will be created to generate discussion on social media.



RESTAURANT PARTNERSHIPS



RESTAURANT SPECIALS

Partnering with restaurants to create specials menus will allow people to discover new ways to use cranberries.

Behind-the-scenes social media content will show off the creation of the dishes and extend the events to a wider audience.

For a list of potential restaurants to work with, click here:



<https://alexm2324.wixsite.com/team808/partners>
password: NSAC18Team808

HANDS-ON DISCOVERIES

SEPT 2018

SUBSCRIPTION BOX



SUBSCRIPTION BOX

Ocean Spray will turn the meal preparation process into an experience with this once-a-month box. Whether it's "National Breakfast Month" or "Weekend Road Trip", the box's monthly theme will determine the contents inside.

Along with a recipe and all necessary ingredients, the box will be full of things to discover, from custom Spotify playlists to backstories about the recipes included.

GIVEAWAYS



GIVEAWAYS

COASTERS

Ocean Spray will leave it to bar patrons to discover that 1 out of every 20 coasters is able to be exchanged for a free drink.

GLASSES

Getting to the bottom of one of these glasses reveals a QR code that leads to the Taste Discovery Challenge.

OUT IN THE WORLD

OCT 2018

OUTDOOR



OUTDOOR

PASSING DISCOVERY ALONG

These signs prompt people across the country to share stories of their discoveries, and repay them with a video of someone somewhere else sharing their story.

Videos of people's stories can be shared on social media to celebrate discoveries big and small.



INTERACTIVE PROJECTION

An interactive projection will encourage people to step to a particular spot, causing a dynamic image to play around them, providing a fun moment of discovery and a photo op for them to share on social media.

IN-STORE AND AT HOME

NOV 2018

IN STORE



FLOOR STICKERS & AISLE SIGNAGE

Starting at store entrances, these "Taste Discovery" stickers will lead curious shoppers to various Ocean Spray products, where they'll also find other products and messaging that encourages them to try out a new cranberry combination.



THERMOCHROMATIC LABELS

Ocean Spray bottles will give an unexpected moment of discovery when people find the label has changed when moved from the store shelf to their fridge.



SAMPLE PACKETS

These sample-sized packets will be included in other products that pair well with cranberry sauce, giving people a moment of discovery when they find it in their purchase.

BRINGING IT ALL TOGETHER

PHILANTHROPY



68% of millennials said **a company's social commitment is important or extremely important** when deciding which products to buy.

GIVE BACK, GET BACK

Millennials care about buying from a socially conscious brand. They also care about their communities, seeing themselves as responsible and compassionate members of society.

Ocean Spray can capitalize on all of this by highlighting their Community Fund in different aspects of the campaign. That means making donations as part of the Taste Discovery Challenge, donating proceeds from events, and dedicating a monthly theme of the subscription box to the fund.

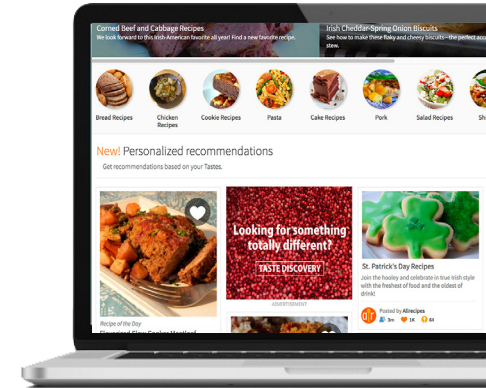
By giving back to the communities millennials are a part of, Ocean Spray can become a brand that they love and trust.

WEB

DISPLAY

Ocean Spray will reach people actively looking for new recipes with these display ads that invite them to taste discovery.

The ads will lead them to Ocean Spray's totally revamped website, where people can learn about cranberries and all the ways they didn't know they could use them.



HULU & YOUTUBE

Hulu & Youtube's interactive ad capabilities will let people choose how they want to taste discovery. Whether they want to dive into the Taste Discovery Challenge, or check out recipes from well-known content creators, people will control their own destiny and can follow whatever makes them curious.



For a list of potential partnership targets for native advertising, influencer partnerships, and content collaborators, click here:



<https://alexm2324.wixsite.com/team808/content>
password: NSAC18Team808

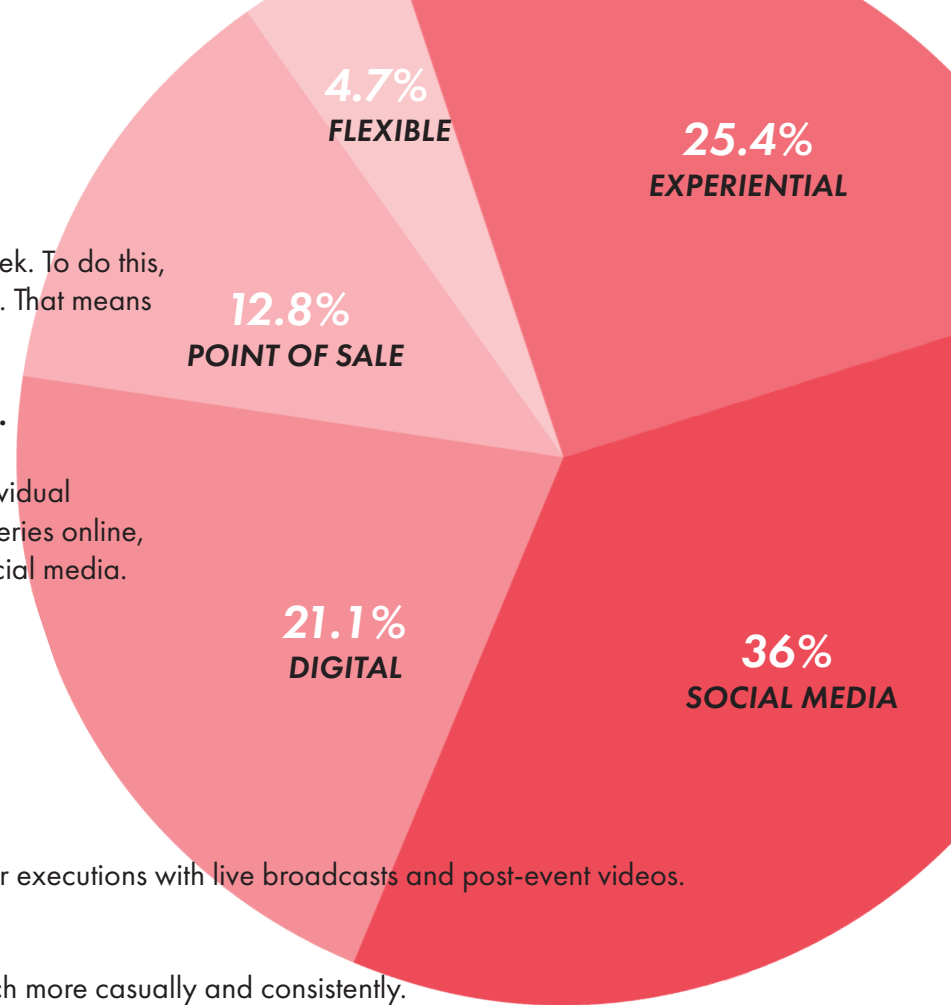
MEDIA STRATEGY

Ocean Spray can provide the moments of discovery that millennials seek. To do this, Ocean Spray has to reach them on the platforms they're actually using. That means staying away from traditional media. Why?

BECAUSE 84% OF MILLENNIALS SAY THEY DON'T TRUST IT.

Not only is it easier on the wallet, it allows Ocean Spray to create individual experiences that are extremely shareable. People will post their discoveries online, and Ocean Spray will focus on highlighting those conversations on social media. This will expose everyone else to what cranberries have to offer.

HERE'S HOW WE'LL TACKLE SOCIAL MEDIA.



FACEBOOK

Facebook will act as host for content supporting all of our executions with live broadcasts and post-event videos.

TWITTER

Ocean Spray will use Twitter to engage with people much more casually and consistently. 62% said they are more likely to become a loyal customer if a brand engages them on social media.

PINTEREST & INSTAGRAM

Not only are people looking for recipes to try, they're looking for things they can replicate and show off. Ocean Spray can share their cranberry recipes and partner with trendy food accounts.

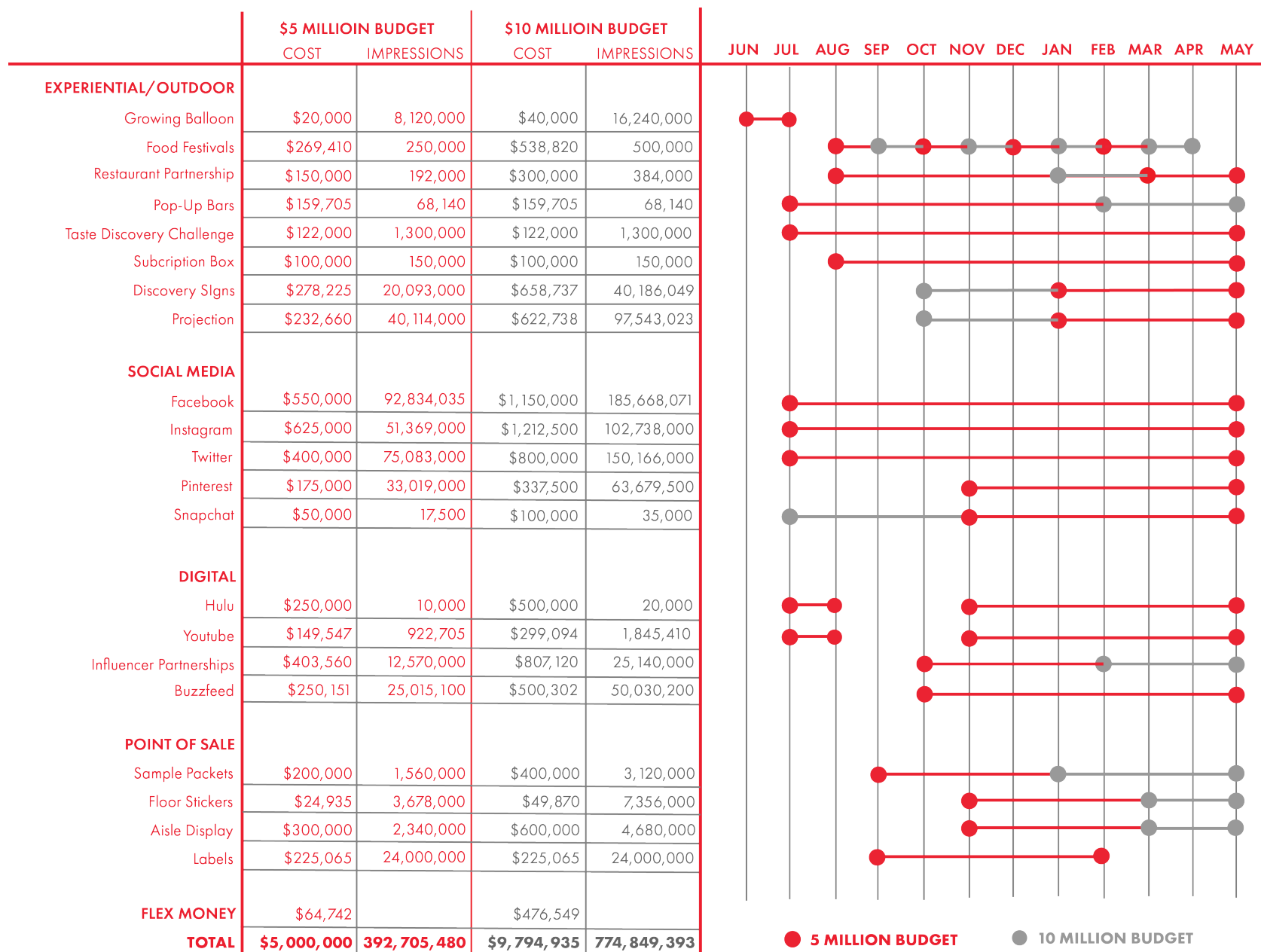
BUZZFEED

With a massive audience whose biggest portion is 24-35 years old, BuzzFeed represents another crucial place to host content that helps people discover the versatility of the cranberry.

SNAPCHAT

The Discover tab on Snapchat gives Ocean Spray a chance to catch people looking kill time by teaching them a bit about cranberries and all the uses they didn't know about.

HOW IT ALL WORKS



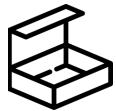
KEEPING TRACK OF EVERYTHING

Live measurement of which media are performing best allows for **optimal use of funds**. By keeping track of what's doing well, Ocean Spray can **ensure that no money is going to waste** and focus on the executions giving them the **most return on investment**. Here's how we'll measure all of our different executions and media.



TASTE DISCOVERY CHALLENGE

Engagement with activities and clues, social media discussion, earned media generated



SUBSCRIPTION BOX

Monthly subscribers to the box, engagement with related content created and shared by consumers



IN-STORE

Sales in targeted stores vs untargeted, sales among new target audience



OCEAN SPRAY COMMUNITY FUND

Money raised for the Community Fund

IBM PERSONALITY ASSESSMENT



Pre and post campaign measurements will show changes in **brand perception** on social media platforms regarding various **emotions and values**.



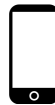
RESTAURANT TAKEOVER, FOOD FESTIVALS, POP UP BARS

Attendance figures at each event, engagement with behind-the-scenes content, earned media generated



DISPLAY ADS, HULU, BUZZFEED, NATIVE ADVERTISING

Click-through rate, engagement on native advertising on social media and blogs, organic shares generated



SOCIAL MEDIA

Engagement with Taste Discovery Challenge and other posts on Facebook, Twitter, and Instagram, sentiment of organic discussion surrounding brand, increase in follower/like counts,



VADER SENTIMENT ANALYSIS

Regularly-scheduled measurements of conversations all around the internet will show changes in not just **how people feel** about the brand, but also **how strong those feelings are**.



WHAT THE CAMPAIGN DOES

INCREASED AFFINITY

Giving the brand a **stronger emotional connection** and showing how it **meets millennials' needs** will increase Millward Brown's Meaningful measurement.

HIGHER AWARENESS

Better targeting and a stronger connection will bring the brand to the **top of millennials' minds** and increase Millward Brown's Salience measurement.

HIGHER HOUSEHOLD PENETRATION

Improved awareness and affinity produces **better sales** and means more households within Ocean Spray's desired new audience **will become loyal buyers.**

This campaign was inspired by the endless discoveries we made as we learned more and more about cranberries. Thanks to Ocean Spray, AAF, and everyone who helped along the way.

Special thanks to the team for all of their time and effort.

