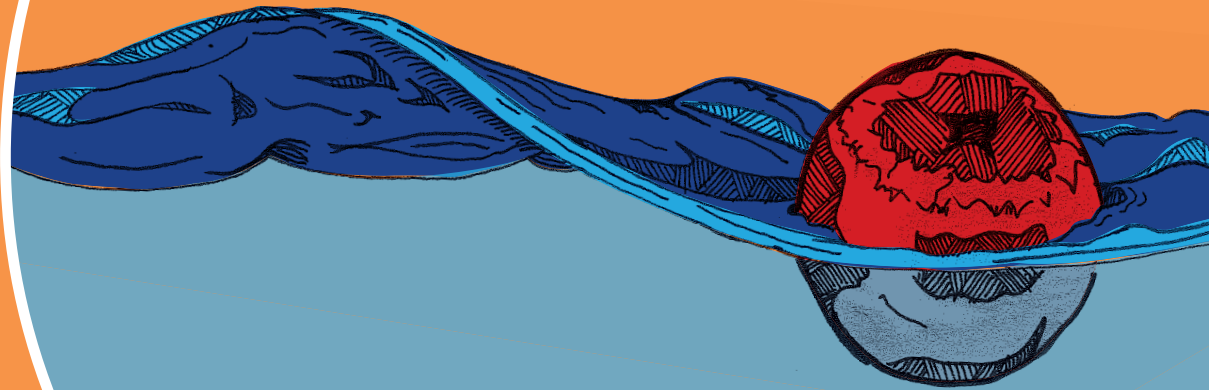




NSAC
NATIONAL AD STUDENT
ADVERTISING
COMPETITION



TEAM 500

EXECUTIVE *Summary*

Ocean Spray has a rich 90 years of grower-owned history. It is a brand that owns 65% of the cranberry market and has developed diverse products and innovations, such as Craisins and Pact.¹

After researching Ocean Spray's brand heritage, we've concluded it is relevant to Millennials. Its unique family farm co-op model allows consumers to know exactly where the fruit is grown and sourced and by whom – something that is important and appealing for this audience as they seek transparency from companies.

This facet of Ocean Spray has always been there. Now, our campaign will highlight it and put these brand attributes front and center, as we ask the target to "Come to the Bog".

THE CHALLENGE

Drive relevancy among Millennials with a nationwide campaign that showcases the unique Ocean Spray way of life.

THE OBJECTIVE

- Increase brand equity by 7%+ among Millennials
- Generate 0.5% increase among Millennials' household penetration in two years

TABLE OF *Contents*

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SITUATIONAL *Analysis*

Today, Millennials perceive traditional juices as too sweet, caloric and artificial. Instead, they turn to beverages that are low in sugar, have more natural ingredients and are exotic in flavor. These drinks include flavored, sparkling and functionally enhanced waters. (e.g. water enhanced with electrolytes, aloe vera, lucuma and other superfoods).³

Capitalizing on these trends, the industry has saturated the market with new and innovative drink products. In fact, 4,373 new beverage products were launched between January and November of 2017.⁴ It is no wonder the traditional juice market has stagnated.

This search for new, healthier options has also spread to the snack industry. Consumers are choosing dried fruits to satisfy their cravings instead of salty snack alternatives.⁵ Private labels are winning in this category, as they are perceived to have as much quality – and a lower price – as the known brands.⁶

In this competitive landscape, Ocean Spray continues to be a well-recognized juice and snack brand with their flagship cranberry juice, sauce and dried fruit. While most competitors aim to capture Millennial loyalty with trendy flavors and ingredients, Ocean Spray's strengths can be leveraged to connect with Millennials on a deeper, more relatable level.



This graph gives a quick view of the category that Ocean Spray competes in now. It is not just about juices anymore. Consumers are substituting flavored and enhanced waters for juice.



RESEARCH *Overview*

From a nationwide survey to qualitative studies like taste tests and shelf analyses, we made some valuable discoveries:

- Millennials perceptions of Ocean Spray
- How, when and why Millennials buy cranberries/ cranberry products
- The connection between Millennials and Ocean Spray

RESEARCH *Methods*

32 **Shelf Analyses of Supermarkets & Convenience Stores:**
Ocean Spray is hidden among competitors on the shelf including private labels.

37 **Social Media Listening Studies:**
Millennials don't find Ocean Spray's social content interesting or relevant.

54 **Taste Tests:**
Millennials generally don't prefer the cranberry flavor, but enjoy Craisin variations.

169 **Interviews & Word Associations:**
Millennials know Ocean Spray as the "cranberry brand."

500+ **Secondary Research Studies & Industry/ Market Articles**

644 **Survey Respondents:**
Millennials go-to drink is water. Only 9% prefer juice.

**On-Site
BOG
Visit**

1400+
Total Research Impressions

STRENGTHS

- 700+ co-op family farms⁷
- Competitive advantage of the cranberry market (65%)⁸
- Large variety of products, such as mixed cranberry juices and Craisins

WEAKNESSES

- Low awareness of new Ocean Spray products like Organic, Pure, Pact
- Low awareness of brand heritage
- Millennials only associate cranberries with Thanksgiving and Christmas

OPPORTUNITIES

- Introduce more experiential marketing
- Capitalize on "shareable economy" trend
- Implement more product innovation and personalization trends⁹

THREATS

- Oversaturation within the beverage market¹⁰
- Negative connotation of juices and snacks with "too much sugar"¹¹
- Unforeseen economic impacts such as tariffs, government regulations and labor costs



BRAND *Perception*

Through primary research, we explored Millennials' current perception of the Ocean Spray brand. Overall, most respondents recognize the blue wave logo or reference "the two guys in the bog." The packaging is recognizable, but outdated and also indistinguishable from private label juices such as Walmart's Great Value brand.

46%

are able to recall, with no prompting, that Ocean Spray is **"THE CRANBERRY BRAND."**

40%

associated cranberries with either **CRANBERRY SAUCE** or **THANKSGIVING.**

58%

surveyed have a **POSITIVE** perception of Ocean Spray.



CRANBERRY PRODUCTS ARE NOT TOP-OF-MINDTVV

Negative perceptions of the brand are due to high sugar content or unnatural ingredients in the products. The target is not aware of Ocean Spray's healthier products, such as Organic, Pact or Pure.



THE TARGET IS UNAWARE OF THE BRAND'S HERITAGE AND CO-OP STRUCTURE.

“IT'S A GOOD BRAND WITH HIGH QUALITY PRODUCTS AND SOMETHING I CAN TRUST.”

Ashley, 30

“IF IT WAS ORGANIC, I'D LOVE IT.”

Kate, 25

“EVERY THANKSGIVING MY GRANDMA MAKES CRANBERRY SAUCE WITH THEIR CRANBERRIES.”

Mark, 27

Word ASSOCIATION

CRANBERRY Mixer
 JUICE SWEET
 WAVE TRADITIONAL
 FRUIT VARIETY Red REFRESHING
 Holidays SNACK UTI DRINK HEALTHY TASTY
 OCEAN SUGARY FAMILY
 2 GUYS

CRANBERRY *Consumer* SEGMENTS

These segments may have different motivations when it comes to cranberries, but they do have one thing in common: they are all true digital natives. They have integrated all channels of media into a seamless experience. This target browses social media as they stream TV shows or webroom in grocery stores for the cheapest prices.¹² Millennials are the first generation that is accustomed to research at their fingertips.



Cranberry Lovers

MOTIVATIONS

Crazy about cranberries in every shape and form. Will eat Craisins right out of the bag and drink pure cranberry juice. Consumes cranberry products regularly.

ASSUMPTIONS

Ocean Spray is the top brand for cranberry products. Are brand loyal.



Healthy Eaters

MOTIVATIONS

Consumes cranberries for health benefits. Likely to purchase cranberry products on a regular basis, or occasionally for specific ailments.

ASSUMPTIONS

Aware of Ocean Spray, but indifferent to brands when making purchasing decisions.



Flavor Foodies

MOTIVATIONS

Has the potential to use more cranberry products when suggested. Unaware of cranberry versatility.

ASSUMPTIONS

While experimenting with food combinations, cranberries aren't top-of-mind.



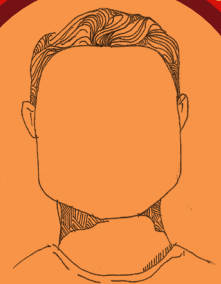
Traditionalists

MOTIVATIONS

Cranberries are not a year-round thought. Only consumes cranberry products a few times a year (e.g. holidays).

ASSUMPTIONS

Recognizes Ocean Spray brand because their parents bought it.



Cranberry Agnostics

MOTIVATIONS

Sticks with what they know and like. Not a huge fan of cranberry products.

ASSUMPTIONS

Unaware of Ocean Spray brand.

LESS THAN **1%** OF ALL MILLENNIALS (APPROX. 400,000) PURCHASE OCEAN SPRAY PRODUCTS.¹³

INSIGHTS TO *Strategy*

From the research, key insights were identified for the brand and the category that make Ocean Spray relevant to Millennials:

TARGET MARKET INSIGHTS

THEY CARE ABOUT WHERE THEIR FOOD IS FROM

73%

of Millennials surveyed agree with this statement.

40%

say sustainably-sourced ingredients are very important in their purchase decisions.¹⁴

TARGET HAS A PASSION FOR TRAVEL & EXPERIENCES

78%

of Millennials want to learn something new while traveling.¹⁵

FARMING TREND CONNECTS THEM TO NATURE

Millennials aspire to become farmers, get back to nature and grow their own gardens/food.¹⁶



CO-OP STRUCTURE IS APPEALING TO MILLENNIALS

They prefer locally sourced organic produce from co-op farmers and community markets.



BRAND INSIGHTS

Ocean Spray has all the elements of a brand that appeal to this target:

- It is a co-op of 700+ family farms that own the brand.¹⁷
- Cranberries are sourced right on these farms.
- The farmers care about sustainability of the land, so they can pass it down to the next generation.

Ocean Spray should leverage this by speaking to Millennials about these brand values.

CATEGORY INSIGHTS

- In today's beverage landscape, Ocean Spray is seen as too traditional in what has become a highly innovative industry.
- The brand has several products that will appeal to Millennials: Pure, Pact and Organic fit into what this target seeks.

Ocean Spray needs to do more promotion for these products that appeal to the target.

PLAN OF *Action*

STRATEGY & BIG IDEA

Our strategy positions Ocean Spray as a heritage brand whose essence is defined by the farm families who grow the cranberries. These families and their cranberry bogs make Ocean Spray different from other food and beverage competitors.

The campaign message of this strategy is a call to action for the target to, "**Come to the Bog,**" as an escape to a place with history, heritage and family. It has two meanings: "**Come to the Bog,**" literally -- but also "**Come to the Bog**" by enjoying Ocean Spray products.

CAMPAIGN LOGO



This logo for Phase 1 promotes the "Come to the Bog" experience and is lighter in branding.

AN OCEAN SPRAY CRANBERRY ISN'T JUST A CRANBERRY.



IT'S AN EARLY START BEFORE THE SUNRISE.
IT'S A PAIR OF WADERS AND A TON OF HARD WORK.
A SMILE, A PERFECT DAY AND OVER 700 DIFFERENT FAMILY
FARMS. IT'S AN EXPERIENCE THAT YOU HAVE TO SEE FOR
YOURSELF. BECAUSE OUR CO-OP ISN'T JUST HARVESTING
CRANBERRIES. IT'S HARVESTING ALL OF THE QUIRKS,
TRADITIONS AND HERITAGE THAT GOES WITH OUR BRAND AND
THE BOGGERS WHO OWN IT. SO EVEN IF YOU CAN'T ACTUALLY
VISIT, JUST TAKE A SIP OR A NIBBLE OF SOME OCEAN SPRAY,
AND YOU'LL BE RIGHT HERE WITH US.

OCEAN SPRAY. COME TO THE BOG.



CAMPAIGN Overview

Built from target audience and brand insights, the "Come to the Bog" campaign is developed through two phases:

Phase 1 (June-October)

Seeks to increase awareness of Ocean Spray's brand heritage and drive engagement through high reach media and creative executions. A national contest will launch in which the target can apply at the "Come to the Bog" microsite to become bidders for a week and experience the co-op's proud traditions.

Phase 2 (November-May)

Focuses on promoting Ocean Spray products with the goal of increasing sales. During this phase, the creative will emphasize that every bite and sip of an Ocean Spray product brings the experience of the bog. This phase begins with holiday promotions, then leads to an exclusive partnership with Airbnb. Cause marketing that contributes to the Future Farmers of America is also added.

PHASE 1

JUNE

Come to the Bog: Contest

Partnership: Airbnb

OCT/NOV

Come to the Bog: Product Push

Partnership: Airbnb

Cause Marketing: FFA

Holiday

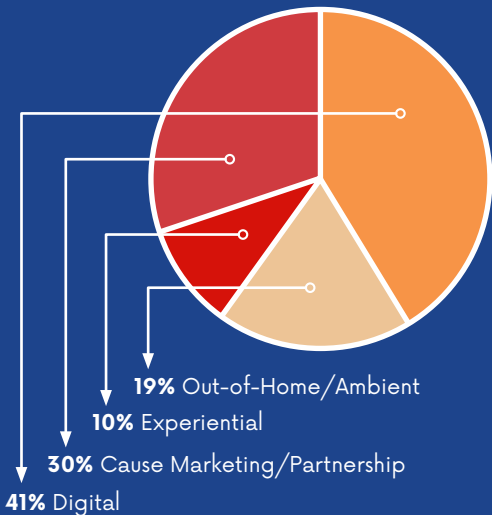
PHASE 2

JAN

MAY

BUDGET

With a \$5 million budget, media placements will include digital, out-of-home, experiential, cause marketing and a partnership.



DMAS

The top 10 markets with the highest concentration of Millennials will be used for out-of-home and experiential media.¹⁸



MEDIA OVERVIEW

DIGITAL

Facebook
Instagram
LinkedIn
YouTube
Hulu
Spotify
Online Displays
Scan & Go
Voice Search

CAUSE MARKETING/ PARTNERSHIP

FFA
Airbnb

OUTDOOR/ AMBIENT

Subway/Train
Bus
Airports
Malls/Restrooms
Supermarkets (Trad.)
Gas Stations
Convenience Stores
In-Store POP

EXPERIENTIAL

Pop-up Kiosks
Vending Machine
Cran-terns
Produce Panic

“Come to the Bog” Experience

As part of a national contest, Ocean Spray will invite 50 pairs (100 total) of the target audience to stay with a cranberry co-op family for one week during harvest time. Applicants will submit a video, no longer than a minute, describing why they would make great bidders. Ocean Spray will pick the winners based on these submissions. During their stay, winners will experience and learn the life of a cranberry bidder.

The contest will be prominent throughout all executions until winners are announced.



Digital

“Come to the Bog” Launch Videos

The campaign will launch with 15-second and 30-second videos on YouTube and Hulu showcasing Ocean Spray co-op families inviting viewers to apply for the competition and visit the microsite.

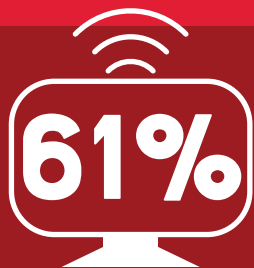


See the videos here:

Launch Video 1: vimeo.com/260646443

Launch Video 2: vimeo.com/260646468

password: NSAC18Team500



61%

of Millennials watch TV through streaming. More than half of them use **Hulu**.

62%

of Millennials take action after viewing a YouTube ad.

“Come to the Bog” Microsite

Acting as a hub in Phase 1, this microsite allows consumers to submit their video applications for the “Come to the Bog” experience.



BOGGERS WANTED

What's it like to be a cranberry bidder during harvest? Well, we want you to experience it first-hand.

So, this fall, we're hiring 50 pairs of fun-loving, hard-working people to come spend a week with one of our co-op farm families – in Massachusetts, Wisconsin or the Pacific Northwest.

You'll learn all about bidding, nature, cooking with cranberries and cranberry festivals. We'll provide the bed and breakfast. You provide the love for adventure.

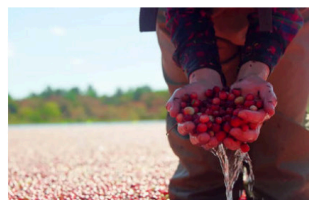
So grab a friend and make a video (no more than a minute long) telling us why you want to "Come to the Bog."

SUBMIT YOUR
VIDEO APPLICATION

HERE



A TRAVEL EXPERIENCE LIKE NO OTHER



FARMING



FOOD



FESTIVALS

Digital

LinkedIn, Facebook and Instagram boosted and organic posts will put out the call for boggers. They all link back to the microsite.



BOGGERS WANTED



this could be you

We need **50 pairs** of adventure-loving people to work and live with our cranberry family farmers for a week during the fall harvest.

We promise you'll learn all about growing cranberries, have lots of fun at cranberry festivals and eat lots of good food. Just make a video about a minute long telling us why you and your friend are cranberry growers at heart.

The only qualifications needed:

- Must have a love for sunrises, light breezes and nature
- Don't mind getting your hands wet and/or dirty (we have gloves)
- Willing to eat lots of delicious, home-cooked cranberry dishes and desserts

DEADLINE IS AUGUST 1. APPLY NOW AT COMETOTHEBOG.COM



BOGGERS WANTED

Qualification #2
DON'T MIND GETTING YOUR HANDS WET OR DIRTY.

APPLY BY AUGUST 1 AT COMETOTHEBOG.COM



BOGGERS WANTED

Qualification #3
LITERALLY NO PREVIOUS FARMING EXPERIENCE NEEDED. HONESTLY.

APPLY BY AUGUST 1 AT COMETOTHEBOG.COM



 **87%** OF MILLENNIALS REPORTED HAVING A FACEBOOK ACCOUNT²¹

 **59%** OF MILLENNIALS ARE ACTIVE USERS²²

 **38%** OF LINKEDIN JOB HUNTING PROFESSIONALS ARE MILLENNIALS²³

CREATIVE *Executions* & MEDIA RATIONALES

JUNE-OCTOBER **PHASE 1**

Online Display Ads

Display ads will be placed on websites most frequented by Millennials.²⁴



PUBLISHING SITES:



SPECIALTY SITES:



e-COMMERCE:



Point-of-Purchase

Vinyl floor decals will be placed in the aisles of grocery stores that lead to the Ocean Spray shelf.

A large shelf insert will be displayed around the Ocean Spray products with a monitor that plays a video loop about the bog being the source of the products. There is also a coupon display.



Experiential Pop-Up Kiosks

The kiosk is a place where the consumer can actually film his/her video submission for the contest. After the video is submitted, users will receive an Ocean Spray sample. This interactive opportunity generates user content and gives consumers an experiential way to submit an application.

Cran-terns

To celebrate the cranberry harvests around the country, Ocean Spray will set up a "Cran-tern" booth at cranberry festivals. Cranberry shaped lanterns will be released to signify the cranberries rising in the bogs. This event will be promoted on social media and encourage user generated content.



CREATIVE *Executions* & MEDIA RATIONALES

JUNE-OCTOBER **PHASE 1**

Out-of-Home

Our OOH and ambient advertising puts out the call for bidders on buses, posters, gas pumps, airplane trays and in kiosks. These are in high traffic areas like malls, shopping centers and airports.



of Millennials visit malls because they prefer the in-store shopping experience.²⁵



of consumers go online after seeing an OOH ad.²⁶

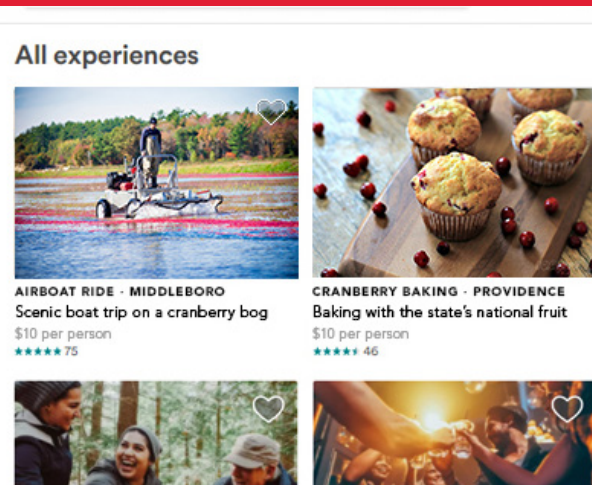


of Airbnb users are between the ages of 25-34.²⁷



Airbnb Partnership

Ocean Spray will exclusively partner with Airbnb for the "Come to the Bog" experience.



User Generated Social Media
UGC from the contest using #CometotheBog.

CREATIVE Executions & MEDIA RATIONALES

NOVEMBER-MAY PHASE 2



Cause Marketing: Future Farmers of America (FFA)

This national organization guides students to a career in agriculture through education.²⁸ Throughout Phase 2, Ocean Spray will donate a portion of its proceeds to FFA.



PR Stunt: Produce Panic

Ocean Spray and FFA want to give shoppers a glimpse into a scary future if there were no farmers. That's why they're taking over local grocers and clearing out the produce section. Instead of finding fresh produce, customers instead see tubes of flavored, nutritional paste. Behind the stores, Ocean Spray and FFA then reveal their own Farmer's Market to show the importance of farmers.



Digital

YouTube Pre-roll

15-second unskippable pre-roll ads will run on YouTube to show how consumers can "Come to the Bog" with every sip.



Display

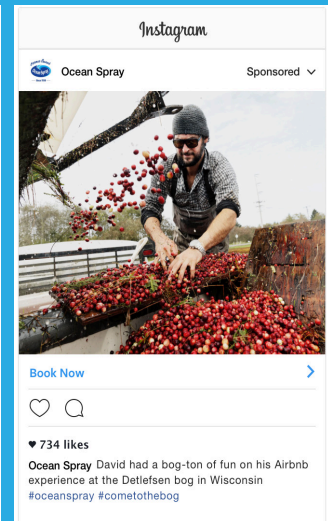
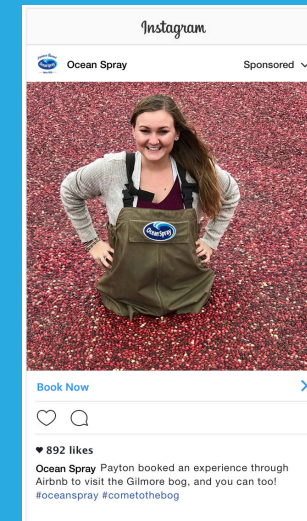
This Amazon banner ad invites users to Ocean Spray's website.

72%
of Spotify listeners
are Millennials.²⁹



Social Media

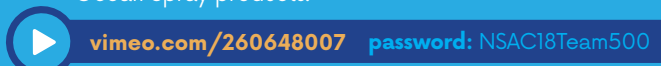
Consumers will create user-generated content when they visit the bogs through Airbnb. Ocean Spray will re-post this content and encourage others to also book an experience.



Voice-Activated Technology

Google Home and Amazon's Alexa will recommend specific Ocean Spray products or recipes that reference bidded-on key terms, mimicking PPC technology.

43%
of Millennials used voice-activated devices to make a purchase in 2016.³⁰



CREATIVE *Executions* & MEDIA RATIONALES

NOVEMBER-MAY **PHASE 2**

Out-of-Home

Train/Subway Stations

A looping display ad demonstrates how the consumer is transported to the bog with every sip. Posters will push Ocean Spray's Pact in subway cars and stations in the Millennial DMAs.



Vending Machines

This interactive vending machine prompts the consumer to say, "I want to come to the bog," creating user-generated content for the brand. The machine will then dispense a free sample of an Ocean Spray beverage.

CREATIVE Executions & MEDIA RATIONALES

NOVEMBER-MAY PHASE 2

Point-of-Purchase

At the point-of-purchase, there will be ads on checkout conveyor belts, end caps, shopping carts and coolers.



Digital Cooler

Coolers will be placed beside the checkout conveyor belt in grocery stores and supermarkets. Digital glass displays with loop animation show footage of the cranberry harvest.

End Cap Display



Conveyor Belt

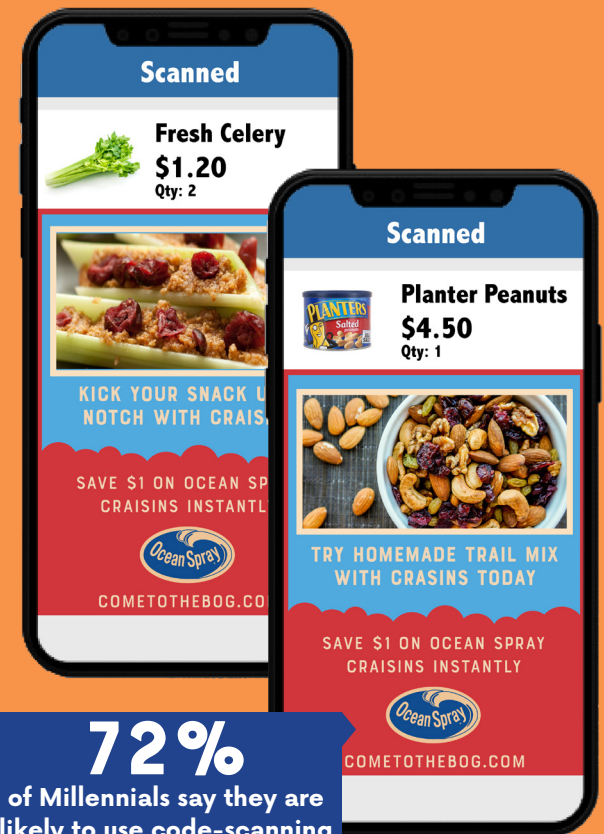


Shopping Cart



Scan & Go

A relatively new technology that streamlines the shopping process for the consumer. Scan & Go provides a quick reminder to include Ocean Spray products in their shopping cart.



72% of Millennials say they are likely to use code-scanning for convenience.³¹

CREATIVE Executions & MEDIA RATIONALES

NOVEMBER-MAY **PHASE 2**

Holidays

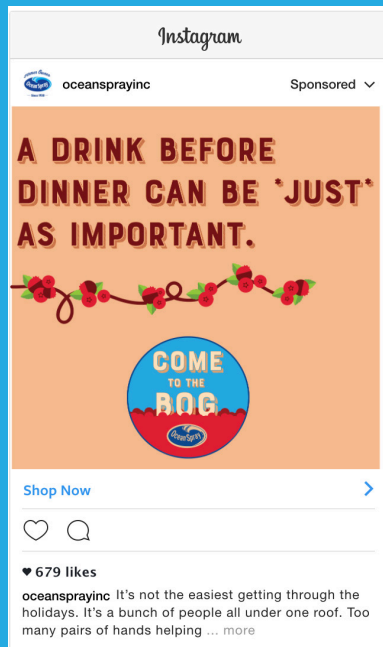
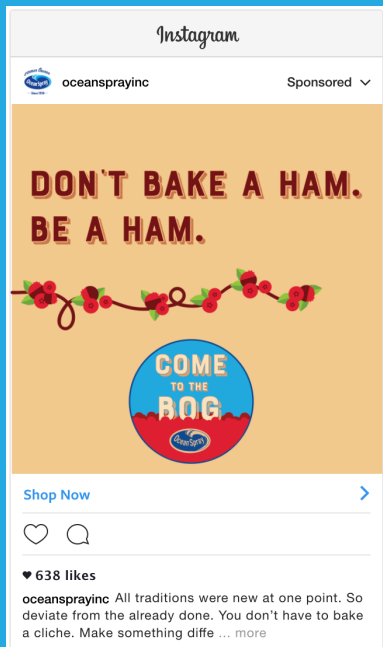
For the holiday season, the campaign will show new holiday traditions and how Ocean Spray continues to be a part of them.



▶ See the video here:
vimeo.com/260646530
 password: NSAC18Team500

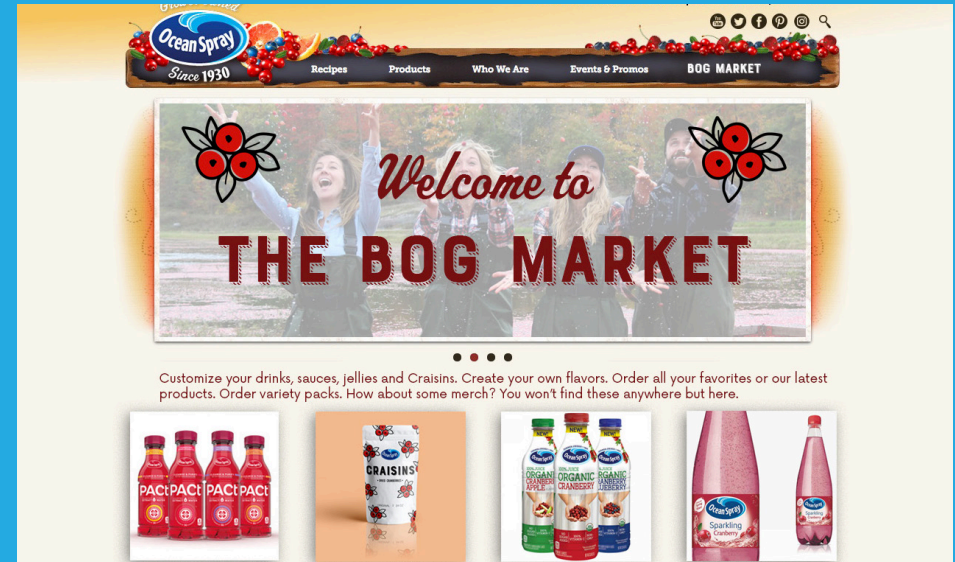
Social Media

Ocean Spray will continue boosted and organic posts throughout Phase 2. Content showing "new traditions" and featuring their products will be on Instagram and Facebook.



"Come to the Bog": Product Push

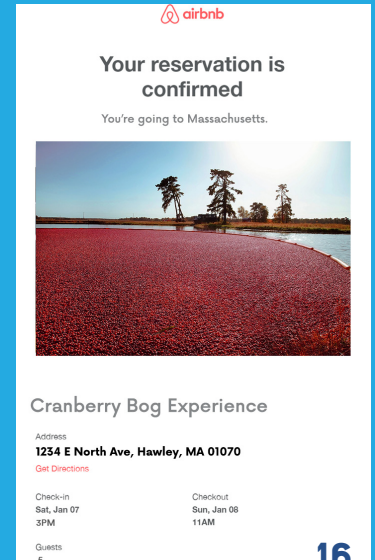
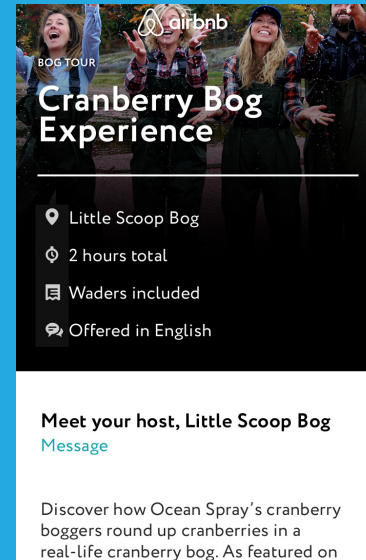
Phase 2 will emphasize the feeling of being on the bog with every taste, as well as highlight Ocean Spray's healthier beverages, such as Pact and Pure. This phase focuses on driving sales.



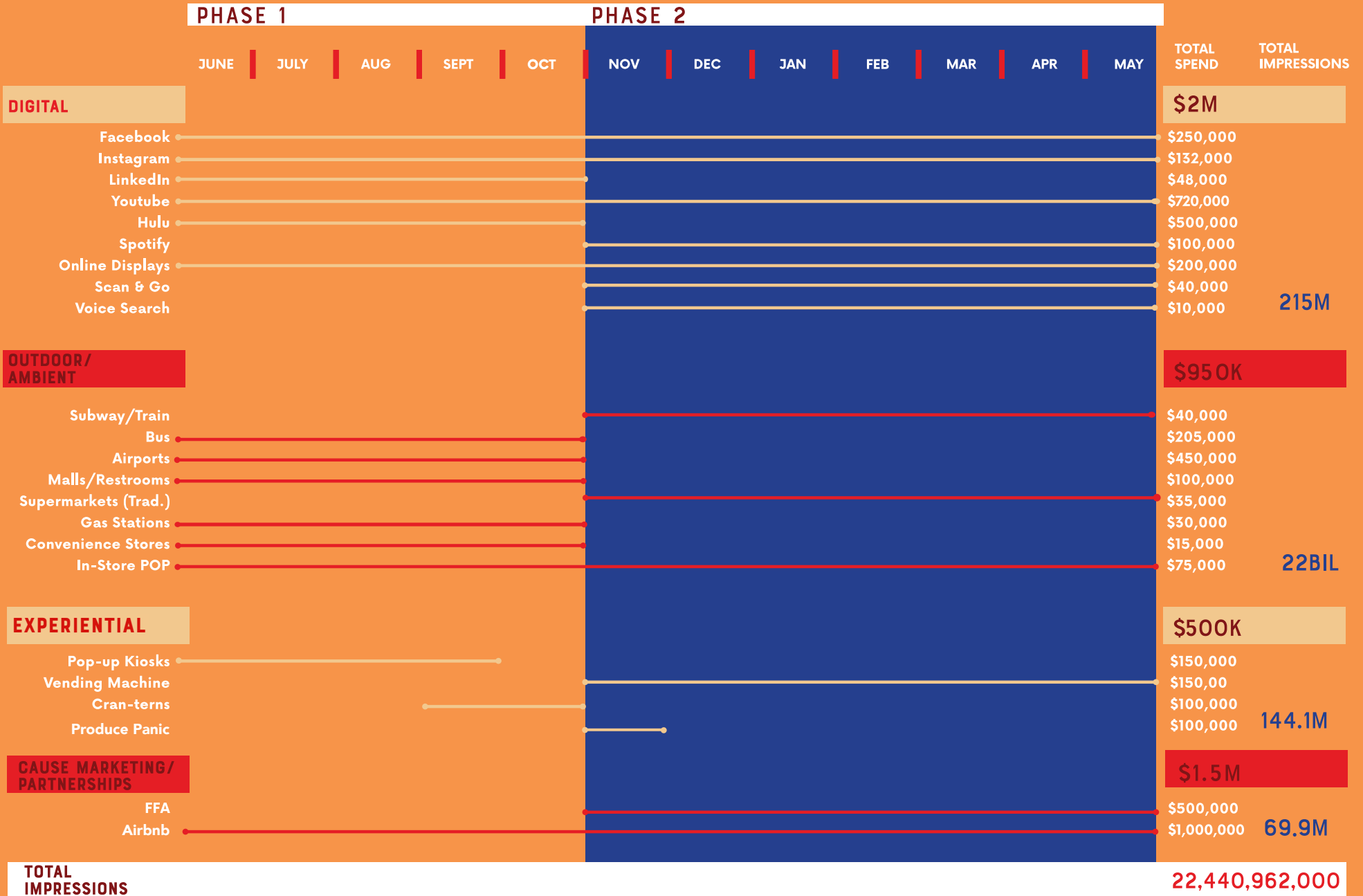
Customize your drinks, sauces, jellies and Craisins. Create your own flavors. Order all your favorites or our latest products. Order variety packs. Order all your favorites or our latest products. Order variety packs. You won't find these anywhere but here.

Airbnb

Ocean Spray will create boosted social posts that invite consumers to book their own bog trip through Airbnb.



MEDIA Flow Chart



CAMPAIGN *Evaluations*

MARKETING OBJECTIVES

EVALUATION

EXPECTED RESULTS

Increase in brand equity and brand awareness among Millennials by 7%+.



Measure audience engagement on social media, microsite traffic and the number of experiences booked through Airbnb.

Use focus groups and surveys to measure post-campaign brand awareness and perceptions.



7%+ increase in brand equity and brand awareness among Millennial audience.

Increase Millennial population HH penetration by 0.5%.



Use IRI data to measure sales figures, gauging growth throughout the campaign year in our Millennial DMAs.



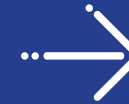
Increase Millennial population household penetration by 0.5%.³²

Increase sales of all Ocean Spray products outside of the holiday season.



Measure sales quarterly from DMA stores and digital sales.

Assess sales tactics according to in-store and digital advertising, including Scan & Go.



Increase Millennial sales nationally year-round.

Increase Ocean Spray's digital engagement and content relevance to Millennials.



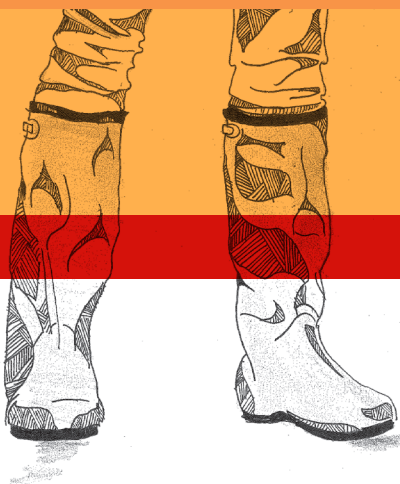
Measure increase in Ocean Spray's social media following, mentions, shared content, etc.

Analyze hashtags and use social media listening to determine changes in consumer perceptions of Ocean Spray.

KPIs: Click-through-rates, conversions, bounce rates, keyword search ranks, etc.



Increase engagement by 20%
Increase interactions on Instagram, LinkedIn and Facebook by 25%.



Sources



View for sources:

[HTTPS://TINYURL.COM/TEAM500SOURCES](https://tinyurl.com/team500sources)

ADDITIONAL *Recommendations* WITH \$10 MILLION



The \$10 million total budget will be an enhancement of the integrated campaign with the opportunity for more traditional placements.

Additions include:

- Broadcast television & radio spots in our Millennial markets
- Programmatic digital media buying
- Product Innovation & Coachella: 'Bog in the Desert'

This will more than
TRIPLE
audience engagement
and impressions

Impression numbers will
increase from
22,440,962,000
to
80,171,177,343



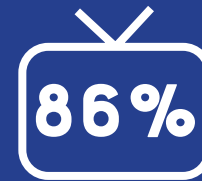
Further increases
**brand
awareness
and
purchase
intention**



Further increases
household
penetration in
our target
audience.

Television

"Come to the Bog" contest spots will air in Phase 1. Mid-Phase 2 will be teaser videos for the product innovation/experience. Including broadcast TV will reach more Millennials than digital-only video placements.



of Millennials
watch prime time
programming live.

Radio

Product spots will launch Phase 2 of the campaign, utilizing the power of audio describing the experience of the bog with every sip or bite of an Ocean Spray product.

AM/FM (broadcast)
weekly reach among
Millennials remains **93%**

Programmatic digital media buying

During Phase 1 & 2, targeted digital ads will be delivered nationally across an online ad network through bidding on the Millennial audience.

The average conversion for
programmatic buying rates
4X HIGHER
than traditional methods.

	PHASE 1					PHASE 2					TOTAL SPEND	TOTAL IMPRESSIONS	
	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR			APR
\$10M ADDITIONAL RECOMMENDATIONS												\$5M	
Digital Programmatic	[Timeline bar]											750,000	7,857,143
TV	[Timeline bar]											\$1,000,000	56+ Billion
Radio	[Timeline bar]											\$500,000	1.2+ Billion
Coachella & PR Stunt	[Timeline bar]											\$2.75M	30 Million
TOTAL IMPRESSIONS													80,171,177,343

PRODUCT

Innovation & Coachella

BOG IN THE DESERT

With a \$2.75 million investment, Ocean Spray will introduce another innovative beverage to the market: Cranberry-infused Sparkling Water. Beginning in February, with a PR stunt that reveals the new drink, its exclusivity will hype consumers up for its public launch at the 2019 Coachella Valley Music & Arts Festival in April.

NEW PRODUCT



PR Scavenger Hunt

The top-secret Ocean Spray product will be placed in the 10 Millennial DMAs for consumers to find on the launch day in February. Clues will be given out on social media for participants to seek out the new product. The people who find it will receive two tickets to Coachella in April, where the product will have its official launch nationwide.

Limited-Release Product Hype

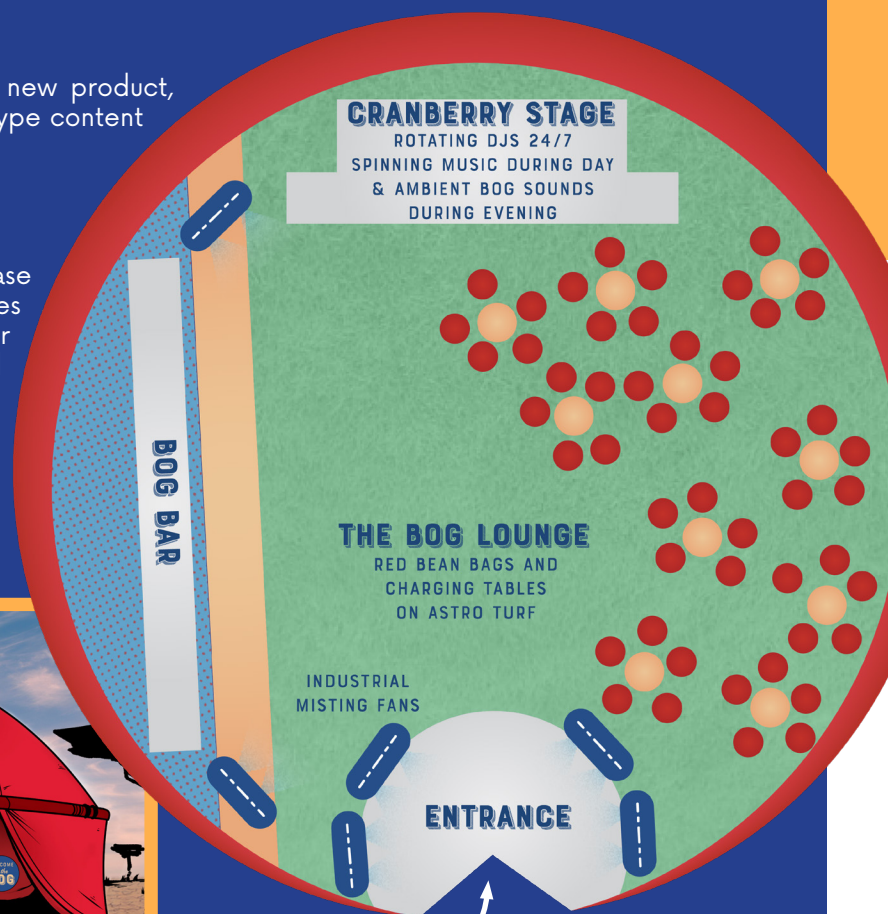
Awaiting the public launch of the new product, social media will be packed with hype content leading up to Coachella.

Coachella

This all-new product's official release starts at Coachella with free samples of the flavored sparkling water accompanied by an air-conditioned "Bog in the Desert". Branded misting fans distributed throughout the grounds will entice festival-goers to cool off with Ocean Spray and stay hydrated with the new Cranberry-infused Sparkling Water.



INSIDE BOG IN THE DESERT



RATIONALE

We found that nearly half (45%) of music festival-goers are Millennials. 63% of those said they would see a brand more favorably if it gave out something with a practical use especially in the moment. 80% felt they were more likely to recommend a brand on social media after seeing or trying it at a festival.³⁶