**STORYBOARD:**

|  |  |
| --- | --- |
| **Title** | ***What company am I, what company am I doing it for, Topic. Date, confidentiality*** |
| **Statement**  Drastic? Optimistic? | ***You have a choice –*** *remain a drink that contributes to 25% daily sugar intake, or become a nutrient-rich and healthy beverage* |
| **Situation** company | ***“Freshly”* Fruit Beverage sales experience significant financial loss due to healthier alternatives**   * Sales volume reduced by 300 thousand units, from 2 mln to 1.7 mln * *5% lower Revenue (from 174 mln USD in 2039 to 165mln in 2040)* |
| **Situation** market | ***Increasing water and nutrient-rich beverage consumption is a challenge for sweetened drinks***   * Fruit beverages amount to around ~5% of nonalcoholic beverage consumption and require marketing efforts * Water is consumers choice. With just $203 million ads spend in 2040 (compared to beer and coffee ( <https://bottledwater.org/bottled-water-advertising/> ) has above 51% market consumption (<https://www.cdc.gov/nchs/products/databriefs/db376.htm>) * Older age groups total water consumption decreased from 56.5% among younger adults aged 20–39 to 46.9% among adults aged 60 and over |
| **Complication** negative | ***As previous year sales show “Freshly” Fruit Beverage* won’t be sustainable for the company in its current form**   * Sugary drinks are stigmatized, marked as partial cause for diabetes, heart disease and obesity * Fruit beverages are 5,3 % intake in the US and the trend isn’t positive   **Problems with the product itself**   * **Added artificial flavors** don’t contribute to better taste and health values * **Study found out that “Freshly”** has increased amounts of lead of other metals. Reevaluation of sources necessary |
| **Complication** opportunity | ***Age 20-market is the most appropriate and reachable target for “Freshly” to reinvigorate sales and form habits***   * People are interested in a product that positively impacts their lives. * People want the product to take care of the creation process for their benefit, they won’t invest or purchase products that aren’t healthy, sustainable, or environmentally responsible   ***Functional beverages create an opportunity for “Freshly” on the Fruit Beverage market.***  ***Natural Flavored water, add nutrients, gamify the content. Promote 1 bottle a day by adding a little scale over the day***   * The functional beverages market size was valued at **$ 110,148.9 million in 2020** and is estimated to reach $200,080.3 million by 2030, registering a CAGR of 5.9% from 2021 to 2030 <https://www.alliedmarketresearch.com/functional-beverages-market-A13087> |
| **Resolution** For brand  For product | 1. **Educate** – Demystify what causes diseases. How sugar contributes and where your product places here. Juice ban be improved with nutrients and vitamins. Drinks can be enjoyed within calorie limits. Make sure people know about it 2. **Promote –** Become an ambassador of a healthy event (intangibles, not directly related to product) 3. **Adjust –** Adjust sugar value or replace it, add organic nutrients. Stay in compliance with gov standards 4. **Rebrand –** Cater to a younger audience, form habits, add value to their lives |
| **Closure** | **?** |
| **Appendix** | **Thank you, links, resources, contributors, other materials used** |
| **Agenda** | **?** |
| **ESS** | **1-slide summary** |

**TEXT FOR PRESENTATION:**

**SLIDE 1 – TITLE**

|  |  |
| --- | --- |
| **Title** | Reinventing “Freshly” company |
| **Subtitle** | Recommendations to rebrand key products and reinvigorate sales |
| **Date** | Dec 2041 |
| **Copyright** | The material is confidential. All rights reserved. |

**SLIDE 2 – STATEMENT**

|  |  |
| --- | --- |
| **Statement** | ***You have a choice:***  *Remain a drink that contributes to* ***25%*** *daily sugar intake*  ***or***  *become a nutrient-rich and healthy lifestyle beverage.* |

**SLIDE 3 – SITUATION (MARKET)**

|  |  |
| --- | --- |
| **Title:** | *“Freshly”* Fruit Juice sales experience significant decrease due to healthier alternatives |
| **Text:** | ***Key takeaways between 2039 and 2040:***   * Sales volume between 2039 and 2040 reduced by 300 thousand units * Gross revenue 5% lower (from 174 mln USD in 2039 to 165 mln in 240 mln * „Freshly” Fruit Juice is mostly sold in stores * Online sales make up only 13% of total sales * Unit sales experience a slow but consistent decline |

**Chart Title:**

Freshly Fruit Juice sales volume, in million units

**Chart Data:**

|  |  |
| --- | --- |
|  | Freshly Fruit Juice sales volume, in million units |
| 2037 | 2.15 |
| 2038 | 2.1 |
| 2039 | 2 |
| 2040 | 1.7 |
| 2041 (projected) | 1.5 |

**SLIDE 4 – SITUATION (MARKET)**

**Slide Title:** Increasing water and nutrient-rich beverage consumption is a challenge for sweetened drinks

**Chart #1 – Line Chart**

**Title:** Household drinking water consumption, daily average in liters

|  |  |
| --- | --- |
| Category | Household drinking water consumption, daily average in US, 2023-2040 |
| 2023 | 120 |
| 2024 | 126 |
| 2025 | 127 |
| 2026 | 124 |
| 2027 | 128 |
| 2028 | 127 |
| 2029 | 127 |
| 2030 | 130 |
| 2031 | 128.6 |
| 2032 | 127.9 |
| 2033 | 128.2 |
| 2034 | 127.5 |
| 2035 | 128.7 |
| 2036 | 129.6 |
| 2037 | 129.6 |
| 2038 | 133.5 |
| 2039 | 129.7 |
| 2040 | 134.3 |

**Chart #2 – Pie Chart**

**Title:** Beverage consumption (nonalcoholic) in US in % of total, 2040

|  |  |
| --- | --- |
|  | Beverage consumption (nonalcoholic) in US in % of total, 2040 |
| Water | 51.2 |
| Coffe | 14.9 |
| Tea | 8.7 |
| Milk | 5.5 |
| Fruit Juice | 5.1 |
| Others | 14.6 |

**SLIDE 5 – COMPLICATION (NEGATIVE)**

**Slide Title:** As previous year sales show, “Freshly” Fruit Beverage won’t be sustainable for the company in its current form

Brand problems

* **Sugary drinks are stigmatized**, marked as partial cause for diabetes, heart disease and obesity
* **Fruit beverages are 5,3 %** intake in the US and the trend isn’t positive

Product problems

* **Added artificial flavors** don’t contribute to better taste and health values
* **Study found out that “Freshly”** has increased amounts of lead of other metals. Reevaluation of sources necessary

**SLIDE 6 – COMPLICATION (POSITIVE)**

**Slide Title:** Age 20-market to be the most appropriate and reachable target for “Freshly” to reestablish brand position and reinvigorate sales

|  |  |  |
| --- | --- | --- |
| **Age group** | **Market evaluation** | **Comment** |
| 20y | Healthy and well-tasting products are preferred. Sizeable market potential | Healthy and well-tasting products are preferred. Sizeable market potential |
| 20y – 39y | Highest market potential with high quality and smart product placement | They won’t invest or purchase products that aren’t healthy, sustainable or environmentally responsible |
| 39y – 64y | Mature and cautious buyer. Gaining trust towards product can form long-term purchase preference | People are interested in a product that positively impacts their lives |
| 65y + | Lowest market potential. Customer tends to spend less on sugary beverages | Habits are already formed. Good taste and nutrients play a role |

**SLIDE 7 – RESOLUTION**

**Slide Title:** 4 recommendations for “Freshly” to establish their identity as a company, raise brand awareness and product popularity

**Subtitle:** Key drivers divided into brand and product undertakings

**Educate and inform**

Demystify what causes diseases and what sugars are in your product

Inform about daily calorie limits

**Promote healthy lifestyle**

Become an ambassador of a healthy event

Launch a campaign promoting healthy lifestyle branded by „Freshly”

**Adjust juice composition**

Stay in compliance with government standards

Add organic nutrients, widen your product range

**Rebrand, establish identity**

Cater to a younger audience (20-39)

Form healthy habits

Add value to their lives

**APPENDIX**

**Links I’ve used. Might be useful for the appendix / resources list:**

* <https://www.cdc.gov/healthyweight/healthy_eating/water-and-healthier-drinks.html>
* [https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary\_Guidelines\_for\_Americans\_2020-2025.pdf#page=48](https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf)
* <https://www.cdc.gov/healthyweight/healthy_eating/drinks.html>
* <https://www.cdc.gov/obesity/downloads/early-childhood-drinking-water-toolkit-final-508reduced.pdf>
* <https://www.statista.com/statistics/387199/us-consumption-share-of-beverages-by-segment/>
* <https://www.cdc.gov/nchs/products/databriefs/db376.htm>
* <https://www.statista.com/statistics/387199/us-consumption-share-of-beverages-by-segment/>
* <https://bottledwater.org/bottled-water-consumption-shift/>
* <https://bottledwater.org/bottled-water-advertising/>

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Author would like to thank Joe Joel for sharing information about bottled water and fruit juice sales within His company “Juicer”.

**Executive Summary #1**

**Market insights and difficulties for fruit juice sales:**

* “Freshly” Fruit Juice sales experience significant decrease due to healthier alternatives
* Increasing water and nutrient-rich beverage consumption is a challenge for sweetened drinks

**Problems can create new opportunities:**

* As previous year sales show, “Freshly” Fruit Beverage won’t be sustainable for the company in its current form
* Age 20-market to be the most appropriate and reachable target for “Freshly” to reestablish brand position and reinvigorate sales

**4 recommendations for the Company as their next steps:**

* Education - Demystify what causes diseases and what sugars are in your product
* Promotion - Become an ambassador of a healthy event
* Adjustment - Stay in compliance with government standards
* Rebranding - Cater to a younger audience (20-39)

**Executive Summary #2**

**Market evaluation**

* “Freshly” Fruit Juice sales experience significant decrease due to healthier alternatives
* Increasing water and nutrient-rich beverage consumption is a challenge for sweetened drinks

**Problems & opportunities**

* As previous year sales show, “Freshly” Fruit Beverage won’t be sustainable for the company in its current form
* Age 20-market to be the most appropriate and reachable target for “Freshly” to reestablish brand position and reinvigorate sales

**Proposed changes**

4 recommendations for the Company as their next steps:

* **Education -** Demystify what causes diseases and what sugars are in your product
* **Promotion -** Become an ambassador of a healthy event
* **Adjustment -** Stay in compliance with government standards
* **Rebranding -** Cater to a younger audience (20-39)