I. EXECUTIVE SUMMARY

This Integrated Marketing Communications campaign is designed for Locally Blended Juice Drink, a ready-to-drink quirky juice line made from natural home-grown fruits produced by Nutri Asia Philippines, with the following objectives: 1) To increase awareness of Locally at 70% in the SEC A,B and upper C ages 18-34 years old by the end of the campaign, 2) To make Locally Blended Juice Drink part of the target market's evoked set of RTDs by the 3rd quarter of 2017, and 3) To increase purchase of Locally at 50% by the 3rd quarter of 2017.

Concentrating on the idea that the brand offers four unique fruit juice flavors packed with Vitamin C, a bottle promises a refreshing and healthy way to try something new, perfect for the fun personality of the Filipino barkada. The creative and media objectives of the campaign is to effectively communicate what Locally has to offer, a fun and unique experience for the Phillennial barkada, without compromising their busy lifestyle and the trend towards healthy living.

The strategy is divided into three phases: Awareness, Engagement and Trial & Retention, two months each phase starting January 2017 - June 2017. Media mix encompasses Above-the-Line, Below-the-Line and Through-the-line efforts.The media strategy will be utilized at times when the target is most open.

Post campaign surveys, interviews, blo reviews, social media analytics, sales reports and other research methods will be utilized in order to determine the effectiveness of the campaign.

II. SITUATION ANALYSIS

1. Introduction

Change in today's lifestyle and dietary preference, along with the country's robust economic expansion, has resulted in significant increase in demand for processed fruits and vegetables and beverage products, tropical fruit juices included. Per capita gross income and spending levels in the Philippines recorded sustained growth over 2010-2015 although they remained below regional averages, the country's income gap is still wide, while low income levels and high food costs limit households' room for discretionary spending. However, income and spending levels in the country are expected to continue rising over the long term, supporting the expansion of the Filipino middle class which drives the demand for premium packaged food items, such as health foods, organic and fair trade products, ready meals and premium or indulgence products that are generally sold at a higher price point than basic foodstuffs.

Gross Income Distribution in the Philippines

In 2015, the age group 35-39 accounted for the largest proportion of Filipinos in the top income band (ie individuals with an annual gross income over US$150,000), a situation that is expected to persist in the long term, generating opportunities for family-focused goods and services in categories like education, household goods and services and food and non-alcoholic beverages, targeted at the upscale segment. In terms of total gross income, the largest concentration can be observed in the age group 15-29, mainly as a result of the country's demographic profile. This age segment represents an attractive market for categories including communications, clothing and footwear and technological goods.

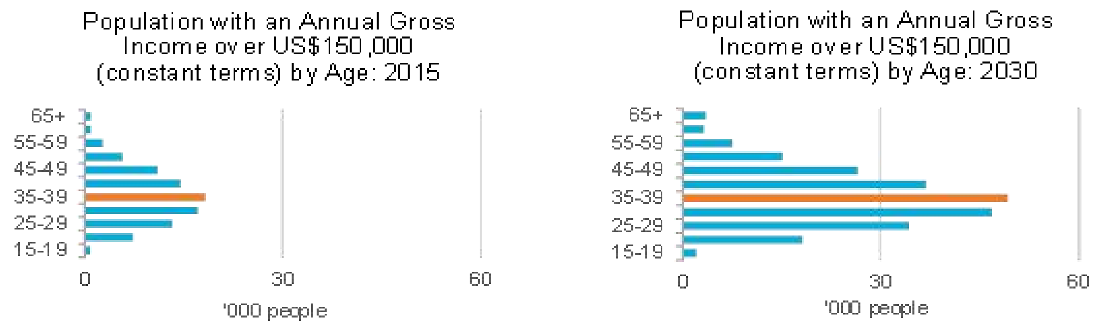


Table 1: Philippine Population with an Annual Gross Income over US$150,000 by Age : 2015

Table 2: Philippine Population with an Annual Gross Income over US$150,000 by Age : 2030

Source: Euromonitor International from national statistics

Note: Data for 2016-2030 are forecasts

Although social class E is expected to remain predominant in the long term, social class C (the country's middle class) was the fastest growing between 2010 and 2015, and is also expected to show the highest rate of expansion over the period of 2016-2030, which will help reducing the country's income gap over the long run. The middle class expansion has occurred as a result of factors such as increasing educational attainment, urbanisation, higher productivity and a rise in female labour participation. This is also seen as an opportunity to drive growth in a wide range of convenience and discretionary categories, such as chilled and frozen packaged foods, alcohol, cosmetics and toiletries, fashion, accessories and household durables.

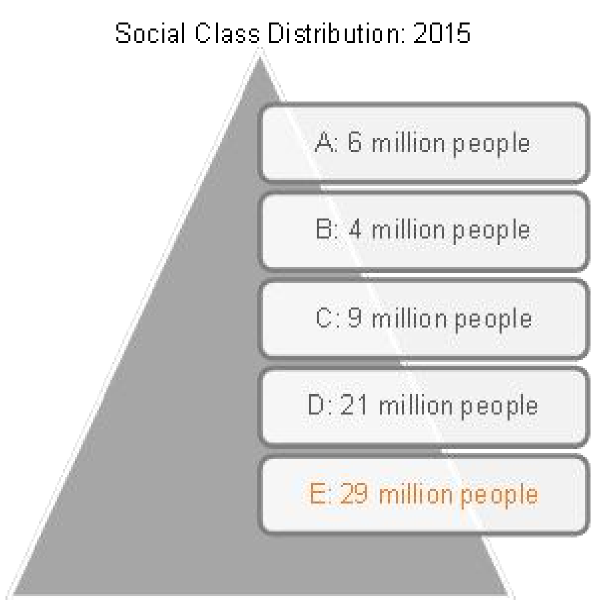


Table 3 : Social Class Distribution in the Philippines : 2015

Source: Euromonitor International from national statistics

__Consumer Expenditure By Category__

The proportion of non-discretionary expenditure is set to keep decreasing

The share of non-discretionary spending (expenditure on food, non-alcoholic beverages and housing) in the country declined between 2010 and 2015, although it remained high by both regional and global standards, largely as a result high food costs due to infrastructure bottlenecks, high energy costs and low productivity in the Filipino agricultural sector.

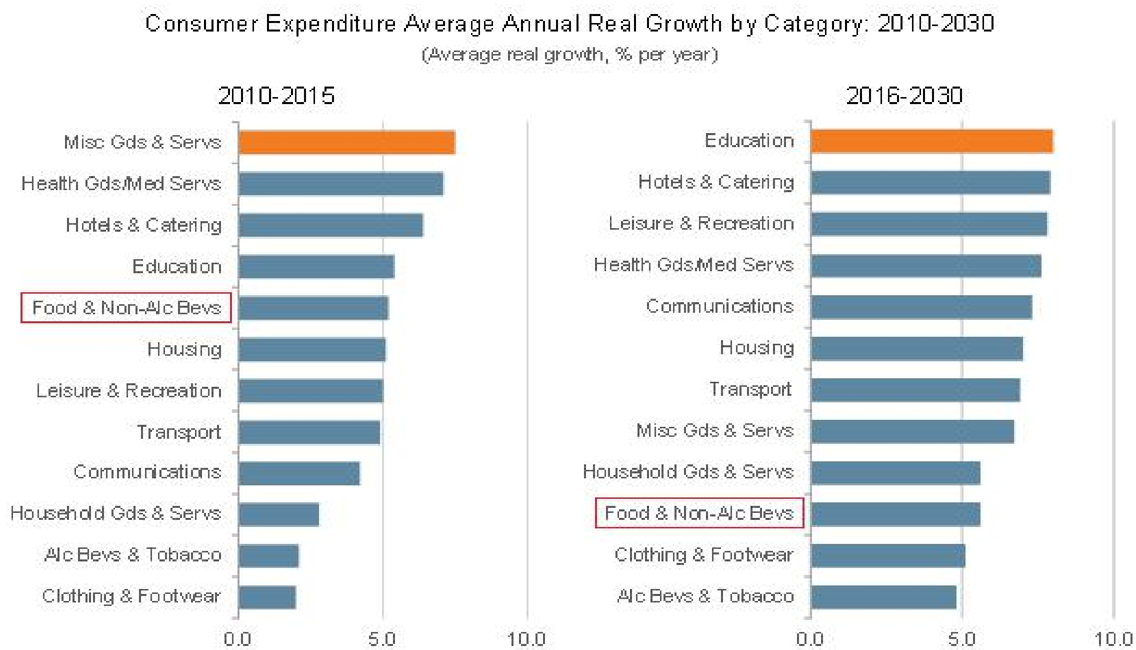
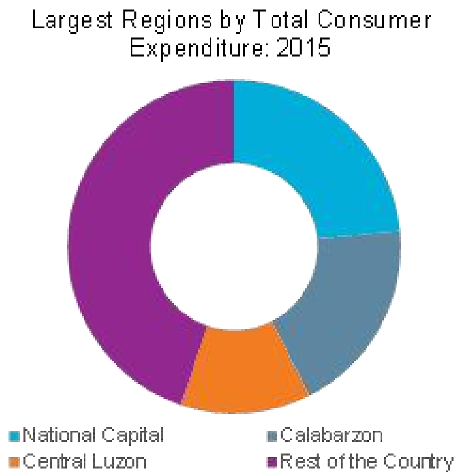


Table 4: Consumer Expenditure Average Annual Real Growth by category: 2010-2030
Source: Euromonitor International from national statistics /UN/OECD
Note: Data for 2016-2030 are forecasts

Consumer Expenditure By Region

The National Capital region (or Metropolitan Manila) is the biggest consumer market in the Philippines, concentrating the largest share of consumer spending, reflecting the relatively high levels of average disposable income of households in this region, which makes it the prime market for upscale goods and services in the country.



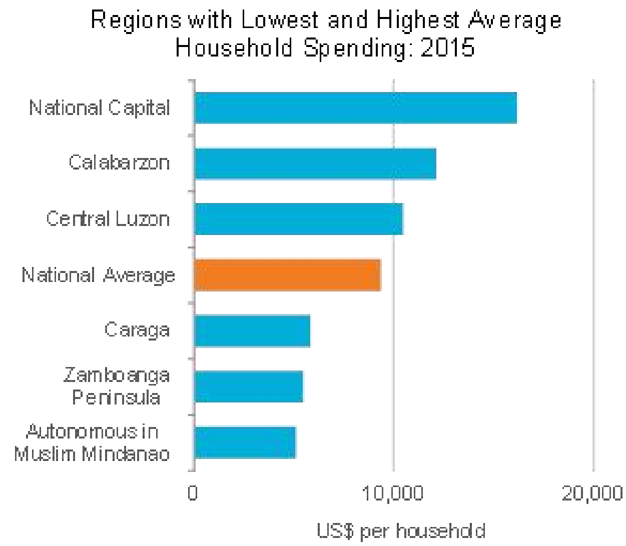


Table 5 and 6: Largest Regions by Total Consumer Expenditure : 2015

Source: Euromonitor International from national statistics /UN/OECD

During the period of 2016-2030, the regions expected to display faster growth in their total consumer spending include Calabarzon as rising costs, high population density and traffic problems in Metropolitan Manila drive businesses and households to relocate to southern neighbouring provinces, as well as Soccsksargen and the Autonomous Region in Muslim Mindanao due to expected robust economic growth in the resource-rich Mindanao island group over this period.

Retail Trends

In 2015, the number of supermarkets/hypermarkets in the Philippines increased by the number of 1,975, posting a growth of 48% from 2010-2015. Although emerging markets continue to be dominated by traditional grocers, or "mom and pop" stores, modern grocery formats have expanded rapidly, in many cases giving consumers access to a range of more sophisticated packaged foods and other grocery items for the first time. Supermarkets offer the opportunity for one-stop shopping, discounts and promotions on major brands and a wider range of products, including international brands, refrigerated/frozen products and private labels.

<u>*Consumer lifestyle in the Philippines*</u>

Filipinos are moving toward higher health-consciousness

According to recent research from Sun Life Financial Asia, 5 out of 10 Filipinos admit to unhealthy eating habits, also the highest in the region. In addition, more than 60% said they do not exercise regularly. However, enlightened by government campaigns and wider access to global internet sources, a growing number of Filipinos are now paying more attention to what they eat and spending more time on fitness activities.

Also, community projects reflects the population's increasing health awareness. The participation of manufacturers and brand owners in these community projects help to build an ethical brand image and associate their products with healthy living. Children who are raised to eat healthily are more likely to favour healthier beverages as adults, thereby stimulating the development and growth of juice.

On the other hand, according to Sun Life Financial Philippines President Riza Mantaring, in many cases there is a "disconnect" between what Filipinos want to do about their health and what they actually doing. "While people want to make changes in areas of their lives that are largely within their control, such as exercise, nutrition and stress management – that desire hasn't yet been successfully translated into action that leads to sustained behavior change," he said.

Filipinos are turning to social media and their friends for recommendations

However, the increasing number of Filipinos who rely on social media recommendations may be an opportunity for the market players, a recent article in the Vulcan Post dubbed the

Philippines the ‘Social Media Capital of the World’. Citing a global study called Wave7, the article noted that Filipinos use social media platforms 53 hours a week, 11 hours more than the global average of 42 hours. A growing number of consumers are increasingly looking to social media sites for ideas ranging from which restaurants to visit to what products to buy. Indeed, according to the Wave7 survey, 69% of consumers using social media in the Philippines have joined brand communities, with 85% saying they share their appreciation of products with others via social media.

In addition to that, according to an online survey conducted by Nielsen concludes that 84% of consumers say they either completely or somewhat trust recommendations from family, colleagues, and friends about products and services – making these word-of-mouth recommendations from friends and family, often referred to as earned advertising, are still the most influential.

Filipinos with busy lifestyles embrace shopping in convenience stores

As more Filipinos have increasingly busy lifestyles, they are placing value on convenience since they do not have the time to line up in grocery stores, and thus patronise convenience stores. The preference for convenience stores is particularly evident among Filipino workers in the BPO industry who want 24/7 availability of food and non-food items. There are many convenience stores, such as 7-Eleven, Ministop and Family Mart, located near business offices. Office workers are often seen lining up for a sandwich, packed meals such as pasta and rice dishes and other snacks. Some also buy sachets of toothpaste, dishwashing liquid soap or laundry powders in convenience stores. “I live alone and I do not need large volumes of laundry soap and toothpaste, so on some occasions I buy these household products in convenience stores along with my snack for the day," explained a worker in Ayala.

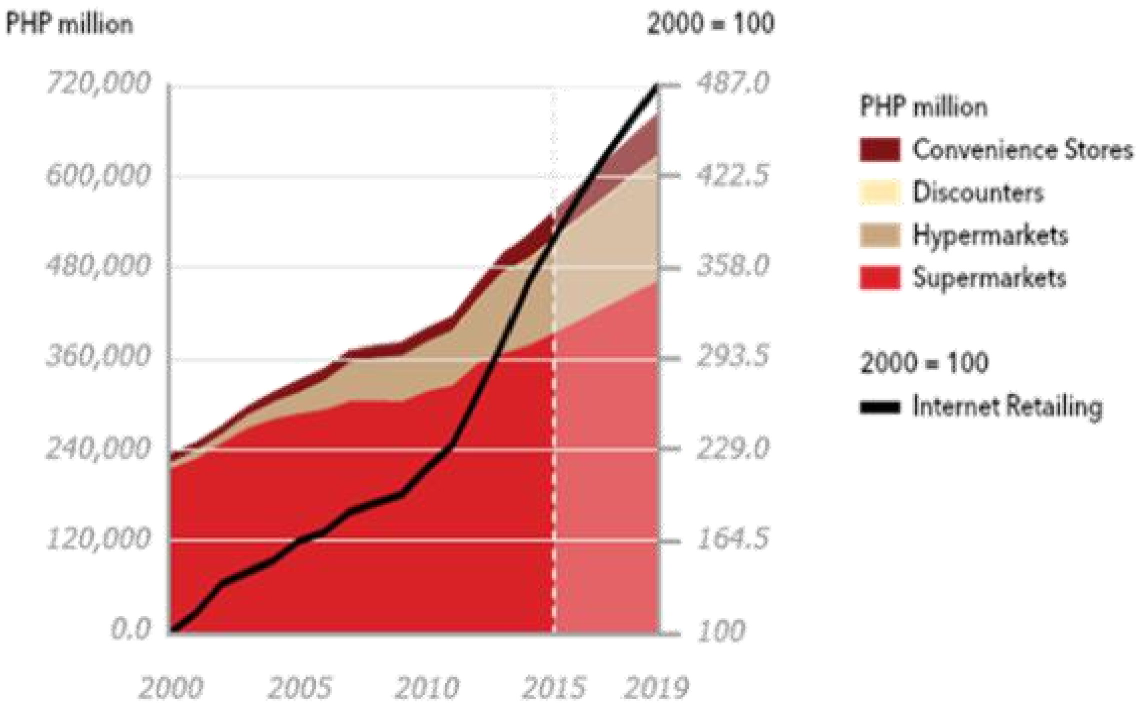


Table 7: Where Households shop for essentials : 2000-2019

Source: Euromonitor from trade sources/national statisticsNote: In Constant 2014 prices

Drinking Habits

Filipinos consume soft drinks any time of the day, particularly during lunch, am and pm snack, and dinner. "My family consumes a lot of cola products and our meal is not complete without a litre of cola on the dining table," according to one consumer. Ready-to-drink tea, sports drinks and energy drinks are some of the non-alcoholic beverages a Filipino typically purchases in a convenience store or supermarket. The growing health concerns of Filipinos have urged some consumers to buy healthier drinks such as tea or fruit and vegetable drinks, and they also look for freshly-made juices and teas at outdoor markets. Mineral water is also preferred over tap water, particularly in areas with sanitation issues. In 2014, per capita expenditure on mineral water, soft drinks and fruit and vegetable juices reached P2,014 – a growth of around 50% since 2000 – and it is expected to increase to P2,080 in 2015.

These drinking habits of the growing middle class are changing as consumers become more sophisticated. "In recent years, health and well-being have increasingly influenced consumer choices, specifically in the beverage industry," said Rowena Grace O. Rumbaoa of the University of the Philippines - Diliman, adding Filipinos have not really tapped into the bigger potential Market" Juices, in particular, are getting advantage from consumer interest in the more natural options available. The Philippines being a tropical country has a competitive advantage from consumer interest in terms of availability of raw materials for processing.

Budget-conscious Filipinos drinking at home

With the increased prices of alcoholic beverages due to the sin tax implementation, budget-conscious Filipinos are becoming increasingly aware of the price difference of drinks bought in bars and clubs compared with those bought in grocery stores or convenience stores. Drinking at home also allows Filipinos to have full control of entertainment and the total expense of their socialising. Filipino women find drinking at home to be safer than staying in bars until late at night. "At home, my friends and I can budget Ps1,000 for alcoholic beverages and snacks, but this is insufficient if we go in a bar", said a 24-year old sales executive.

Health-conscious consumers drinking juice

Some health-conscious Filipinos have turned to juice cleansing to avoid the perceived health hazards of other carbonated drinks and to lose weight. Home-delivery service of fresh juice, which usually provides three to five days of juice, is popular. "Good news is that the juices were substantial enough that I did not need to eat anything most times", said one mother. At the same time, some Filipinos choose to do juice 'fasting' not to lose weight but to cleanse and flush out toxins from their bodies.

Many consumers buy their juice from stores while others look for recipes online and make their juice at home. Spruce Cold Pressed Juices and Juju Cleanse are just two of the brands of fresh juice that operate both delivery programmes and brick-and-mortar stores.

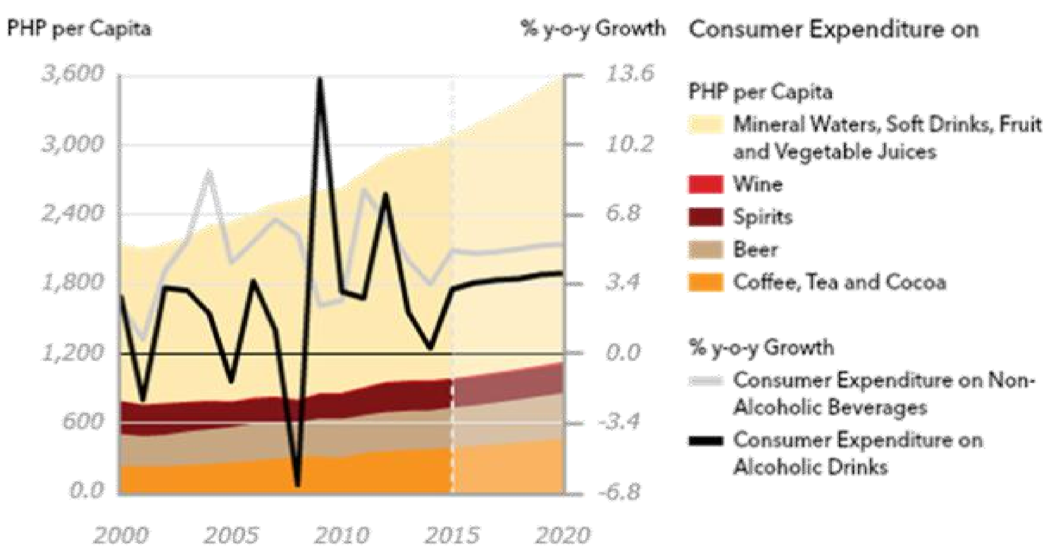


Table 8 : Drinks Expenditure Prodile : 2000-2020
Source: Euromonitor International from national statistics/Eurostat/UN/OECD
Note: In Constant 2014 prices

Professor Luchie Callanta, RND, MSN identified which drinks are essential and for daily consumption, those that must be consumed regularly and those that are to be consumed sparingly. On top of the inverted Drink Pyramid and identified as essential fluid intakes for daily consumption are water, mineral water and milk. In the middle are fruit juices and fruit nectars, which are to be consumed regularly; while those which must only be consumed sparingly are diet drinks, lemonades, energy drinks and carbonated drinks.

Consumer segmentation

Young Adults

Young Adults, aged 18-29, are a combination of college students and young professionals starting their careers. As of 2014, the Young Adults segment comprised 22% of the total population when it reached 21.8 million. This segment is expected to further grow to 24.0 million in 2020.

Part of this segment is college students who choose to move from the provinces to cities for education and young professionals looking for career opportunities. BPO is one of the industries that attracts fresh graduates in the Philippines. The competitiveness of the BPO industry results in Young Adults having greater purchasing power when they are shopping. Not all high school graduates finish their college education primarily because of financial constraints, but this segment considers education as extremely important for achieving the job they want and improving their lives economically and socially. There are usually payday sales in malls that attract young professionals who spend money on clothing. Those who are not married are willing to pay extra for quality food in restaurants and there are many restaurants near office buildings that charge 100%-500% more than fast-food restaurants, and Young Adults are increasingly eating out. Young Adults also tend to chronicle what they eat and what they wear by sharing it on social media, particularly through Instagram.

The rising purchasing power of this segment has made condominiums popular in Metro Manila. These trends are likely to continue given that the average marrying age of Filipinos is 28 years old for men and 25 years old for women.

Millennials

Born in the 1980's-20's, these are the people who are already in college and part of the workforce. Filipino Millennials are also described as narcissist, making them known as the "Me, Me, Me Generation." However, there are also good attitudes which millennials possess: being politically and socially-engaged. Compared to other generations, millennials have their say about issues and are more involved with politics and they are very vocal about this on their social media accounts, blogs or even making this a topic at home or during work/school with friends.

When it comes to entertainment, millennials in the Philippines are usually seen spending time online or going out with their friends trying the latest restaurant. Millennials usually have the latest apps, watch the latest TV series, and are into the latest hits. According to a Philippine Star article, millennials in the Philippines do not usually read newspapers. Instead, they have Google for information or Waze for road directions.

According to millennial marketing.com, 56% of millennials are usually the ones to try new things, making them a target of many businesses for their products. A whopping 75% of them want to travel abroad yet again making them a target for travel-related goods.

Middle Youth

Filipino Middle Youth, aged 30-44, reached 19.1 million in 2014 and are estimated to reach 22.1 million by 2020. There has been a declining marriage rate as some Middle Youth choose to delay marriage, especially since it is regarded as more of an option than a requirement, particularly for the educated Middle Youth. This also postpones the expense of a wedding and starting a family.

However, most Middle Youth do not delay marriage because of financial reasons alone since most of them are employed. As of October 2014, 8.9 million people in the 35-44 age group were employed, up from 8.7 million by the end of 2013. More women are attaining college degrees and getting good jobs, therefore delaying marriage.

Thanks to the strengthening economy, some people in the Middle Youth segment are taking a non-corporate route and starting their own business. Food franchising has been popular and food carts such as Potato Corner and Waffle Time are already well established and are relatively less risky than starting a business from scratch. The entrepreneurial sense of Middle Youth Filipinos is also supported by banks and other financial institutions that provide business loans. It is also not uncommon to see Middle Youth Filipinos who keep their full-time jobs and still pursue part-time work or business.

2. Industry Analysis

The stronger and more stable economy in 2012 assisted in pushing higher quality fruit/vegetable juice primarily owing the craze toward health-food consumption. Consumers in middle-income and upper-income segments continue to become more aware of the benefits of 100% juice as compared to fruit-flavoured drinks increasing the demand for naturally healthy products. However, the relatively higher prices of fruit juice compared to other types of beverages have limited the consumer base to a small percentage of the population.

Furthermore, various factors such as high packaging costs, seasonality and unavailability of raw materials, and inadequate transportation facilities have greatly affected the growth of the fruit juice industry. Facing intense competition from imported products and other types of beverages like carbonated drinks and bottled water, domestic manufacturers must continuously find ways to improve quality or reduce costs in order to stay competitive locally as well as globally. This is also very important to the export market as the country is a net exporter of fruit beverages.

Being an agricultural country, domestic producers must capitalize on the country's competitive edge of land availability, abundant supply and variety of locally-grown tropical fruits and the adequate supply of skills and competent labor to tap the domestic and world market.

a. Overall Size in terms of tonnage and sales volume

Global Juice Category Volume Share

There has been a significant shift in global volumes over the past decade, largely as the result of growth in juice drinks (up to 24% juice) in Asia. In 2003, juice drinks accounted for 33% of total juice volumes. This had increased to 42% of the total global juice market by 2014. A key contributor to this growth has been Coca-Cola's Minute Maid Pulpy, a juice drink product combining a familiar, pulp-heavy texture with an affordable price point and a shelf-stable positioning, all driving mass appeal in Asia, where it has become Coca-Cola's first billion dollar Asian brand.

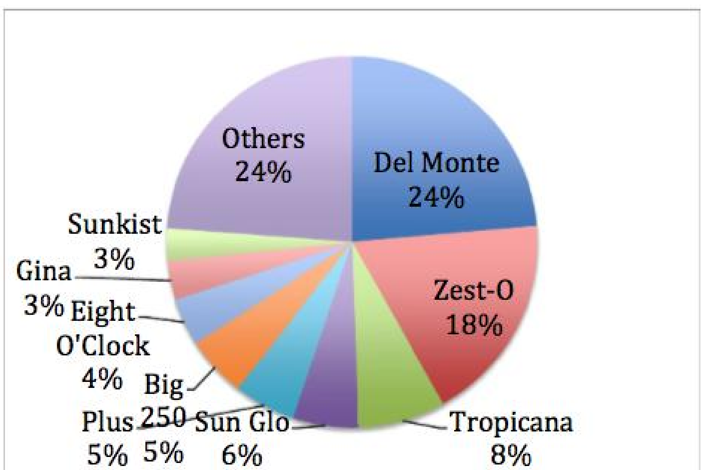


Table 9 : Global Brand Shares
Source: Euromonitor International 2014

The Global Juice Market in 2015

Global juice was valued at US$146 billion in 2014, with retail sales amounting to US$101 billion. 2014 was a weaker than expected year for the juice category, with a pronounced slowdown in Asia, where three years of

6% volume growth were followed by just 1% growth in 2014. Competition from other soft drinks categories – in particular bottled water and concentrates – has eroded some of the volume growth potential in the category. More importantly, the inherent "natural advantage" of juices in North America and Western Europe has waned, at the same time that higher prices and flat income growth make juice less affordable for many consumers.

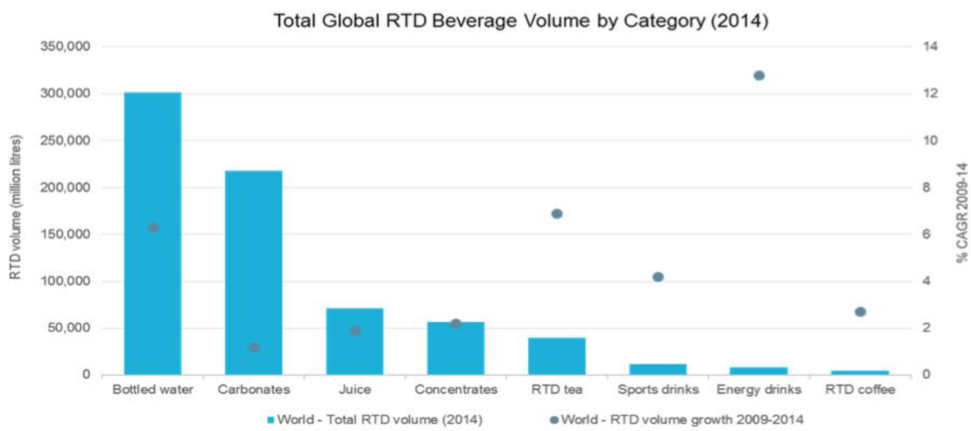


Table 10: Total GLobal RTD beverage volume by category : 2014
Source: Euromonitor International 2014

Despite many recent challenges impacting volume growth, juice remains the third largest global soft drink when considered in terms of total (off-trade and on-trade) ready-to-drink (RTD) volume, eclipsed only by bottled water and carbonates. Bottled water has been the largest category since 2008, when it overtook carbonates.

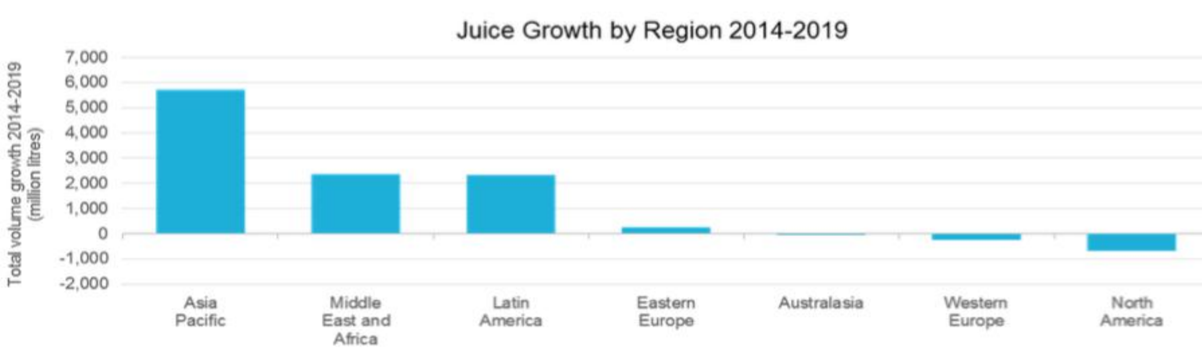


Table 11: Juice Growth by region : 2014-2019
Source: Euromonitor International 2014

All significant global volume growth in the juice category over 2009-2014 emerged from Asia Pacific, Latin America and the Middle East and Africa. These regions will remain the growth leaders over the next five years. This positive growth offset negative performances in Australasia, Europe and North America in both on-trade and off-trade volume terms.

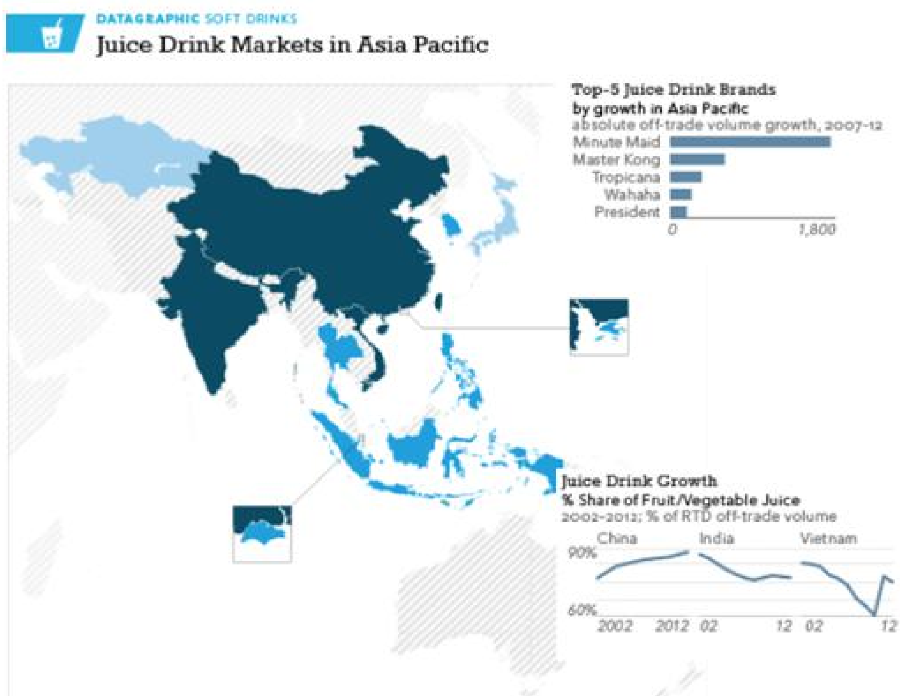


Table 12: Juice Drink Markets in Asia Pacific

Source: Euromonitor International 2013

As fruit/vegetable juice grows in Asia Pacific, many consumers are choosing juice drinks (which contain less than 24% juice) over 100% juices and nectars. This popularity stems from formulations that use bits of real fruit pulp to closer approximate fresh juice, single-serve PET bottle packaging, and low unit prices compared to other juices. While extremely popular in China, this type of beverage has spread to many other markets - representing a key growth category in this important region.

Juice industry in the Philippines

Retail current value and volume sales grow by 4% in 2015.

The average retail unit price of juice increased marginally in current terms in 2015. 100% juice saw a 4% increase, while juice drinks and nectars remained stable in unit price terms. This reflected the consumer preference for affordable juice drinks and nectars and their willingness to pay more for healthier options.

Del Monte Philippines leads in 2015 with a 33% retail value share.

In 2015, international companies accounted for a higher retail value share than local companies. Multinational companies like Del Monte Philippines, Pepsi-Cola Products Philippines and The Coca-Cola Export Corp have not only captured low-income groups in juice drinks by matching the low price points offered by local players, but they have also ventured into 100% juice to capture middle- and high-income consumers. Del Monte PHilippines' leadership was due to its strong presence in 100% juice, where it held a 52% retail value share. Del Monte also led juice drinks, with a 39% retail value share. It also benefits from a reputation as a manufacturer of high-quality, healthy and affordable juices.

On the same year, The Coca-Cola Export Corp launched Minute Maid Nurisha, an orange-flavoured drink fortified with vitamins that are held to fight iron deficiencies and anaemia. The new juice drink is a result of Coca-Cola's partnership with the Food and Nutrition Research Institute to address the problem of malnutrition among children. Both entities will continue to work together to expand the range of products aimed at overcoming malnutrition among school children. Minute Maid Nurisha is not sold by local retailers but distributed for free through the Department of Education.

Community projects are a clear reflection of the population's increasing health awareness.

The participation of manufacturers and brand owners in these community projects help to build an ethical brand image and associate their products with healthy living. Children who are raised to eat healthily are more likely to favour healthier beverages as adults, thereby stimulating the development and growth of juice.

A bill proposing a ban on soft drinks perceived to be unhealthy in schools was filed in February 2014. Under the Healthy Beverage Options Act of 2014, carbonates, sports drinks, RTD tea, RTD coffee and fruit drinks containing additional sweeteners and/or less than 50% real fruit juice cannot be sold on school premises. Although the ban has not been implemented fully, it reflects the government's determination to encourage school children to eat naturally healthy food and consume healthier drinks.

The government's approach and general health awareness will improve sales of 100% juice at the expense of other soft drinks categories. If the bill is strictly implemented, companies are expected to reformulate their beverage to increase juice contents and venture into 100% juice at low price points, so that school children will be able to afford these products.

RTD industry in the Philippines

Ready to drink food industry in Philippines is a fast growing sector and an important source of earnings for the nation. Domestic Ready to drink food Market, focuses on the development and enhancement of plants, factories and market (storage and distribution) in the country. There has been a remarkable progress in the field of Ready to drink food in the past 5 years. Philippines's focus on improving Ready to drink food facilities has resulted in growth of Ready to drink food in the country. Changing inhabitant's perception, travelling and need of Ready to drink food in the country have impacted the Ready to drink food industry in positive ways.

b. Growth of industry at least for past 3 years

Over 2009-2014, the market for 100% juice contracted by 4% in terms of total volume. Sales also declined by 4% in constant value terms. 9% declines in real value terms in both North America and Western Europe were largely responsible for this poor performance.Global juice was valued at US$146 billion in 2014, with retail sales amounting to US$101 billion. 2014 was a weaker than expected year for the juice category, with a pronounced slowdown in Asia, where three years of 6% volume growth were followed by just 1% growth in 2014.

Poor economic conditions during the review period contributed to a consumer shift away from the category, which many Americans and Europeans preferred over concentrated or partial juice content beverages, but could no longer afford. US commodity prices of orange juice doubled between 2009 and 2012, with poor weather conditions contributing to the spike. Additionally, consumer concern over the high sugar content of 100% juices – particular the intake of children – contributed to the headwinds against the category.

100% juice nevertheless remains a global growth opportunity, propelled by adoption from a low base in Latin America (51% growth in constant value terms over 2009-2014) and continued high rates of consumption in the Middle East, where 100% juice is a popular option for affluent consumers in the Gulf states. At the most premium end, NFC juice blends, green juice raw juices and cold press juices have demonstrated growth.

c. Projected growth based on trending growth

The global juice market is expected to witness significant growth during the forecast period from 2015 to 2021. A CAGR of 3% in total volume is predicted over the 2014-2019 period, with the majority of this growth (59%) expected to derive from Asia Pacific, where juice drinks will remain strong. Rising incomes and growing urban retail markets will contribute to the strong performance of juice drinks, which will compete directly with carbonates and bottled water as the preferred everyday soft drinks of younger consumers.

Niche, healthy juices (superfruit, organic and vegetable juice products) with functional benefits will be the exception. It includes fruit juice and vegetable juice that holds a major share of global beverage industry. The rising awareness and preferences for healthy products is one of the main cause for the demand for fruit and vegetable juice, in overall beverage industry. This market is categorized by type of fruit and vegetable used in making juice, by concentration of the juices and by geography. Growth of this market is depending on the availability and geographical distribution of fruit and vegetables and the health consideration among the consumers.

The demand in the juice market is also driven by the widespread consumer trend and preferences for juice. Understanding the consumer demand and market opportunities, fruit and vegetable juice manufacturers are focusing on product development and launching different flavors of juices. Furthermore, fruit and vegetable juices are gaining popularity as health and dietary concerns are growing among the consumers. Different flavors of juice that are a blend of fruits and vegetables are gaining popularity among the young consumers.

Mixed prospects for 100% juices and nectars

Globally, in 2015, a modest recovery is expected in juice, with 2% retail volume growth expected. However, the US and many Western European markets will remain extremely difficult in 2015, impacting the performance of 100% juice.

Within 100% juice, a flat volume performance is expected in 2015. While volume sales of 100% orange juice have slowed in North America and Western Europe, a rise is expected in Asia in 2015, along with continued strong growth for the niche 100% juice category in Latin America and the Middle East and Africa. More expensive premium NFC 100% juices have outperformed reconstituted 100% juices in North America.

Off-trade volumes of nectars are expected to increase by 2%, propelled by 6% sales growth in Latin America. This growth will be partially offset by a weak performance in Eastern Europe, with the large fruit nectar market in Russia suffering from a weak economy and declines across packaged foods, beverages and other consumer goods.

d. Competition

Minute Maid Pulpy

Product

The Coca-Cola Company

The Minute Maid company is owned by The Coca-Cola Company, and is the world's largest marketer of fruit juices and drinks. Minute Maid's fruit juices strike the perfect balance between the good nutrition your body craves and the great flavors the market's taste buds desire.

The history of the Minute Maid brand goes as far back as 1945 when the Florida Food Cooperation developed orange juice powder. They branded it Minute Maid, a name connoting the convenience and the ease of preparation (in a minute). Minute Maid Pulpy was just introduced in 2004 in Asia. Since then it has gone on to become the number one fruit/vegetable juice brand in the Asia-Pacific region. Minute Maid Pulpy had a 9.7% share of the market based on 2010 volume. It far outdistances the number two brand, Master Kong, which had a 5.8% share.

The product features pieces of processed pulp floating in the drink and contains 20% juice. Among Asia-Pacific consumers, the pulpy drink conveys freshness by alluding to a closeness to the fruit by having a desired texture, even though the drink itself typically contains a significant amount of added sugar. Minute Maid's success here has come through product innovation and adapting the brand to local tastes.

Nutrients	Ingridients	Flavors	Choices

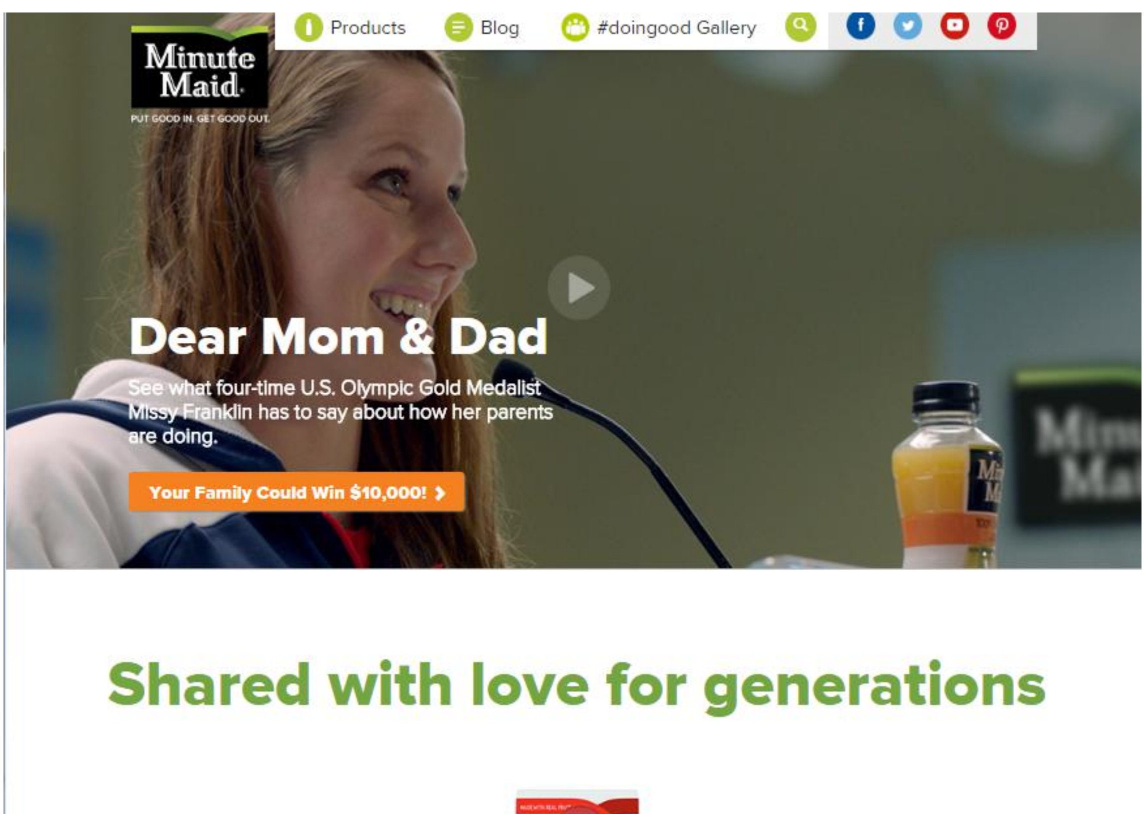
Per 330ml Energy 52kcal Calories 143% Carbohydrate 11% Sugar 11.5g Protein 0g Fat 0g	Water, Sugar, Orange Juice (11.8%), Acidity Regulator(330) and Antioxidant (300), Contains Permitted Synthetic Food Colours (110, 102) and Added Orange Flavours (Natural, Nature-Identical and Artificial Flavouring Substances). Contains Fruit.	Mango Orange Apple Tropical	330ml

Price and Place

Minute Maid Pulpy is available in Waltermart Supermarkets, 7/11, Ministop, FamilyMart, Rustan's Supermarket, Shopwise Supermarket, SNR, SM Supermarket, Robinson's Supermarket, Shell gas stations Nationwide at P29/330ml

Promotion

Slogan: "Refreshingly Orange, Surprisingly Pulpy"



Minute

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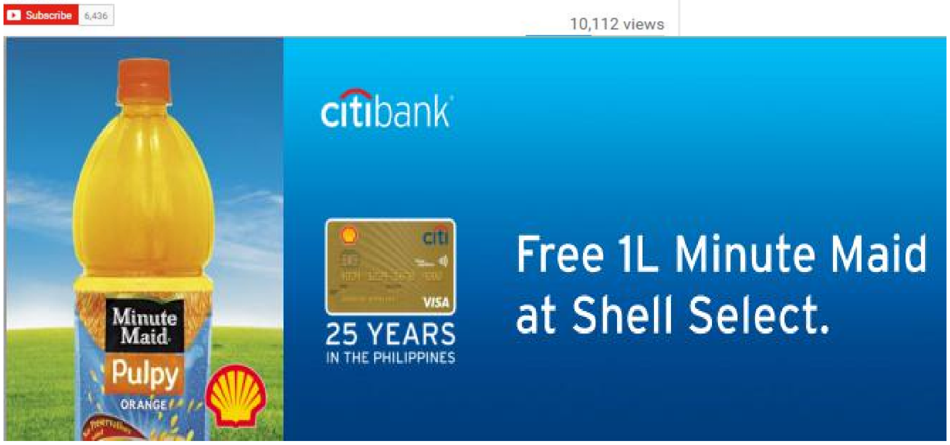
Website

Minute Maid Facebook Page

Minute Maid Twitter Page

Minute Maid TVC



Tropicana Twister

Product

Tropicana Products, Inc. is an American multinational company which primarily makes fruit-based beverages. It was founded in 1947 by Anthony T. Rossi in Bradenton, Florida. Since 1998 it has been owned by PepsiCo. Tropicana's headquarters are in Chicago, Illinois. The company specializes in the production of orange juice. Tropicana Twister offers a deliciously twisted combination of fruit flavors. It is a variant that comes with real pineapple cubes. It comes in plastic bottles that are available in 355ml and 1 liter.

Nutrients	Ingredients	Flavors	Choices
Per 355ml Calories 170 7% Fat 0g Cholesterol 0%	Water, Sugar, Orange Juice Pulp, Orange Juice Concentrate, Citric Acid, Xanthan Gum, Ascorbic Acid,	Juice Orange Juice Mango Juicy Pulp Orange	355ml, 1 Liter

Sodium 11mg Carbohydrates 43mg Sugar 39mg Protein 0g Vitamin A 59% Vitamin C 67% Vitamin E 33%	Gum Arabic, Potassium Sorbate, Flavor (Natural and Nature Identical), Vitamin E Acetate, Beta-carotene		

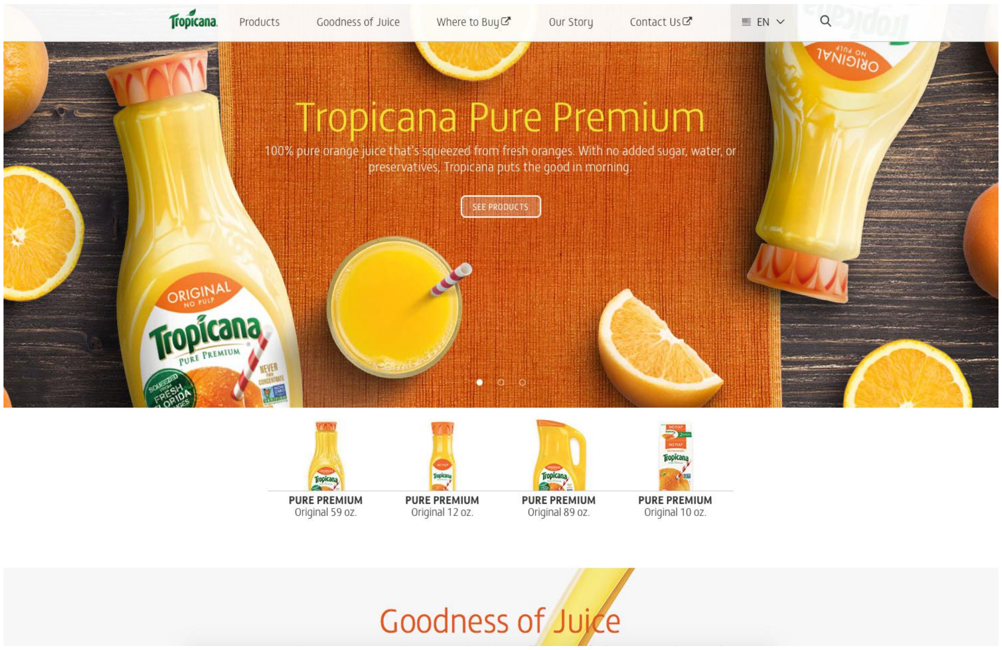
Price and Place

Tropicana is available on all Waltermart Supermarket, 7 Eleven, Ministop, FamilyMart, Rustan's Supermarket, Shopwise Supermarket, SM Supermarket, Robinson's Supermarket, Shell gas stations Nationwide at P28/330ml

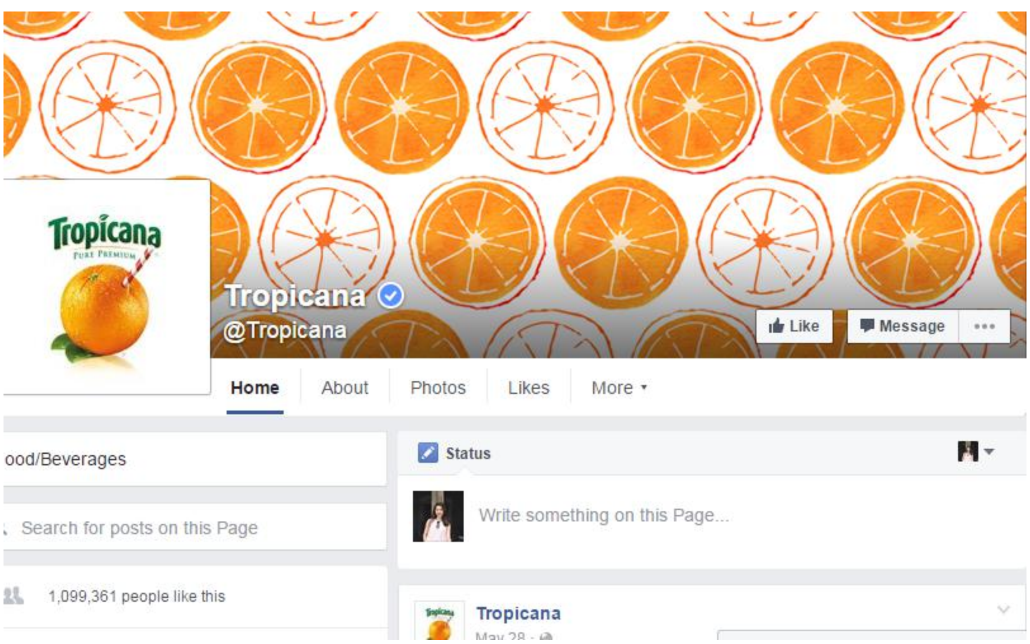
Promotion

Slogan: "It's all good"

Tropicana Website



Tropicana Facebook Page



Tropicana Twitter Page

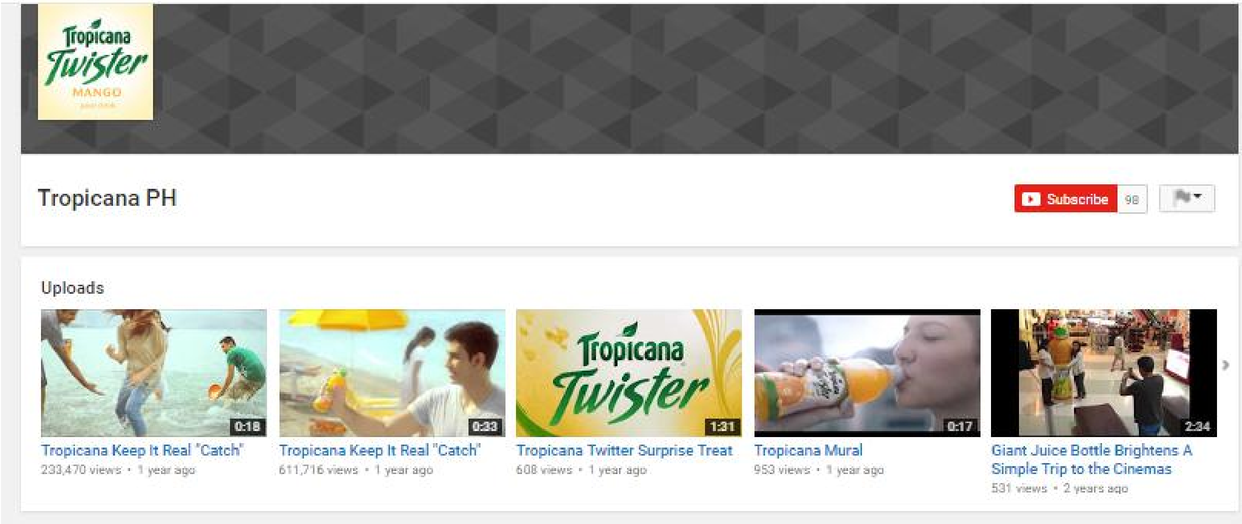
Tropicana TVC


Tropicana
IT'S ALL GOOD!
OJ Goodman
0:31 / 0:32
Tropicana Twister "FriendZone" TVC 30s
Dengsantos's channel
Subscribe 33
12,053 views
Add to
Share
More
107
0


0:36 / 0:40
ana Twister "Squish" TVC 30s
Dengsantos's channel
Subscribe 33
1,416 views
Share
More
2
0


Tropicana
Twister
Peraduan
LIVE LOVE LIFE
15 Mar - 13 Jun 2013
Don't miss the chance to win MORE prizes!*
Main Prize
BMW 320i
Join Now!
Monthly Prizes x 3:
Mazda 2
The Highest Monthly Entries will win a Mazda 2
First Prize
10 x LED TV & Home Theatre System
Second Prize
30 x Mobile Phone
Third Prize
60 x Laptop
Buy Any Tropicana Twister Product
Quantities per entry
Tropicana Twister 1.5L (Any Flavour)
2 label = 1 entry
Tropicana Twister 355ml (Any Flavour)
4 label = 1 entry
FROM THE WORLD'S
Tropicana
No1** JUICE BRAND
** "Tropicana is the #1 brand in packaged 100% Juice in the world in 2010 in off-trade volume."
Source: Euromonitor International
* Subject to Terms and Conditions.
*** Pictures shown are for illustration purposes only and do not reflect the actual products.


Tropicana
Twister
THE BODY SHOP
Juice Up.
It's time to pamper yourself!
FREE GIFT
worth up to
RM18.90**
Present 2 Tropicana Twister labels to redeem a free 60ml shower gel or body lotion with any purchase at all participating The Body Shop stores.
Promotion period: 18 – 21 May 2015
Juice Up & Feel Alive
Made with REAL JUICE for REAL MOMENTS.
FROM THE WORLD'S
Tropicana
No 1** JUICE BRAND
PERMANIS SDN. BHD.



Tropicana Youtube page

Del Monte Fruit Juice and Del Monte Fit ‘n Right

Product

Del Monte began operating in the Philippines in 1926, initially as a pineapple cannery under the name Philippine Packing Corporation. In 1987, its name was changed to Del Monte Philippines Inc. In December 2005, NutriAsia Pacific Ltd bought a 50% stake in DMPL, and as of 2015 remained the major shareholder in the holding company with a stake of 67%. DMPL started trading publicly in the Philippines in June 2013.

Del Monte Fit ‘n Right is the only one with the revolutionary combination of GCE + L-Carnitine. Based on a clinical study, drinking one serving of Fit ‘n Right with GCE + L-Carnitine everyday for three months may help reduce body fat when combined with diet and exercise, it is targeted as a weight management beverage.

Del Monte Fruit Juice is fortified, particularly with vitamin C, but it also offers NH variants. Other ingredients added to its products to improve their health credentials include Reducol (plant sterols), calcium, fibre, GCE, L-carnitine and vitamins A, C and E. The Thai brand Tipco, which Del Monte distributes in the Philippines, is available in superfruit varieties such as aloe vera, cranberry and pomegranate.

Del Monte Philippines Inc was ranked sixth with a value share of 10% in health and wellness beverages in 2015. The company’s overall retail value share in health and wellness beverages increased marginally in 2015, but its overall current value sales grew by 7%. Overall current value sales growth was bolstered by a strong performance in NH beverages.

Del Monte’s products are targeted at middle- and high-income consumers across all age groups. These products are positioned as healthy, reliable and of high quality.

Del Monte Fruit Juice

Nutrients	Ingridients	Flavors	Choices
Per 240ml Calories 120 5% Sodium 5mg Potassium 120mg Carbohydrate 29g Sugar 23g Protein 0g Fat 0g Cholesterol 0g Vitamin C 100% Vitamin A 18% Vitamin E 18% Magnesium 10% Iron 6% Calcium 4% Zinc 4%	PIneapple Juice, Ascorbic Acid(VItamin C0, Vitamin A, VItamin E	Juice Pineapple Juice Orange Juice Mango Juicy Pulp Orange	240ml, 530ml, 46oz, 2.9L

Del Monte Fit ‘n Right

Nutrients	Ingridients	Flavors	Choices
Per 330ml Calories 29<2% Sodium 99mg Potassium 120mg Carbohydrate 6g Sugar 5g Protein 0g Fat 0g Cholesterol 0g Vitamin C 4% Vitamin B1 20% Vitamin B6 20% Vitamin B12 20%	Water, Fruit juice concentrate, Citric Acid, Flavors, Green Coffee Extract, Clouding agent, Terpenes, Ester Gum of Wood Rosin, Sodium Citrate, Iodized Salt, Ascorbic Acid (Vitamin C), Sucralose (Sweetener), L-Carnitine, Beta-Carotene, FD&C Yellow N0.6, Cyanocobalamin (Vitamin B12), Thiamin Hydrochloride (Vitamin B1),	Apple, Pineapple, Pineapple Orange, Four Seasons, Watermelon	330ml, 1 L

	Pyridoxine Hydrochloride (Vitamin B6)		

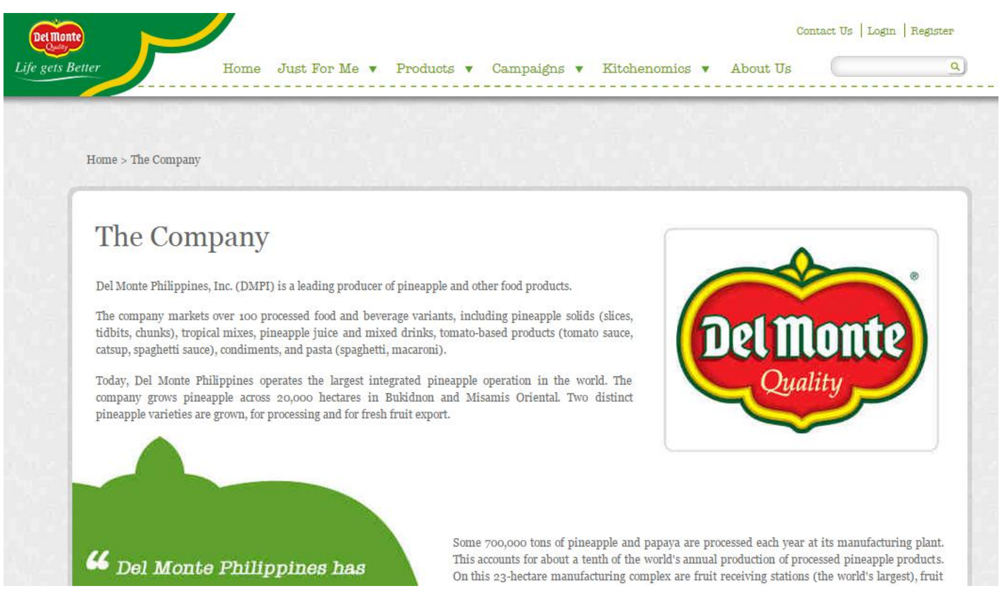
Price and Place

Del Monte Fruit Juice and Fit ‘n Right is available on all Waltermart Supermarket, 7 Eleven, Ministop, FamilyMart, Rustan’s Supermarket, Shopwise Supermarket, SM Supermarket, Robinson’s Supermarket, Shell gas stations, Alpha mart and All Day nationwide at P33 and P28 respectively. Del Monte Fruit juice is served at Jollibee and Greenwich as part of the choice of beverage.

Promotion

Slogan (Del Monte Fruit Juice): “Say Yes to Del Monte”

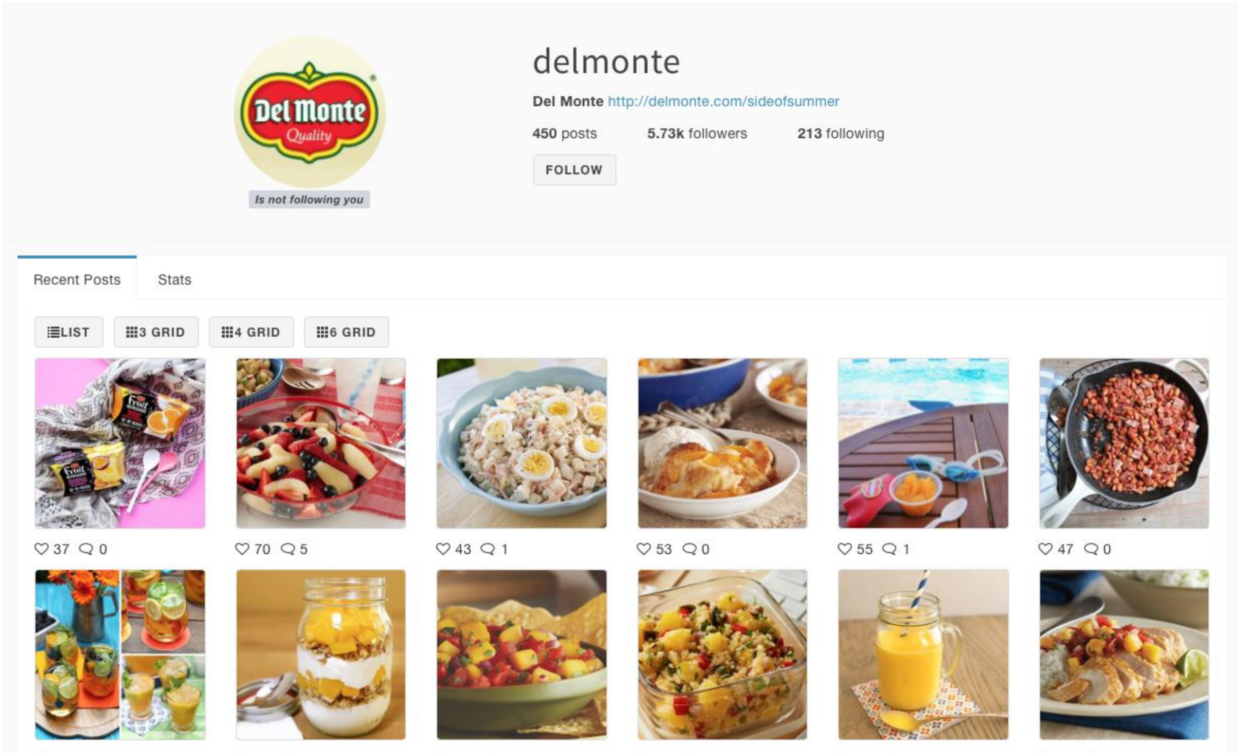
Del Monte Website



Del Monte Facebook Page

Del Monte Twitter Page

Del Monte Instagram Page



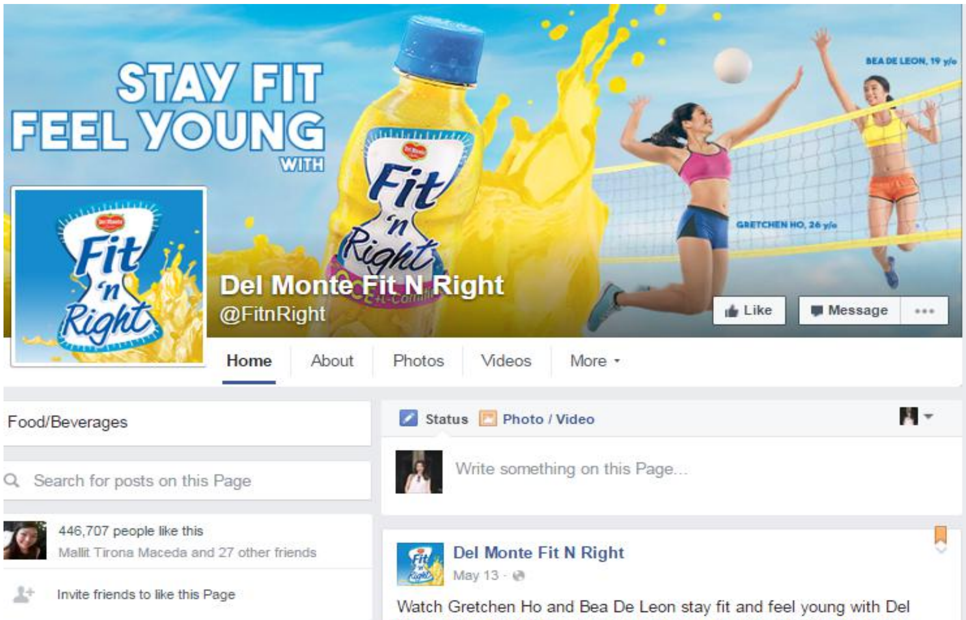
Del Monte Pineapple Juice TVC

Rationale for competition: Del Monte Fruit Juice is the leading fruit juice drink in the Philippines and is known for it's reputation of having 100% fruit juice with Vitamin C. It is also the top of mind brand among other fruit juice brands mentioned in the survey.

Slogan (Fit 'n Right): "The most refreshing way to burn"

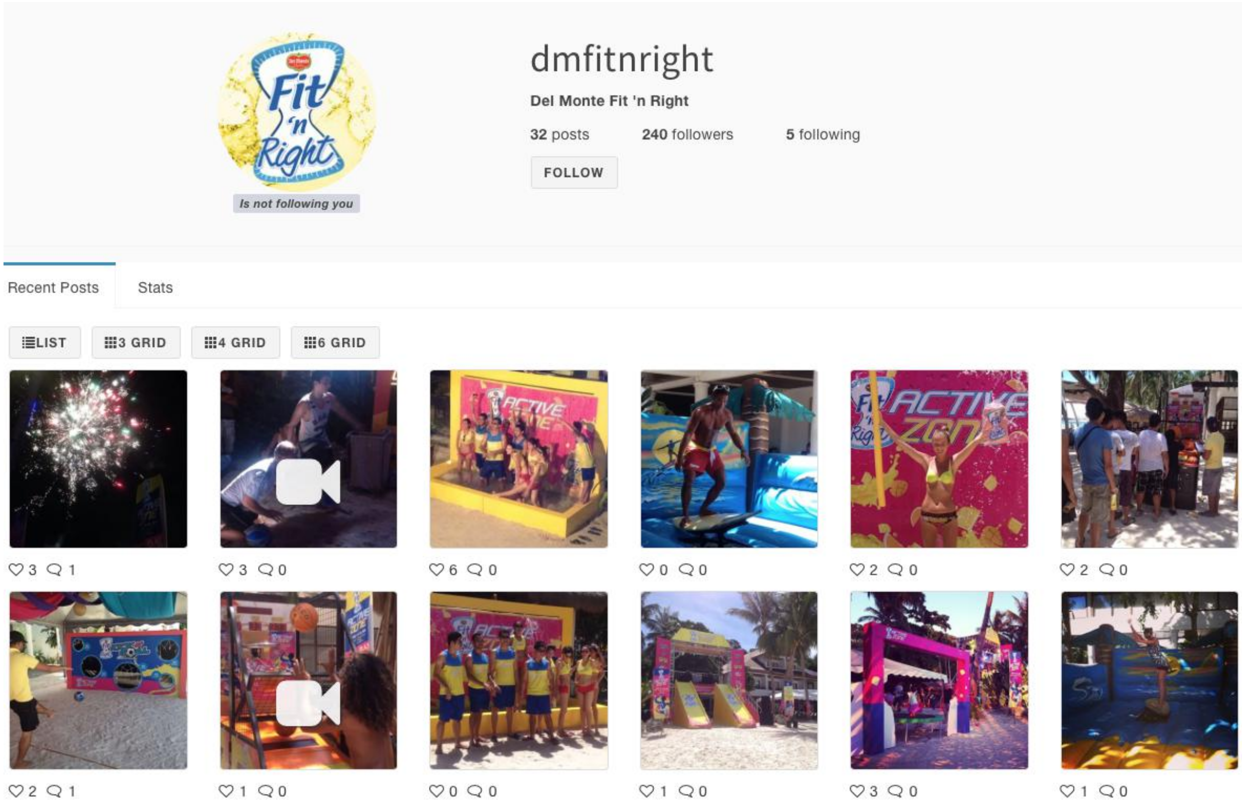
Ambassador: Gretchen Ho, Alayssa Valdez, Bea De Leon

Fit n' Right Facebook Page



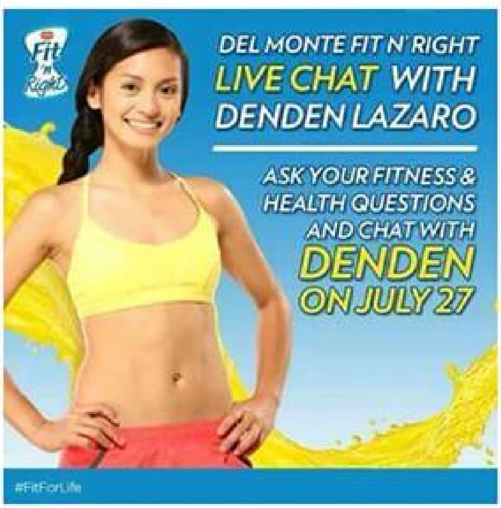
Fit n' Right Twitter Page

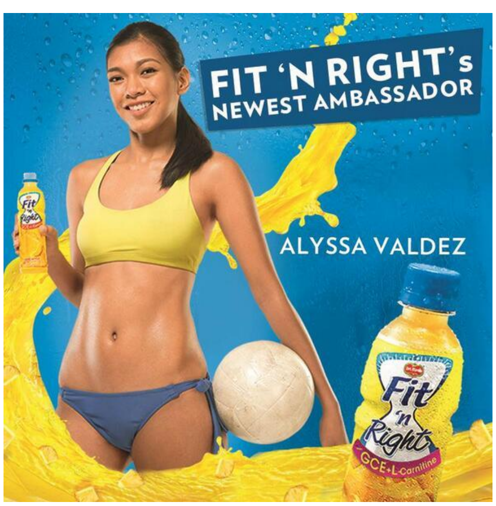
Fit n' Right Instagram page



FIt n' Right TVC

Ambassador and Event





Rationale for competition: Ongoing above-the-line advertising support plays a key role in keeping Fit n' Right front of mind among consumers going forward, and maintaining their engagement with the market using known personalities focusing it's communication as a weight management beverage.

Oishi Smart C

Product

Oishi, the manufacturer of innovative and trendsetting snack products, offers Smart C+ as the company's first venture into the ready-to-drink market. Delicious, affordable and fun, the bottled beverages did well with consumers. Smart-C has 500mg of vitamin C in every 500ml bottle. It contains natural fruit juices and has no artificial colors, flavors and preservatives.

"Smart C+ contains 500mg of vitamin C which helps boost your immune system. It also enables your body to produce collagen, a protein essential to every cell of the body, thus providing your body the strength and resilience it needs to fight the daily wear and tear brought about by an active lifestyle. With 500mg of vitamin C in every 500 ml bottle, you can cope with the daily demands of your life, which makes you unstoppable, and ready whenever wherever," Tiu said. "Presently we also have Fiber & Fruit products which offers fiber in a convenient and refreshing drink. Each 350ml bottle already contains five grams of fiber, the equivalent of a sachet of the popular fiber supplements available in the market," Tiu added.

Nutrients	Ingridients	Flavors	Choices
Per 350ml Energy 120kcal 5% Sodium 35mg 1% Carbohydrate 29g Sugar 26g Protein 0g Fat 0g Vitamin C 670% Vitamin B5 70% VItamin B6 70%	Water, Cane Sugar, Fruit concentrate (depends on the flavor), Ascorbic Acid (Vitamin C(, Citric Acid, Cloudifier, Sodium Citrate as Acidity regulator, Nature-Identical Flavor, Xanthan Gum as stabilizer, Lycopene, Steviol Glycosides, Vitamin B6 and Beta Carotene	Calamansi Splash Lemon Squeeze Orange Crush Pomelo Grapefruit	350ml

Price and Place

Smart C is available on all Waltermart Supermarket, Puregold, 7 Eleven, Ministop, FamilyMart, Rustan's Supermarket, Shopwise Supermarket, SNR, Robinson's Supermarket, Shell gas stations, Alpha mart, All Day and Watsons Nationwide at P26.

Promotion

Positioning: Delicious, Affordable, Fun

Slogan: “Keep up with Vitamin C!”, “Smart way to refresh”

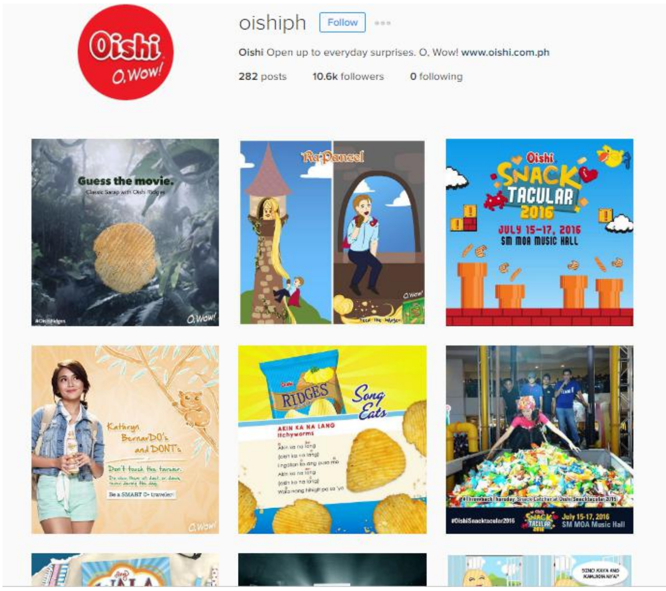
Ambassador: Kathryn Bernardo, Slater Young

Oishi Smart C Out of Home Ad

Oishi Smart C TVC

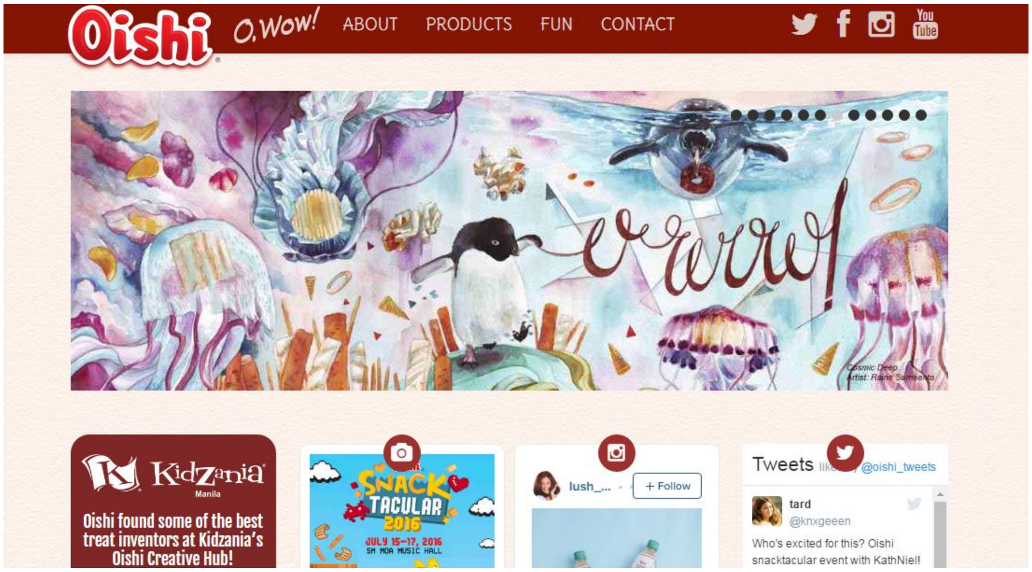
Oishi Smart C Facebook page

Oishi Smart C Instagram Page

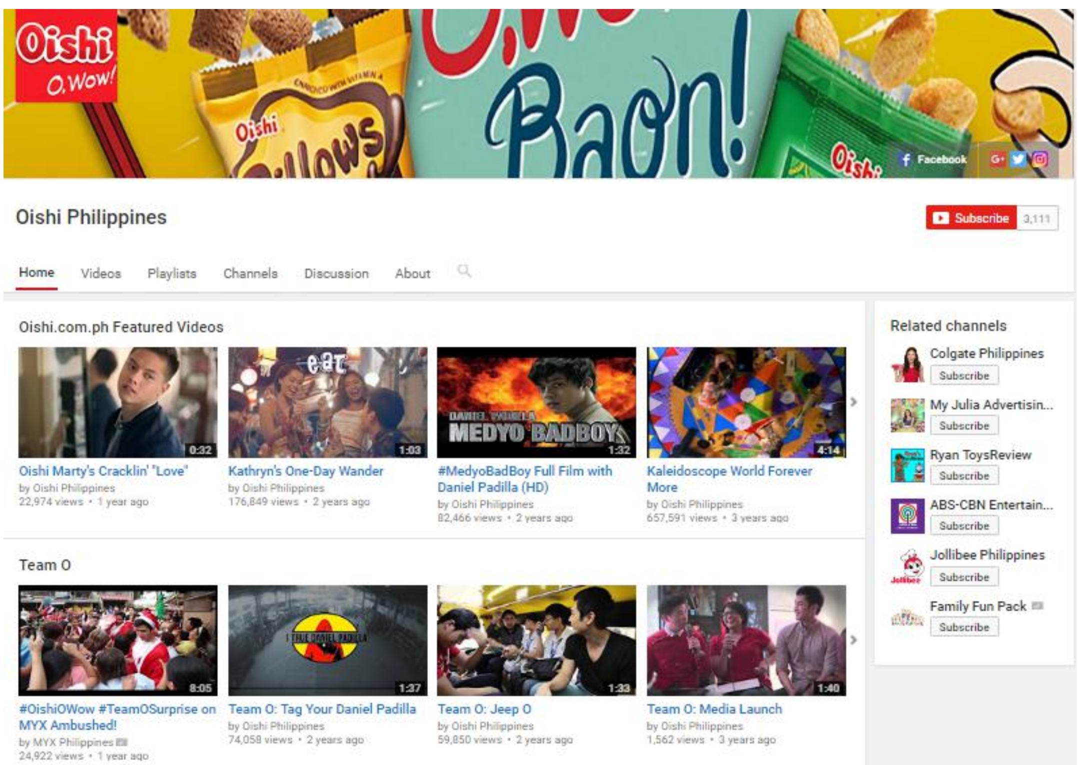


Oishi Smart C

Oishi Website



Oishi Youtube Page



Rationale for competition: Smart C is endorsed as one of the most popular teen star of this generation, Kathryn Bernardo, and a reality show winner-turned-host Slater Young. OIt is also heavy in traditional advertising and is very visible in print, tv and radio.

3. CORPORATE PROFILE

The Company

NutriAsia is the Philippine's foremost producer, marketer and distributor of quality sauces and condiments, it is one of the first local companies to go global. As the leading player in the local sauces and condiments market, it is known for producing iconic Filipino brands that continue to be part of every Filipino home. Certainly, NutriAsia is not just about producing the best sauces and catsup that have put Pinoy cuisine on top of the charts. In line with their mission to bring happiness through good food, warmth, and laughter enjoyed together, they are also about building a future for our employees, business partners, and customers - based on "malasakit", excellence, respect, ingenuity and integrity, and teamwork. NutriAsia takes great pride in building true Filipino brands that enrich every meal experience. Gratifying the taste ang Tomas All-Around Sarsa, Datu Puti Soy Sauce and Vinegar, and UFC Banana Catsup.

The Business

Sales of homegrown condiments and sauces manufacturer NutriAsia Inc. breached the P10-billion mark last 2014 on the back of a wider distribution network as well as robust demand for its products. NutriAsia president and chief operating officer Angie Go Flaminiano disclosed that net sales are expected to reach P10.5 billion by the end of 2014, up by almost a tenth from P9.6 billion in 2013 and exceeding the earlier 2014 sales target of P10 billion. NutriAsia marketing director Jamie Garaci attributed the company’s strong sales to the continuous expansion of its distribution footprint all over the country. Its products are available in about 600,000 stores, equivalent to around 90 percent of retail outlets nationwide.

At present, NutriAsia is already among the top 20 food companies in the Philippines in terms of sales, but it further aims to move up and become part of the top 10, they have four manufacturing facilities: one each in Marilao, Bulacan; Mandaue, Cebu; Toril, Davao City; and Cabuyao, Laguna.

In the next few years, the company is looking at continuously expanding their portfolio beyond condiments, one of their first venture into the ready-to-drink market is Locally Blended Juice Drink.

Product

Locally Blended Juice Drink is the first quirky Filipino ready-to-drink fruit juice made with natural home-grown fruits that fit the unique and fun characters of Pinoys. Manufactured for NutriAsia, Inc. last June 2015, Locally comes with a net content of 350ml in a glass bottle covered in a colorful packaging, staying true to it's playful image.

Currently, it is available in 4 flavours with pun intended names: You've Dalandan it Again, Kamias You Are, MangosteenieMinie Mo, and Tamarind My Bell. Those variants captured the tasty fruity flavors that are grown in the rich and colorful Philippine soil. The class bottle for Locally is made eco-friendly for corporate social responsibility.

Nutrients	Ingridients	Flavors	Choices
Per 350ml Calories 290 Cholesterol 0g Sodium 20g Carbohydrate 73g Sugar 48g Protein 0g Fat 0g Vitamin C 220% Iron 10%	Water, Fruit puree (accdg to flavor), sugar, potassium sorbate as preservative, clouding agent, ascorbic acid as antioxidant, LOcust Bean Gum as stabilizer, Starfruit flavor, Iodized Salt, FD&C Yellow#5 and FD&C E133 as food coloring.	Dalandan Kamias Mangosteen Tamarind	350ml

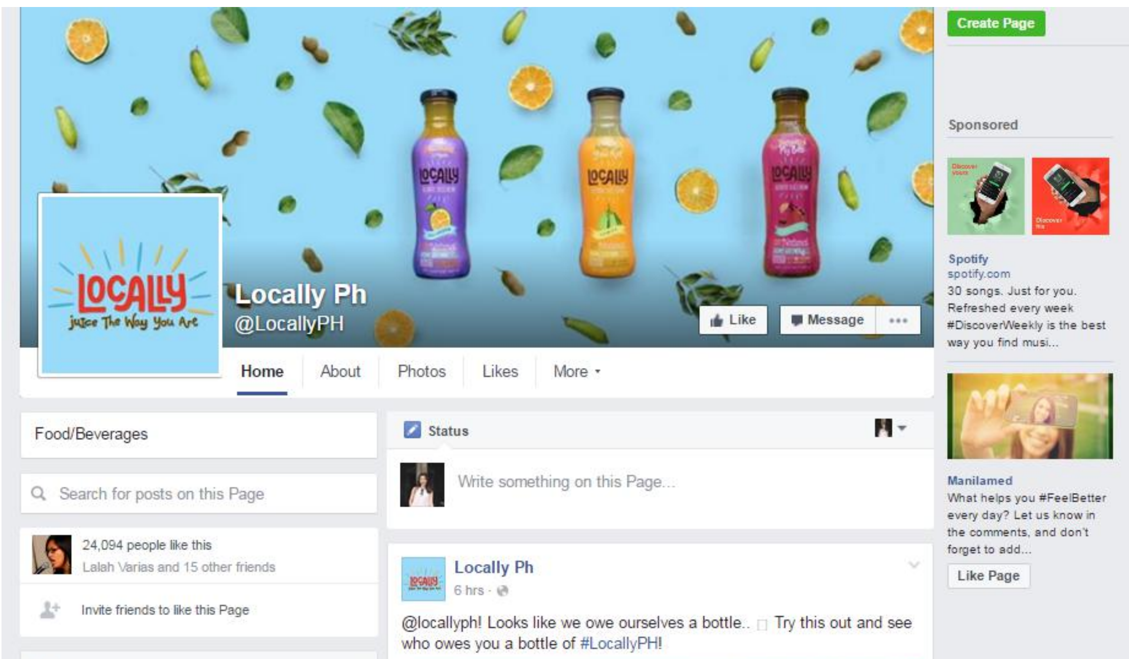
<u>Price and Place</u>

Locally Blended Juice Drink is available in all 7 Eleven, Ministop, Waltermart, Rustan's Supermarket and Bo's Coffee Nationwide sold at P38 each.

Promotion

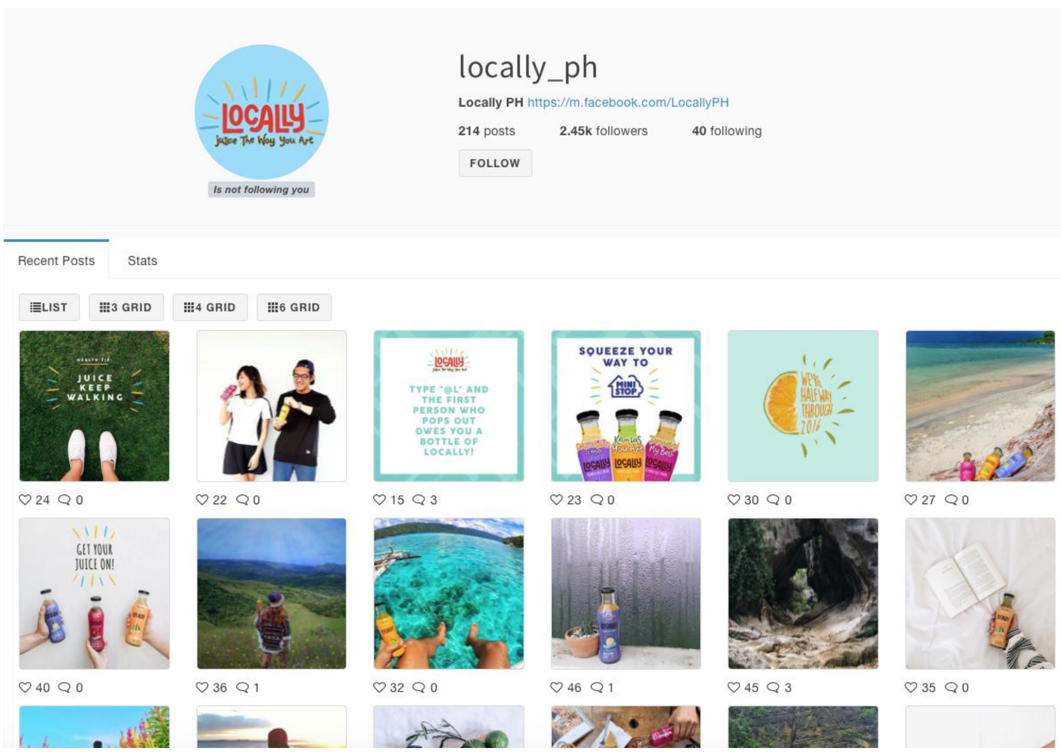
Slogan: "Juice the way you are"

Locally Facebook page



Locally Twitter Page

Locally Instagram Page



4. **POPULATION - GENERAL PERSPECTIVE**

Locally Blended Juice drink is aimed at Phillennials who live in a fast paced and active lifestyle, they are image conscious, concerned about their physique, and are socially active.

These are young, sociable, fun, energetic, modern and would love to always try something new whether it be a place or a product. Going to school/work everyday means that they usually eat their meals outside home because they live in a busy environment, but never forgets to balance their social life with the responsibilities they have as a student/young adult. They are masters of socializing and having a good time, always looking forward to the weekend and the latest happenings, they are knowledgeable about the latest trends and will always try to be “in”.

Segmentation: Phillennials (Filipino Millennials) Male and Female 18-34 years old from socio economic class A, B and upper C residing in the Philippines

<table>
<tr><td>Demographics
Male and Female
Nationwide
18-34 years old
Philenials - Filipino Millennials
SEC A, B and Upper C</td><td>Psychographics
Phillennials who are living in a fast paced life
They enjoy trying out new things and joining the hype
Health buff and those who are concerned about what they consume on a daily basis
Individuals who usually spend most of their day outside their home with colleagues
Young adults and professionals who enjoys hanging out with friends after work/school</td></tr>
<tr><td>Behavior
Greatly influenced by social media and word of mouth
Socially connected via multiple devices
They always prefer to visit convenience</td><td>Geographics
Nationwide
University belt, major malls and party places
Urban areas with a tropical weather</td></tr>
</table>

store with colleagues during lunch break and work break ● Always updated about the latest trends and would love to try anything that's "in" ● Talks about the latest trends with their friends when they hang out or in group chats ● Usually outside of the house and is greatly exposed in convenience stores, mall, latest events and restaurants. ● They are not afraid to share their opinions on different topics using their social media accounts or blogs.	● Areas with major malls, convenience stores and restaurants ● Central Business District

5. TOWS MATRIX

	OPPORTUNITIES	**THREATS**
	1. Trend towards health-food consumption 2. Increasing number of food enthusiasts and regular food related events	1. Possible slow production of homegrown fruits due to seasonality 2. Increasing number of homegrown and healthy juice

	3. Increase in average household income 4. Growing number of online users and popularity of social networking 5. Positive attitude of Phillennials towards trying out something unique	drinks penetrating the market
STRENGTH 1. Uses unique homegrown natural ingredients from the Philippines 2. High product retention using witty flavor names 3. Eco-friendly glass bottles 4. Attractive and informative packaging 5. Produced by NutriAsia 6. Has natural Vitamin C	(Maximize) Use of the fun visuals of Locally to create attractive executions. Promotion of the importance of staying healthy while having fun with the barkada. Continue using wit in the communication process. Encourage bloggers to try the product and write about it on their blogs and social media	(Watch Out) Always monitor consumer insight by checking news about Locally online, to minimize negative publicity.

	accounts.	
WEAKNESSES 1. Limited distribution 2. Low level of awareness 3. High cost packaging 4. Limited visibility online - no website	(Improve) Leverage on creative executions of advertising and promotional campaigns to To attract existing and new consumer. Use of Above the line, below the line and through the line strategies to be visible in all platforms necessary. Create contests and content that carries the fun personality of Locally to increase engagement and brand equity. Create a website for Locally Blended Juice Drink	(Avoid) Avoid placing incomplete variants of Locally in placements where it can be overpowered by its direct And indirect competitors. Avoid inconsistent communication and social media postings.

THREATS

1. Possible slow production of homegrown fruits due to seasonality

The seasonality and availability of fruits domestically and abroad is one of the major concerns in the fruit juice industry, being dependent on the agricultural sector, a delay in rainfall can lead to shortage of raw fruits, it also affects the fruit crop's taste, size, color and shape along with other variables. To address this concern, Filipinos are now leaning towards the development of new technology to minimize the problem of seasonality and provide the availability of fruits all-year round.

2. Increasing number of homegrown and healthy juice drinks penetrating the market

As more consumers look to "grab and go," consumer packaged goods companies are focused on delivering ready-to-drink (RTD) formulas that are natural and nutritious. Many of the same trends found in the fortified food sector also apply to beverages. For example, consumers are looking for simple "clean" labels, ingredients they perceive to be healthy and natural, convenience and, of course, great taste.

OPPORTUNITIES

1. Trend towards health-food consumption

Filipinos also showed the highest motivation to attain and maintain a healthy lifestyle with a score of 86.8 on the Asia Health Index, which measures attitudes, perceptions and behavior relating to health, lifestyle, priorities, healthcare access and personal finances, outpacing the region's average of 80.1.

2. New Consumerism

The shift towards new priorities, new values and new attitudes to consumption, which we have christened the New Consumerism, is impacting on a wide range of consumer goods industries.

The New Consumerism was born out of difficult economic times

The protracted nature of the global economy's recovery from the financial crisis provides the backdrop to the New Consumerism. In the years following on from the crisis, stagnant incomes, high unemployment and weak consumer confidence helped to fundamentally alter attitudes to consumption.

Technology enables and drives changes in consumption

Technology is enabling new shopping behaviours. It allows consumers to deal directly with other consumers, to compare prices and to get the best deal at the touch of a button.

These trends are impacting on everything from travel to kitchen appliances to ethical labels to automotive to consumer foodservice to retail.

3. Increasing number of food enthusiasts and regular food related events

The Department of Agriculture aims to revive Filipino heritage food not just to preserve Filipino culture and diversity but to also promote the use of ingredients produced by local farmers. More and more associations, companies, organizers and even individual retailers are participating in food bazaars and expo in the Philippines, one example is the regular Mercato in Taguig and the Sunday Food Bazaar in Makati. Here are the other food expo for the year 2016:

13th Philippine Food Expo - May 2016

World Street Food Congress - April 2016

Philippine Summer Food Fiesta - April 2016

The World Street Food Philippines - April 2016

Manila Annual Food and Beverage Expo - June 2016

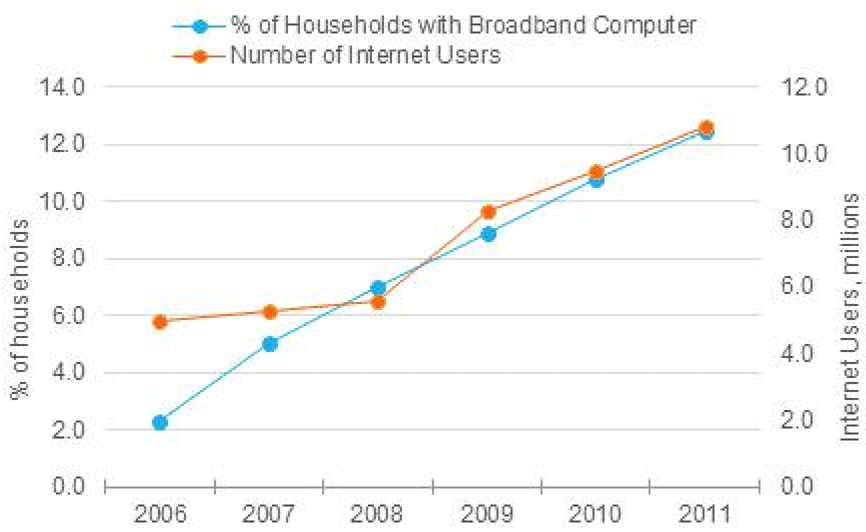
International Food Exhibition - August 2016

4. Increase in average household income

In 2015, the age group 35-39 accounted for the largest proportion of Filipinos in the top income band (ie individuals with an annual gross income over US$150,000), a situation that is expected to persist in the long term, generating opportunities for family-focused goods and services in categories like education, household goods and services and food and non-alcoholic beverages, targeted at the upscale segment. In terms of total gross income, the largest concentration can be observed in the age group 15-29, mainly as a result of the country's demographic profile. This age segment represents an attractive market for categories including communications, clothing and footwear and technological goods.

5. Growing number of online users and popularity of social networking

Social networking is highly popular among Filipino Internet users, providing a powerful marketing tool for consumer businesses and creating opportunities for Internet retailing. Sectors that can most benefit from the country's active social networking scene include clothing and footwear, consumer electronics and tourism. A relatively low Internet penetration rate and a wide digital divide between households, however, can restrain the growth potential of online retailing in the Philippines.



Philippines' Household Possession of Broadband Computer and Number of Internet Users: 2006-2011

An intensive usage of social networking has been driven by the country's large, youthful and technology-savvy population, as well as a rapid rise in Internet usage thanks to cheaper connections. Internet users more than doubled from 5.0 million in 2006 to 10.8 million in 2011, while the number of Facebook users in the country was at 27.1 million people as of May 2012, according to the company; The popularity of social networking sites has offered rising opportunities for Internet advertising and retailing in the Philippines. The expansion of social networking and online shopping in the Philippines, however, can be constrained by a relatively low Internet penetration rate, especially among low-income households and in rural, remote areas. In 2011, about 12.5% of total households in the Philippines owned a broadband Internet-enabled computer, much lower than 31.9% in Malaysia, for example.

6. Projected global demand for processed tropical fruits and beverages

World demand for tropical beverages is protected to grow by 1% per year from 1999-2010, while world net exports is placed at 0.9% per year mostly coming from developing economies. Overseas demand for Philippine fruit purees and juices from 2006-2010 shows an annual average growth rate of 5.62%.

– Demand from developing economies is projected at 1.6% per year

– Demand from economies in transition is projected at 2.9% per year.

– Demand from industrialized countries is projected at 0.6% per year.

7. Increasing number of restaurants, coffee shops and convenience stores in the Philippines

In 2015, the number of supermarkets/hypermarkets in the Philippines increased by the number of 1,975, posting a growth of 48% from 2010-2015. Although emerging markets continue to be dominated by traditional grocers, or "mom and pop" stores, modern grocery formats have expanded rapidly, in many cases giving consumers access to a range of more sophisticated packaged foods and other grocery items for the first time. Supermarkets offer the opportunity for one-stop shopping, discounts and promotions on major brands and a wider range of products, including international brands, refrigerated/frozen products and private labels.

WEAKNESSES

1. Limited distribution

Locally is available only at 7Eleven, Waltermart, Rustan's Supermarket, Bo's Coffee and Ministop, as compared to it's competitors who are available in all leading convenience stores and supermarkets in the Philippines.

2. . Limited visibility online

Locally uses Facebook and Instagram with nearly 25,000 followers, which is very low compared to it's competitors like Del Monte with 240,000 followers, Minute Maid with 1.4

million and Tropicana with 1 million followers. The brand does not have it's own website and does not use any form of paid online ads.

3. Low level of awareness

Aside from the limited visibility online, survey results reflect only 51% awareness level among the sampled respondents, and only 26% or 13 out of 100 have tried the product. This may be due to the limited distribution and marketing efforts by the brand compared to it's competitors who are visible in both traditional and nontraditional media.

4. High cost packaging

Glass is heavy, so transportation is environmentally expensive. And it breaks, so the manufacturer might get some waste before even reaching the stores.

STRENGTHS

1. Uses unique homegrown natural ingredients from the Philippines

Locally Blended Juice Drink is the first quirky Filipino ready-to-drink fruit juice made with unique, natural home-grown fruits like Mangosteene, Tamarind, Kamias and Dalandan. These are the less common fruit flavors being sold in the market today, hence we can penetrate those who would want to try something new as well as get a slice of the competitor's market by communicating the health benefits of these fruits.

2. High brand retention using witty flavor names (Mangosteenie Miney Mo, Tamarind My Bell, Kamias You Are, You've Dalandan It Again!)

Branding the company is essential for business growth because it keeps us in the back of the consumer's minds at all times. Aside from being remembered by the quality of the product, customers have a higher chance of recalling the brand because of the way Locally communicates with them - using fun and witty personality.

3. Eco-friendly glass bottles

One of the eco benefits of Locally is that a glass bottle can be recycled endlessly into other glass bottles. Once in the recycling bin, it can get itself back to the consumer as another glass bottle in 30 days.

Adding recycled glass to the mix means manufacturers' furnaces can run at lower temperatures. And for every six tons of recycled glass used, the carbon dioxide emissions drop a ton.Glass doesn't have the estrogen-mimicking chemical bisphenol A, which sets it apart from cans and plastic.

4. Attractive and informative packaging

With the stunning array of choices in the beverage aisle, brands are having a hard time getting noticed, and an even harder time getting considered or purchased. According to "Packaging Matters," a 2013 study by MeadWestvaco, packaging drives 36 percent of purchase decisions, "more so than TV ads, online reviews and recommendations from friends."

22% of the respondents says that they would consider buying a product because of it's packaging. The bottle design of Locally stays ahead of the Millennial curve, it complements the brand's fun and quirky personality, the brand's innovative efforts in the packaging includes the use colorful tones, fun typography and maximization of the space by including the location of homegrown fruits in the Philippine map. This can also be a thumbs up when it comes to "instagrammers" who joined the trend in making their feed artistic in every possible way.

5. Produced by NutriAsia - A brand competing with International brands in the Philippines

NutriAsia is the Philippine's foremost producer, marketer and distributor of quality sauces and condiments, it is one of the first local companies to go global. As the leading player in the local sauces and cogttftndiments market, it is known for producing iconic Filipino brands that continue to be part of every Filipino home.

6. Has natural Vitamin C

Vitamin C is one of the safest and most effective nutrients, experts say. It may not be the cure for the common cold (though it's thought to help prevent more serious complications). But the benefits of vitamin C may include protection against immune system deficiencies, cardiovascular disease, prenatal health problems, eye disease, and even skin wrinkling.

"Vitamin C has received a great deal of attention, and with good reason. Higher bloodlevels of vitamin C may be the ideal nutrition marker for overall health," says study researcher Mark Moyad, MD, MPH, of the University of Michigan. "The more we study vitamin C, the better our understanding of how diverse it is in protecting our health, from cardiovascular, cancer, stroke, eye health and immunity to living longer."

6. Conclusion/Synopsis

As people's lives get even busier and more mobile - with deadlines to meet, after work drinks, frequent dining out, late nights and early mornings, they want smarter ways of managing their lives while they transition to the growing trend of living a healthy lifestyle without compromising their active social life.

The survey reveals that going to work, checking social media sites, and going to the gym are the top 3 daily activities of the Filipino consumers, this goes to show how important it is for them to balance work and their personal lives.

Being the first Filipino generation to experience personal computers and the internet, they have a high appreciation for all things tech since they can compare this to their earlier analog childhood. Another generational trait Phillennials is their attitude towards life, guided by YOLO (You Only Live Once). Publicis saw this as a “battle cry for leaving comfort zones such as desk jobs to pursue entrepreneurial dreams or graduate studies, and unplanned trips with the barkada to experience something exciting.”

To stay relevant, Locally must seamlessly fit into people’s busy and complex lives, providing what the market needs, a new and exciting consumer experience that they can share with their friends, a unique product that’s conveniently fuss-free and a refreshing way to stay healthy.

Combining survey data with real-market data, the results reveal that only 51% of the respondents are aware of the brand Locally and 21% or 13 out of 100 have tried the product. The results also confirm Del Monte, Minute Maid and Tropicana as 3 of the most popular brand among the young adult and millennial market in the fruit juice category. In this light, a short term lift in basic awareness and interest, as well as a favorable impression can be one of the first strategies before educating potential buyers not only about the brand but about the importance of a healthy lifestyle and the benefits they can get out of fruit juice drinks.

APPENDIX A : LAWS AND RULES GOVERNING ADVERTISING OF THE PRODUCT

ARTICLE II

STANDARDS OF PRESENTATION FOR CONSUMER PROTECTION & SAFETY

Section 1. GENERAL PROVISIONS

a. Advertisements must be honest, truthful and accurate and created for the benefit of the consumer and general public.

b. Advertisements should not be deceptive or mislead the public.

c. Advertising of a product or service found by the appropriate government agency to be below standards or specifications or to be otherwise unsafe shall not be allowed.

d. Advertising copy, slogan or terms should not tend to mislead, or confuse the consumers to the materials, content, origin, utility or function of any product or service.

e. Corporate advertising must be fair, truthful and accurate; it should not contain any exaggerations or sweeping generalizations that may mislead the public regarding the advertiser or the attributes of its products or services. Where the advertisements contain specific claims regarding the company or its product or services, such claims must be verifiable and subject to substantiation in the same manner as regular productor service advertisements.

f. Advertisements should always be readily perceptible as commercial announcements and should not create any misimpression that they are news or editorial items or public service announcements. Applicable guidelines of the relevant media industry should also be observed.

g. Advertisements must not use expressions reserved for important news and public service announcements.

h. Advertisements should not unduly capitalize on fear or sow panic.

i. Advertisements should not exploit public credulity related to superstition, pseudoscientific beliefs and practices, such as supernatural powers, foretelling of the future, astrology, phrenology, palm reading, numerology, mind reading, hypnotism, faith healing or subjects of like nature.

Section 2. CLAIMS OF PRODUCT/SERVICE PROPERTIES OR CHARACTERISTICS

a.Claims of product and service properties or their intended usage should be clearly presented and should not mislead the persons to whom they are addressed by inaccuracy, ambiguity, exaggeration or omission.

b. The use or incorporation of a test or demonstration of a product or service property or characteristics must clearly, fairly, factually and accurately present the test or demonstration confirming the claimed product or service property or characteristic.

c. The test or demonstration presented in advertisements must directly prove the claimed product or service property or characteristics.

Section 3. MISLEADING PRESENTATIONS

a. An advertisement must not create confusion as to the identity of the advertiser or the source or identity of a product or service.

b. Advertising materials shall not contain features, elements or visual and/or audal presentations that are unique to the advertising of another brand regardless of category.

ARTICLE IV

OTHER STANDARDS OF PRESENTATION

Section 1. DISPARAGEMENT

a. Advertisements shall not directly or indirectly disparage, ridicule, criticize or attack any natural or juridical person, groups of persons or any sector of society, especially on the basis of gender, social or economic class, religion, ethnicity, race or nationality.

b. Maliciously ridiculing or denigrating religion, culture, customs and traditions is prohibited.

c. References to minority groups should not be stereotypical, malicious, unkind or hurtful. d. References to religious or political beliefs should not be offensive, belittling or hurtful, and the use of religious themes should be treated with extreme care

e. Those who have physical or sensory impairment, or intellectually or mentally challenged persons should not be demeaned or ridiculed

f. Advertisements should not directly or indirectly disparage, ridicule or unfairly attack competitors or non competitors, competing or non competing products or services, including distinguishing features of their advertising campaigns such as specific layout, copy, slogan, visual presentation, music/jingle or sound effects

g. Advertisements shall not make any presentation that brings advertising into disrepute both as a profession and as a business activity

h. Use of humor to disparage another brand/product or service is not allowed.

Section 4. USE OF “NEW” OR “IMPROVED”

a. The word “new”, “improved” or “introducing” or similar words which connote “newness‟ or an improvement of a product may be used in advertisements only for a period of one (1) year from the time the new or improved product/service has been introduced in the market, excluding reasonable test market periods.

b. Where claimed improvement relates not to the product’s basic utility or function but to one of its other features, such as appearance, fragrance, color or packaging, the word “new” or“improved” may be used only if clearly limited to the specific change.

ARTICLE V

PRODUCT CLAIMS

Section 1. CLAIMS ON INGREDIENTS

a. Advertisements should not contain any reference to an ingredient that could lead the public to assume that a product contains a specific ingredient unless the ingredient's quantities and properties as well as the material benefit that results from its inclusion in the product formulation have been technically substantiated.

b. Advertisements should not imply that a certain benefit is due to a specific ingredient unless a verifiable cause and effect relationship exists.

Section 2. DATA REFERENCES

a.Data references must always be from results of a bona fide research, survey or tests.

b. Reference to data or results of a bona fide research, surveys, or test relating to a product should not be so prepared or disseminated in a misleading or inaccurate manner, including by creating or claiming any implication beyond that clearly established by the research, survey or test.

Section 3. QUALIFIERS IN REFERENCE TO CLAIMS & OTHER DEVICES

a. Claims in the guise of qualifiers are not allowed.

b. Qualifiers and Disclaimers must not contradict more prominent aspects of the message and be located and presented in such a manner as to be clearly visible and/or audible.

c. Qualifications should be clear, prominent and readily understandable; the qualification should appear in close proximity to the claim being qualified, to ensure that they are read together.

Section 2. CONTESTS AND PROMOTIONS

a. Advertisements of contests or competitions must conform to the regulations of the appropriate government agency.

b. Advertisements in the form of, or with contests and promotions offering prizes, additional rewards or benefits for the purchase of a product or service must have prior written approval of the appropriate government regulatory agency.

Section 4. TERMS & CONDITIONS OF CONTESTS OR PROMOTIONS

a. Sales Promotions should be presented in such a way as to ensure that beneficiaries are made aware, before making a purchase, of any conditions likely to affect their decision to purchase including:

a.1 Clear instructions on the method of obtaining or participating in the promotional offer

a.2 Main characteristics of the additional benefits offered

a.3 Any restriction on participation, availability of additional benefits, or any other limitations on stocks

a.4 The value of any voucher or coupon offered where a monetary alternative is available

a.5 Any expenditure involved, including taxes, costs of shipping and handling and terms of payment

a.6 Full name and address of promoter and an address to which complaints can be directed.

b. The word “free” or words of similar meaning may be used in promotional advertising only under the following conditions:

b.1 The normal or regular price of the product or service being purchased has not been increased.

b.2 The “free” item is not integral or necessary part of a complete unit that is being sold.

b.3 The “free” item provides a value to the consumer in addition to the original product or service, e.g. accessories, premiums, extra product, extra weight or extra volume.

c. Where a sales promotion includes a prize promotion, the following information should be given to beneficiaries, or at least made available on request prior to participation and not conditional on purchasing the product.

c.1Rules governing eligibility to participate

c.2 Any costs associated with participation

c.3 The number, value and nature of prizes to be awarded and whether a cash alternative may be substituted for a prize

c.4 In the case of a skill contest, the nature of contest and criteria for judging entries

c.5 Selection procedure for the award of prizes

c.6 Closing date of competition

c.7 When and how will results will become available

c.8 Whether the beneficiary may be liable to pay taxes as a result of winning a prize

c.9 Time period within which the prize may be collected

c.10 Where a jury is involved, the composition of the jury

c.11 Any intention to use winners or winning contributions in post event activities.

However, if no details or conditions are announced, the advertisement should also state how and where the purchaser may obtain full details of the rules.

d. The word “win” and/or words of similar meaning may not be used without qualification or as a categorical claim to imply a certainty of winning unless justified by the mechanics of the promotion.

e. Specific prices, which can be won by a single individual, must be made clear and the total value of the prices may be used only if plainly described as the aggregate value of several prizes.

f. Advertisements of raffles, contests, or competitions, which offer prizes, should state all the material conditions for participation. However, if no details or conditions are announced, the advertisement should also state how and where the purchaser may obtain full details of the rules, e.g., “See posters and print ads for details.”

Intellectual Property Code of the Philippines

PART III

THE LAW ON TRADEMARKS, SERVICE MARKS, AND TRADE NAMES

Section 147. RIGHTS CONFERRED

a. The owner of a registered mark shall have the exclusive right to prevent all third parties not having the owner’s consent from using in the course of trade identical or similar signs or containers for a goods or services which are identical or similar to those in respect of which the trademark is registered where such use could result in a likelihood of confusion. In case of the use, of an identical sign for identical goods or services, a likelihood of confusion shall be presumed.

FACEBOOK

This agreement was written in English (US). To the extent any translated version of this agreement conflicts with the English version, the English version controls. Please note that Section 16 contains certain changes to the general terms for users outside the United States.

Date of Last Revision: January 30, 2015

Statement of Rights and Responsibilities

This Statement of Rights and Responsibilities ("Statement," "Terms," or "SRR") derives from the Facebook Principles, and is our terms of service that governs our relationship with users and others who interact with Facebook, as well as Facebook brands, products and services, which we call the “Facebook Services” or “Services”. By using or accessing the Facebook Services, you agree to this Statement, as updated from time to time in accordance with Section 13 below. Additionally, you will find resources at the end of this document that help you understand how Facebook works.

Because Facebook provides a wide range of Services, we may ask you to review and accept supplemental terms that apply to your interaction with a specific app, product, or service. To the extent those supplemental terms conflict with this SRR, the supplemental terms associated with the app, product, or service govern with respect to your use of such app, product or service to the extent of the conflict.

1. Privacy

Your privacy is very important to us. We designed our Data Policy to make important disclosures about how you can use Facebook to share with others and how we collect and can use your content and information. We encourage you to read the Data Policy, and to use it to help you make informed decisions.

2. Sharing Your Content and Information

You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. In addition:

1. For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.
2. When you delete IP content, it is deleted in a manner similar to emptying the recycle bin on a computer. However, you understand that removed content may persist in backup copies for a reasonable period of time (but will not be available to others).
3. When you use an application, the application may ask for your permission to access your content and information as well as content and information that others have shared with you. We require applications to respect your privacy, and your agreement with that application will control how the application can use, store, and transfer that content and information. (To learn

more about Platform, including how you can control what information other people may share with applications, read our Data Policy and Platform Page.)

4. When you publish content or information using the Public setting, it means that you are allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you (i.e., your name and profile picture).

5. We always appreciate your feedback or other suggestions about Facebook, but you understand that we may use your feedback or suggestions without any obligation to compensate you for them (just as you have no obligation to offer them).

3. Safety

We do our best to keep Facebook safe, but we cannot guarantee it. We need your help to keep Facebook safe, which includes the following commitments by you:

1. You will not post unauthorized commercial communications (such as spam) on Facebook.
2. You will not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our prior permission.
3. You will not engage in unlawful multi-level marketing, such as a pyramid scheme, on Facebook.
4. You will not upload viruses or other malicious code.
5. You will not solicit login information or access an account belonging to someone else.
6. You will not bully, intimidate, or harass any user.
7. You will not post content that: is hate speech, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.

8. You will not develop or operate a third-party application containing alcohol-related, dating or other mature content (including advertisements) without appropriate age-based restrictions.
9. You will not use Facebook to do anything unlawful, misleading, malicious, or discriminatory.
10. You will not do anything that could disable, overburden, or impair the proper working or appearance of Facebook, such as a denial of service attack or interference with page rendering or other Facebook functionality.
11. You will not facilitate or encourage any violations of this Statement or our policies.

4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.
4. You will not use your personal timeline primarily for your own commercial gain, and will use a Facebook Page for such purposes.
5. You will not use Facebook if you are under 13.
6. You will not use Facebook if you are a convicted sex offender.
7. You will keep your contact information accurate and up-to-date.

8. You will not share your password (or in the case of developers, your secret key), let anyone else access your account, or do anything else that might jeopardize the security of your account.
9. You will not transfer your account (including any Page or application you administer) to anyone without first getting our written permission.
10. If you select a username or similar identifier for your account or Page, we reserve the right to remove or reclaim it if we believe it is appropriate (such as when a trademark owner complains about a username that does not closely relate to a user's actual name).

5. Protecting Other People's Rights

We respect other people's rights, and expect you to do the same.

1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.
2. We can remove any content or information you post on Facebook if we believe that it violates this Statement or our policies.
3. We provide you with tools to help you protect your intellectual property rights. To learn more, visit our How to Report Claims of Intellectual Property Infringement page.
4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.
5. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.
6. You will not use our copyrights or Trademarks or any confusingly similar marks, except as expressly permitted by our Brand Usage Guidelines or with our prior written permission.

7. If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.

8. You will not post anyone's identification documents or sensitive financial information on Facebook.

9. You will not tag users or send email invitations to non-users without their consent. Facebook offers social reporting tools to enable users to provide feedback about tagging.

6. Mobile and Other Devices

1. We currently provide our mobile services for free, but please be aware that your carrier's normal rates and fees, such as text messaging and data charges, will still apply.

2. In the event you change or deactivate your mobile telephone number, you will update your account information on Facebook within 48 hours to ensure that your messages are not sent to the person who acquires your old number.

3. You provide consent and all rights necessary to enable users to sync (including through an application) their devices with any information that is visible to them on Facebook.

7. Payments

If you make a payment on Facebook, you agree to our Payments Terms unless it is stated that other terms apply.

8. Special Provisions Applicable to Developers/Operators of Applications and Websites

If you are a developer or operator of a Platform application or website or if you use Social Plugins, you must comply with the Facebook Platform Policy.

9. About Advertisements and Other Commercial Content Served or Enhanced by Facebook

Our goal is to deliver advertising and other commercial or sponsored content that is valuable to our users and advertisers. In order to help us do that, you agree to the following:

1. You give us permission to use your name, profile picture, content, and information in connection with commercial, sponsored, or related content (such as a brand you like) served or enhanced by us. This means, for example, that you permit a business or other entity to pay us to display your name and/or profile picture with your content or information, without any compensation to you. If you have selected a specific audience for your content or information, we will respect your choice when we use it.
2. We do not give your content or information to advertisers without your consent.
3. You understand that we may not always identify paid services and communications as such.

10. Special Provisions Applicable to Advertisers

If you use our self-service advertising creation interfaces for creation, submission and/or delivery of any advertising or other commercial or sponsored activity or content (collectively, the “Self-Serve Ad Interfaces”), you agree to our Self-Serve Ad Terms. In addition, your advertising or other commercial or sponsored activity or content placed on Facebook or our publisher network will comply with our Advertising Policies.

11. Special Provisions Applicable to Pages

If you create or administer a Page on Facebook, or run a promotion or an offer from your Page, you agree to our Pages Terms.

12. Special Provisions Applicable to Software

1. If you download or use our software, such as a stand-alone software product, an app, or a browser plugin, you agree that from time to time, the software may download and install upgrades, updates and additional features from us in order to improve, enhance, and further develop the software.
2. You will not modify, create derivative works of, decompile, or otherwise attempt to extract source code from us, unless you are expressly permitted to do so under an open source license, or we give you express written permission.

13. Amendments

1. We'll notify you before we make changes to these terms and give you the opportunity to review and comment on the revised terms before continuing to use our Services.
2. If we make changes to policies, guidelines or other terms referenced in or incorporated by this Statement, we may provide notice on the Site Governance Page.

3. Your continued use of the Facebook Services, following notice of the changes to our terms, policies or guidelines, constitutes your acceptance of our amended terms, policies or guidelines.

14. Termination

If you violate the letter or spirit of this Statement, or otherwise create risk or possible legal exposure for us, we can stop providing all or part of Facebook to you. We will notify you by email or at the next time you attempt to access your account. You may also delete your account or disable your application at any time. In all such cases, this Statement shall terminate, but the following provisions will still apply: 2.2, 2.4, 3-5, 9.3, and 14-18.

15. Disputes

1. You will resolve any claim, cause of action or dispute (claim) you have with us arising out of or relating to this Statement or Facebook exclusively in the U.S. District Court for the Northern District of California or a state court located in San Mateo County, and you agree to submit to the personal jurisdiction of such courts for the purpose of litigating all such claims. The laws of the State of California will govern this Statement, as well as any claim that might arise between you and us, without regard to conflict of law provisions.

2. If anyone brings a claim against us related to your actions, content or information on Facebook, you will indemnify and hold us harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) related to such claim. Although we provide rules for user conduct, we do not control or direct users' actions on Facebook and are

not responsible for the content or information users transmit or share on Facebook. We are not responsible for any offensive, inappropriate, obscene, unlawful or otherwise objectionable content or information you may encounter on Facebook. We are not responsible for the conduct, whether online or offline, of any user of Facebook.

3. WE TRY TO KEEP FACEBOOK UP, BUG-FREE, AND SAFE, BUT YOU USE IT AT YOUR OWN RISK. WE ARE PROVIDING FACEBOOK AS IS WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. WE DO NOT GUARANTEE THAT FACEBOOK WILL ALWAYS BE SAFE, SECURE OR ERROR-FREE OR THAT FACEBOOK WILL ALWAYS FUNCTION WITHOUT DISRUPTIONS, DELAYS OR IMPERFECTIONS. FACEBOOK IS NOT RESPONSIBLE FOR THE ACTIONS, CONTENT, INFORMATION, OR DATA OF THIRD PARTIES, AND YOU RELEASE US, OUR DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS FROM ANY CLAIMS AND DAMAGES, KNOWN AND UNKNOWN, ARISING OUT OF OR IN ANY WAY CONNECTED WITH ANY CLAIM YOU HAVE AGAINST ANY SUCH THIRD PARTIES. IF YOU ARE A CALIFORNIA RESIDENT, YOU WAIVE CALIFORNIA CIVIL CODE §1542, WHICH SAYS: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR. WE WILL NOT BE LIABLE TO YOU FOR ANY LOST PROFITS OR OTHER CONSEQUENTIAL, SPECIAL, INDIRECT, OR INCIDENTAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS

STATEMENT OR FACEBOOK, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. OUR AGGREGATE LIABILITY ARISING OUT OF THIS STATEMENT OR FACEBOOK WILL NOT EXCEED THE GREATER OF ONE HUNDRED DOLLARS ($100) OR THE AMOUNT YOU HAVE PAID US IN THE PAST TWELVE MONTHS. APPLICABLE LAW MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY OR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU. IN SUCH CASES, FACEBOOK'S LIABILITY WILL BE LIMITED TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW.

16. Special Provisions Applicable to Users Outside the United States

We strive to create a global community with consistent standards for everyone, but we also strive to respect local laws. The following provisions apply to users and non-users who interact with Facebook outside the United States:

1. You consent to having your personal data transferred to and processed in the United States.
2. If you are located in a country embargoed by the United States, or are on the U.S. Treasury Department's list of Specially Designated Nationals you will not engage in commercial activities on Facebook (such as advertising or payments) or operate a Platform application or website. You will not use Facebook if you are prohibited from receiving products, services, or software originating from the United States.
3. Certain specific terms that apply only for German users are available here.

17. Definitions

1. By "Facebook" or" Facebook Services" we mean the features and services we make available, including through (a) our website at www.facebook.com and any other Facebook branded or co-branded websites (including sub-domains, international versions, widgets, and mobile versions); (b) our Platform; (c) social plugins such as the Like button, the Share button and other similar offerings; and (d) other media, brands, products, services, software (such as a toolbar), devices, or networks now existing or later developed. Facebook reserves the right to designate, in its sole discretion, that certain of our brands, products, or services are governed by separate terms and not this SRR.
2. By "Platform" we mean a set of APIs and services (such as content) that enable others, including application developers and website operators, to retrieve data from Facebook or provide data to us.
3. By "information" we mean facts and other information about you, including actions taken by users and non-users who interact with Facebook.
4. By "content" we mean anything you or other users post, provide or share using Facebook Services.
5. By "data" or "user data" or "user's data" we mean any data, including a user's content or information that you or third parties can retrieve from Facebook or provide to Facebook through Platform.
6. By "post" we mean post on Facebook or otherwise make available by using Facebook.
7. By "use" we mean use, run, copy, publicly perform or display, distribute, modify, translate, and create derivative works of.
8. By "application" we mean any application or website that uses or accesses Platform, as well as anything else that receives or has received data from us. If you no longer access Platform but have not deleted all data from us, the term application will apply until you delete the data.

9. By “Trademarks” we mean the list of trademarks provided here.

18. Other

1. If you are a resident of or have your principal place of business in the US or Canada, this Statement is an agreement between you and Facebook, Inc. Otherwise, this Statement is an agreement between you and Facebook Ireland Limited. References to “us,” “we,” and “our” mean either Facebook, Inc. or Facebook Ireland Limited, as appropriate.
2. This Statement makes up the entire agreement between the parties regarding Facebook, and supersedes any prior agreements.
3. If any portion of this Statement is found to be unenforceable, the remaining portion will remain in full force and effect.
4. If we fail to enforce any of this Statement, it will not be considered a waiver.
5. Any amendment to or waiver of this Statement must be made in writing and signed by us.
6. You will not transfer any of your rights or obligations under this Statement to anyone else without our consent.
7. All of our rights and obligations under this Statement are freely assignable by us in connection with a merger, acquisition, or sale of assets, or by operation of law or otherwise.
8. Nothing in this Statement shall prevent us from complying with the law.
9. This Statement does not confer any third party beneficiary rights.
10. We reserve all rights not expressly granted to you.
11. You will comply with all applicable laws when using or accessing Facebook.

By using or accessing Facebook Services, you agree that we can collect and use such content and information in accordance with the Data Policy as amended from time to time. You may also want to review the following documents, which provide additional information about your use of Facebook:

§ Payment Terms: These additional terms apply to all payments made on or through Facebook, unless it is stated that other terms apply.

§ Platform Page: This page helps you better understand what happens when you add a third-party application or use Facebook Connect, including how they may access and use your data.

§ Facebook Platform Policies: These guidelines outline the policies that apply to applications, including Connect sites.

§ Advertising Policies: These guidelines outline the policies that apply to advertisements placed on Facebook.

§ Self-Serve Ad Terms: These terms apply when you use the Self-Serve Ad In terfaces to create, submit, or deliver any advertising or other commercial or sponsored activity or content.

§ Promotions Guidelines: These guidelines outline the policies that apply if you offer contests, sweepstakes, and other types of promotions on Facebook.

§ Facebook Brand Resources: These guidelines outline the policies that apply to use of Facebook trademarks, logos and screenshots.

§ How to Report Claims of Intellectual Property Infringement

§ Pages Terms: These guidelines apply to your use of Facebook Pages.

§ Community Standards: These guidelines outline our expectations regarding the content you post to Facebook and your activity on Facebook.

To access the Statement of Rights and Responsibilities in several different languages, change the language setting for your Facebook session by clicking on the language link in the left corner of most pages. If the Statement is not available in the language you select, we will default to the English version.

APPENDIX C : RESEARCH RESULTS

Survey Questionnaire

Consumer Insight UAI Survey

This consumer insight survey will determine the respondents' behavior towards a specific fruit juice brand for the purpose of creating an Integrated Marketing campaign.

* Required

Age *

Your answer

Gender *

Your answer

Address (City) *

Your answer

Marital Status *

- Single
- Married
- Living with a partner
- Widowed
- Divorced
- Separated
- Other :

Level of education *

- College Student
- Technical/Vocational Training
- Bachelor's degree
- Master's Degree
- Professional Degree
- Doctorate Degree
- Other :

Occupation/Management Level (if employed)

- Associate, Officer, Executive, Supervisor
- Asst. Manager, Manager, Senior Manager, Head
- General Manager, President, VP, COO, CEO, Director
- Other :

Current employment *

- Self employed
- Employed full time
- Employed part time
- In school full time
- Homemaker
- Unemployed
- Retired or disabled
- Working student
- Other :

Household composition *

- Living alone
- Living with parents
- Living with friends
- Other :

What is your monthly income?

- P10,000 and below
- P10,000 - P20,000
- P20,000 - P30,000
- P30,000 - P40,000
- P40,000 - P50,000
- P50,000 - P60,000
- P60,000 - P70,000
- P70,000-P80,000
- Above P80,000

PURCHASE

What category of beverage do you normally consume? (check at least 3) *

- [ ] Mineral Water
- [ ] Carbonated Drink
- [ ] Caffeinated Drink
- [ ] Fruit Juice Drink
- [ ] Iced Tea
- [ ] Energy Drink
- [ ] Soy Drink
- [ ] Other:

What influences you to purchase fruit juice drinks? (check all that applies)

- [ ] Promo
- [ ] New flavor
- [ ] Advertisement / Brand Ambassador
- [ ] Recommended by a friend
- [ ] Sales talk
- [ ] Trend
- [ ] Packaging is "Instagrammable"
- [ ] Taste / Craving
- [ ] Loyalty bonus
- [ ] Other:

Do you purchase fruit juice drinks? *

- ○ YES
- ○ NO

Where do you usually purchase these drinks? (check all that applies) *

- [ ] Food stall
- [ ] Food court
- [ ] Sari Sari store
- [ ] Convenience store
- [ ] Department store
- [ ] Supermarket
- [ ] Event booth/stall
- [ ] Online
- [ ] Restaurant
- [ ] Bar
- [ ] Other: ______

When purchasing fruit juice, what are the important attributes you consider? (Please rate: 10-Highest, 1-Lowest) the table can be scrolled to the left *

	1	2	3	4	5	6	7
Brand	○	○	○	○	○	○	○
Package Size	○	○	○	○	○	○	○
Health Benefits	○	○	○	○	○	○	○
Price	○	○	○	○	○	○	○
Packaging	○	○	○	○	○	○	○
Taste	○	○	○	○	○	○	○
Percentage of real fruit	○	○	○	○	○	○	○
Add ons (pulp, jelly, pearls)	○	○	○	○	○	○	○
Convenience	○	○	○	○	○	○	○
Advertisement	○	○	○	○	○	○	○

How many fruit juice drinks do you buy?

- 1
- 2-3
- 3-4
- 5 and above

How much are you willing to pay for a fruit juice drink? *

- below P10
- P10-P20
- P20-P30
- P30-P40
- P40-P50
- P50-P60
- P60-P70
- above P70

How much do you actually pay for a fruit juice drink?

- below P10
- P10-P20
- P20-P30
- P30-P40
- P40-P50
- P50-P60
- P60-P70
- above P70

What fruit juice flavors you usually buy?

- [ ] apple
- [ ] mango
- [ ] pineapple
- [ ] orange
- [ ] mangosteen
- [ ] tamarind
- [ ] calamansi
- [ ] avocado
- [ ] guyabano
- [ ] melon
- [ ] kamias
- [ ] dalandan

Which of the packs do you most commonly buy?

- [ ] 100-200ml
- [ ] 200-300ml
- [ ] 300-400ml
- [ ] 400-500ml
- [ ] 1 liter
- [ ] 1 gallon

For whom do you buy fruit juice? (check all that applies)

- [ ] For myself
- [ ] For my friends
- [ ] For my family
- [ ] Other: ______

FRUIT JUICE CONSUMPTION, USAGE AND PREFERENCE

Do you drink fruit juice? *

- ○ YES
- ○ NO
- ○ Other : ______

When was the first time the you were aware of the fruit juice drinks? *

Your answer

On what occasions do you prefer to drink fruit juice? (check all that applies)

- [ ] Chill out after school/office
- [ ] Party and Celebrations
- [ ] While travelling
- [ ] After workout/sports
- [ ] When watching movie
- [ ] Other:

How often do you consume fruit juice?

- ○ Daily
- ○ Once a week
- ○ 2-3x a week
- ○ 4-6x a week
- ○ Once a month
- ○ Twice a month
- ○ Once every 2 months
- ○ Other :

What type of fruit juice do you prefer? (check all that applies) *

- [ ] 100% fruit juice
- [ ] Fruit juice drink (up to 24% juice)
- [ ] Nectars (25-99% juice)
- [ ] Fruit flavored drinks
- [ ] Cold press juice (Detox, Juju cleanse)
- [ ] Other:

What category of fruit juice drink do you usually consume? *

- [ ] Ready-to-drink (cans, bottles, carton)
- [ ] Concentrates
- [ ] Powdered
- [ ] Other:

Are you willing to try other homegrown fruit flavors? *

- ○ YES
- ○ NO

Which of the following flavors are you willing to try? (check all that applies) *

- [ ] Mangosteen
- [ ] Kamias
- [ ] Tamarins
- [ ] Dalandan
- [ ] Other:

What do you partner/eat together with your fruit juice?

Your answer

For which brand of fruit based juices have you seen any type of advertisement recently? (mention as many as you can) *

Your answer

When it comes to fruit juice drink, what brands come to mind? (mention as many as you can) *

Your answer

Aside from those you haven't mentioned, which of the following Juice brands have you heard of? *

- [ ] Tropicana
- [ ] Locally Blended Juice
- [ ] Del Monte Fruit Juice
- [ ] Smart C
- [ ] Minute Maid
- [ ] Ceres
- [ ] Tang
- [ ] Sunkist
- [ ] Welch
- [ ] Nesfruta
- [ ] Dole Fruit Juice
- [ ] Zest-O
- [ ] Other:

MEDIA HABITS

What are your top daily activities? (mention at least 3) *

Your answer

What are your hobbies and interest? *

- [ ] Shopping
- [ ] Sports
- [ ] Music
- [ ] Food
- [ ] Video/online games
- [ ] Dance
- [ ] Arts and crafts
- [ ] Outdoor adventures (biking, swimming, surfing, etc.)
- [ ] Indoor activities (movies and series)
- [ ] Lifestyle activities (yoga, gym, zumba, etc.)
- [ ] Other:

What are the common activities you do during your free time? *

- [ ] Going to the mall
- [ ] Grocery shopping
- [ ] Watch TV, series or movies
- [ ] Listen to music
- [ ] Browse social media
- [ ] Read magazines
- [ ] Read the newspaper
- [ ] Attend events
- [ ] Read online blogs

You are a... *

- [ ] Traveler
- [ ] Fashionista
- [ ] Foodie
- [ ] Sports enthusiast
- [ ] Pet lover
- [ ] Book worm
- [ ] Gamer
- [ ] Artist (singer, dancer)
- [ ] Artist (creative)
- [ ] Party goer
- [ ] Other:

What TV channels/shows do you usually watch? (list as many as you can) *

Your answer

What time of the day do you watch TV? *

- [ ] 6am-10am
- [ ] 10am-2pm
- [ ] 2pm-6pm
- [ ] 6pm-10pm
- [ ] 11pm-3pm
- [ ] 3pm-6am

What radio station/shows do you usually listen to? (list as many as you can) *

Your answer

What application do you usually use? (list as many as you can) *

Your answer

What website/blog do you usually visit? (list as many as you can) *

Your answer

Where do you usually have meals outside your home? *

- [ ] Food stalls around the mall
- [ ] Restaurant
- [ ] Food court
- [ ] Convenience store
- [ ] Office
- [ ] School
- [ ] Other:

What mode of transportation do you usually use? *

- [ ] Own vehicle
- [ ] LRT/MRT
- [ ] Bus
- [ ] Tricycle
- [ ] Jeepney
- [ ] Uber/Grab
- [ ] Normal cab
- [ ] Shuttle
- [ ] Other:

What area do you usually pass by? *

Your answer

What advertising platform has the most impact on you? *

- [ ] TV
- [ ] Radio
- [ ] Print (Magazine and Newspaper)
- [ ] Billboard
- [ ] Social Media ads
- [ ] Website banner ads
- [ ] Video ads on youtube
- [ ] In-app ads (spotify, clash of clans, etc.)
- [ ] Blog reviews
- [ ] In-store ads
- [ ] Transit ads (LRT, bus, cab, etc.)
- [ ] Referral/word of mouth
- [ ] Viral posts
- [ ] Email/text blasts
- [ ] Events
- [ ] Underpass ads
- [ ] Other: ____________

What type of sales promotion catches your interest the most? *

- [ ] Discount
- [ ] Add-ons or freebie (free toy, free mug, etc.)
- [ ] Bundle packages
- [ ] Buy 1 Take 1
- [ ] Free trial
- [ ] Contest
- [ ] Point of purchase ads
- [ ] Loyalty program
- [ ] Other: ____________

Do you join contests? *

- ○ YES
- ○ NO

What type of contests do you prefer? *

- ○ Online
- ○ Games
- ○ Raffle
- ○ Other : ____________

Are you influenced by celebrities and famous personalities? *

- ○ YES
- ○ NO

Do you attend events? *

- ○ YES
- ○ NO

What type of events do you usually attend?

- ☐ Concert
- ☐ Sports event (fun run, marathon, lessons, tournament, league)
- ☐ Social events (launch, bloggers event, ball, fashion show)
- ☐ Theatre (dance, play, musical)
- ☐ Bazaar (fashion and food)
- ☐ Art exhibit
- ☐ CSR events
- ☐ Travel expo
- ☐ Dating events
- ☐ Other: ____________

BRAND

Do you know the brand Locally Blended Juice Drink? *

- ◯ YES
- ◯ NO

How familiar are you with the product? *

- ◯ Never heard of it
- ◯ Heard but never tried
- ◯ I have tried the product once
- ◯ I drink the product sometimes
- ◯ I drink the product regularly

Where have you heard about this brand? (check all that applies)

- ☐ TV
- ☐ Radio
- ☐ Magazine/newspaper
- ☐ Transit ad
- ☐ Online ad
- ☐ Word of mouth
- ☐ Blog
- ☐ Supermarket/convenience store
- ☐ Restaurants
- ☐ Event
- ☐ Other: ____

When you think about the product Locally Blended Fruit Juice, what comes to mind? *

Your answer

Do you drink the product? *

- YES
- NO

How often do you consume Locally?

- Daily
- Once a week
- 2-3x a week
- 4-6x a week
- Once a month
- Twice a month
- Once every 2 months
- Other :

Where do you buy Locally?

- 7/11
- Waltermart
- Rustan's
- Bo's coffee
- Ministop
- Other :

You consume Locally as a..

- Dessert
- Refreshment
- Beverage during a meal
- Other :

What are the attributes that make you drink Locally blended fruit juice? (Please rate: 10-Highest, 1-Lowest) the table can be scrolled to the left *

	1	2	3	4	5	6	7
Brand	○	○	○	○	○	○	○
Package Size	○	○	○	○	○	○	○
Health Benefits	○	○	○	○	○	○	○
Price	○	○	○	○	○	○	○
Packaging	○	○	○	○	○	○	○
Taste	○	○	○	○	○	○	○
Percentage of real fruit	○	○	○	○	○	○	○
Add ons (pulp, jelly, pearls)	○	○	○	○	○	○	○
Convenience	○	○	○	○	○	○	○
Advertisement	○	○	○	○	○	○	○

What influences you to purchase Locally? (check all that applies) *

- [ ] Craving
- [ ] Promo
- [ ] New flavor
- [ ] New advertisement/ambassador
- [ ] New packaging
- [ ] Recommended by a fieind
- [ ] Sales talk
- [ ] Trend
- [ ] Photogenic or "Instagrammable"
- [ ] Taste
- [ ] Loyalty bonus
- [ ] Other: ____________

Would you recommend Locally? (For those who have tried the product)

- ○ YES
- ○ NO
- ○ Other :

How satisfied are you with Locally?

- ○ Not satisfied
- ○ Slightly satisfied
- ○ Moderately satisfied
- ○ Very satisfied
- ○ Completely satisfied

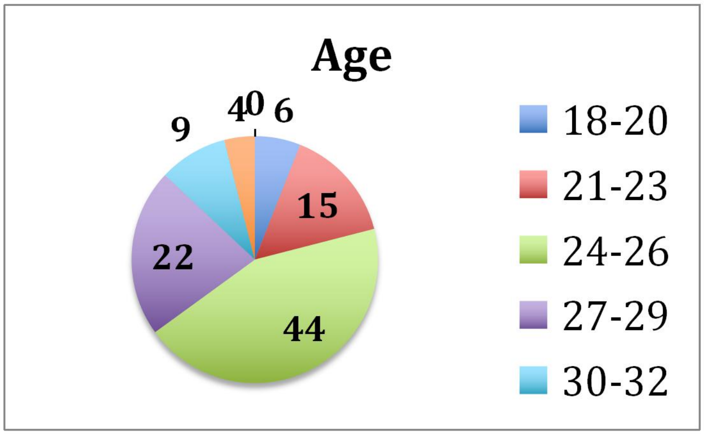
What is the probability that you would purchase Locally again?

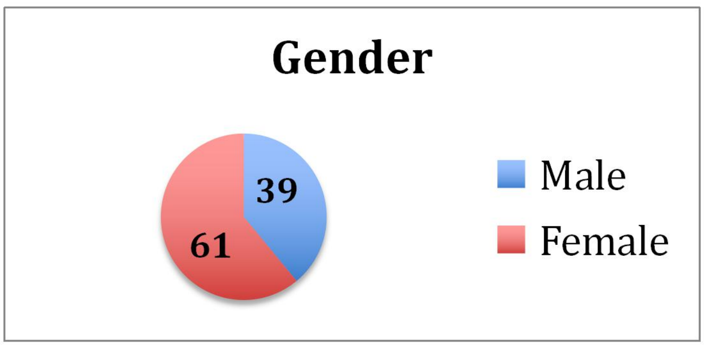
- ○ Not probable
- ○ Slightly probable
- ○ Moderately probable
- ○ Very probable
- ○ Completely probable

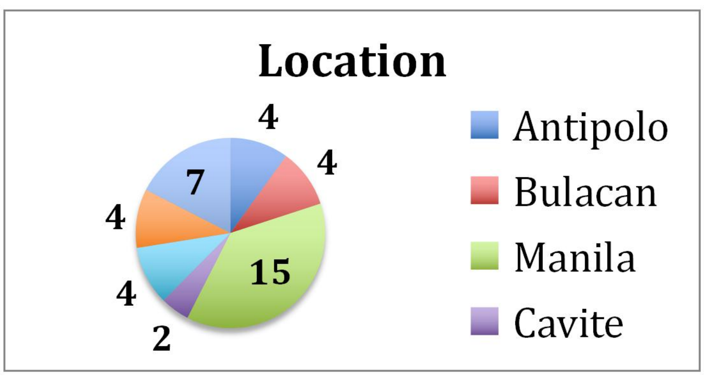
Are you willing to try Locally? (For those who haven't tried the product)

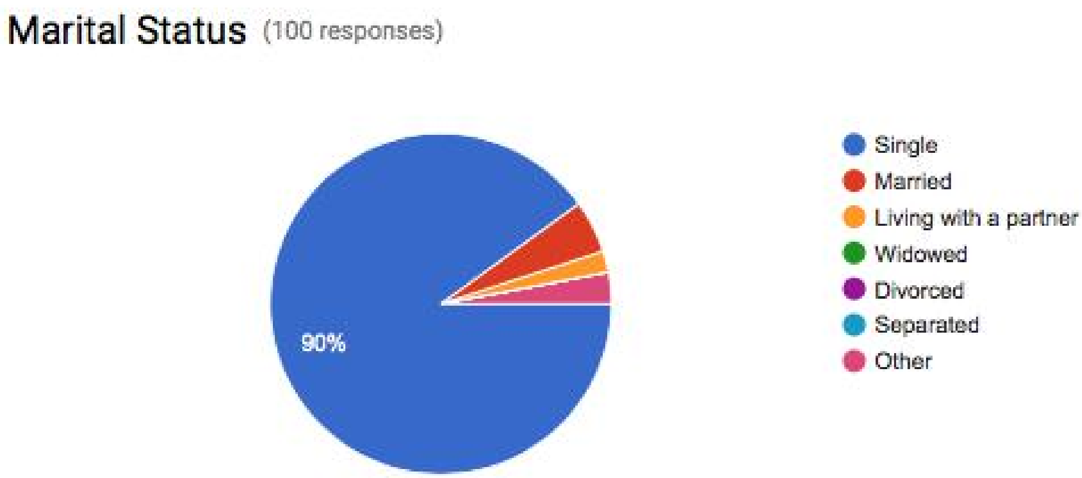
- ○ YES
- ○ NO
- ○ Other : ____________

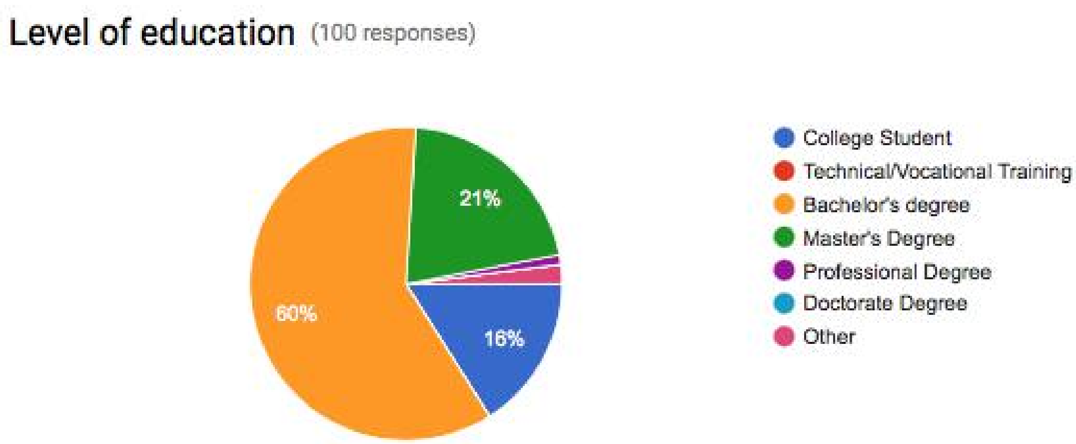
Survey Results

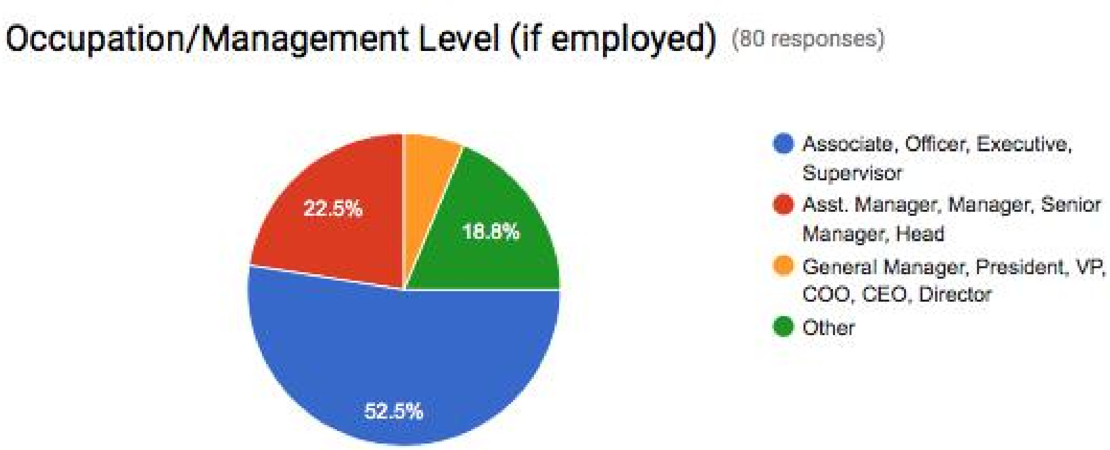




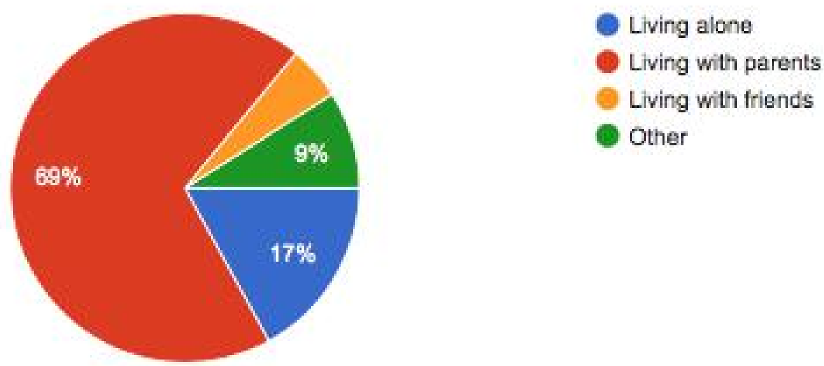



Marital Status (100 responses)
90%
Single
Married
Living with a partner
Widowed
Divorced
Separated
Other

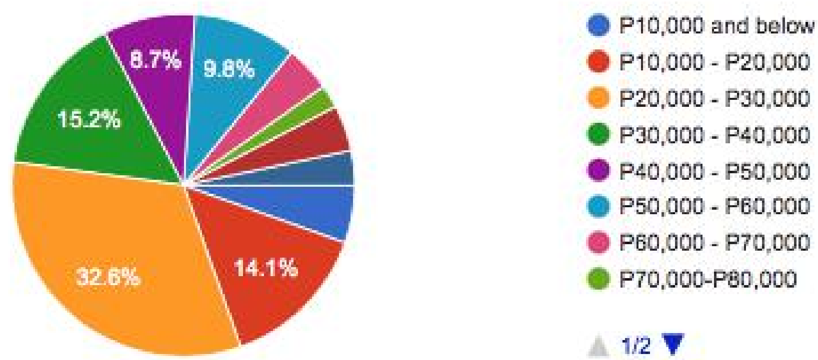

Level of education (100 responses)
21%
60%
16%
College Student
Technical/Vocational Training
Bachelor's degree
Master's Degree
Professional Degree
Doctorate Degree
Other


Occupation/Management Level (if employed) (80 responses)
22.5%
18.8%
52.5%
Associate, Officer, Executive, Supervisor
Asst. Manager, Manager, Senior Manager, Head
General Manager, President, VP, COO, CEO, Director
Other

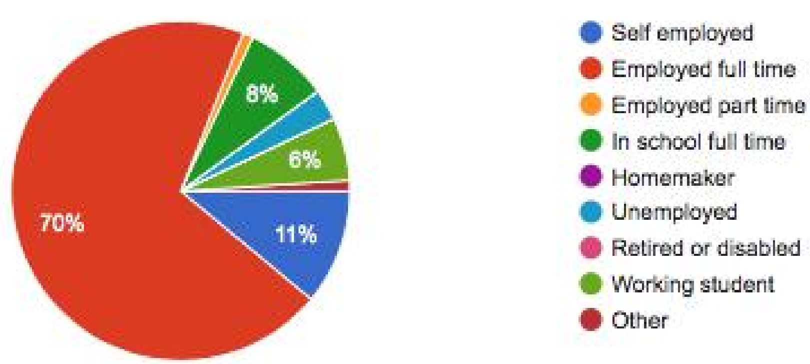
Household composition (100 responses)



What is your monthly income? (92 responses)

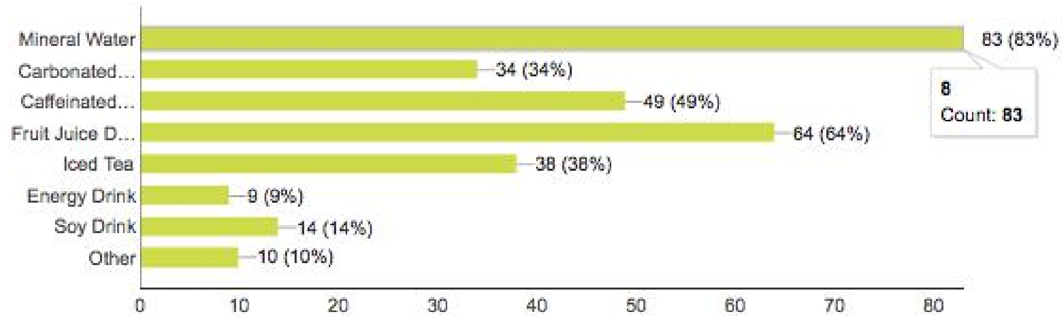


Current employment (100 responses)

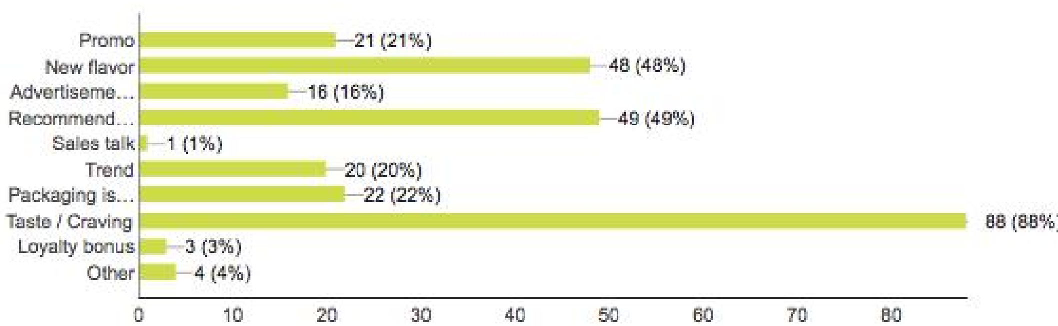


PURCHASE

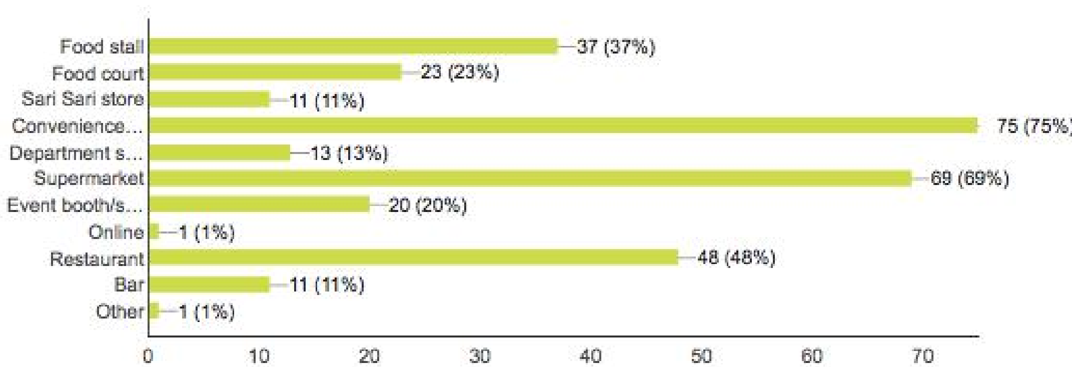
What category of beverage do you normally consume? (check at least 3)
(100 responses)

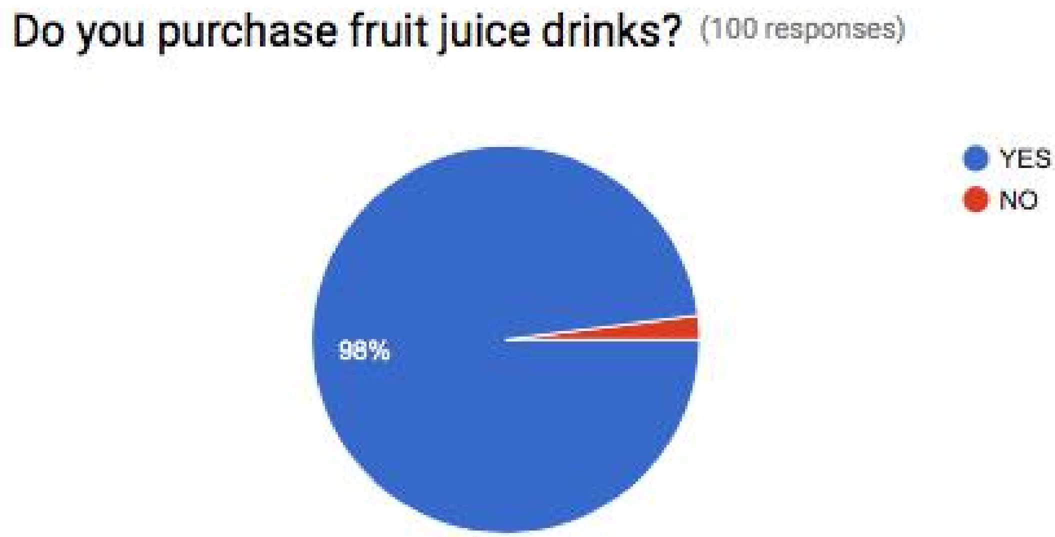


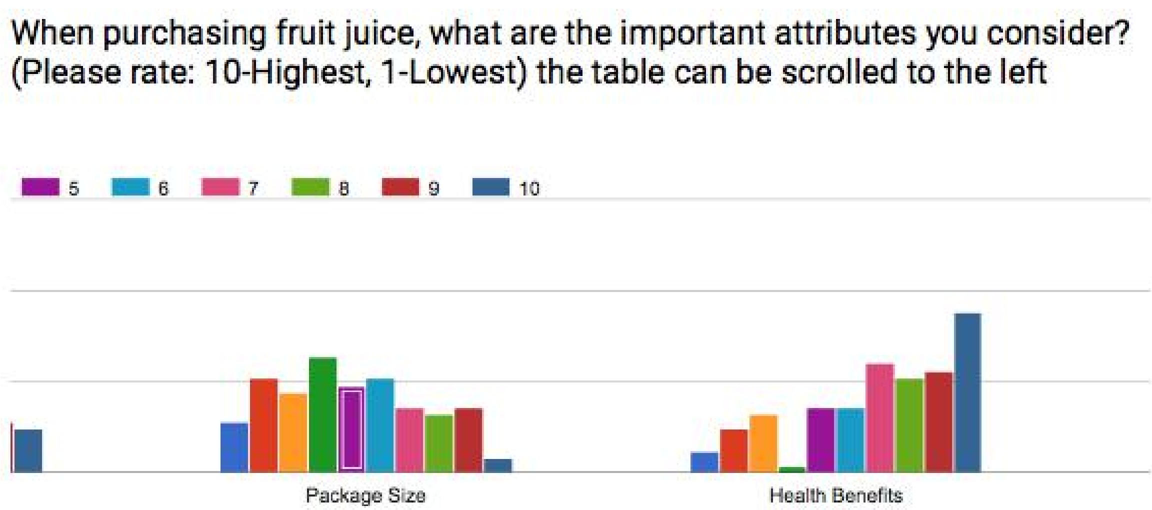
What influences you to purchase fruit juice drinks? (check all that applies)
(100 responses)



Where do you usually purchase these drinks? (check all that applies)
(100 responses)





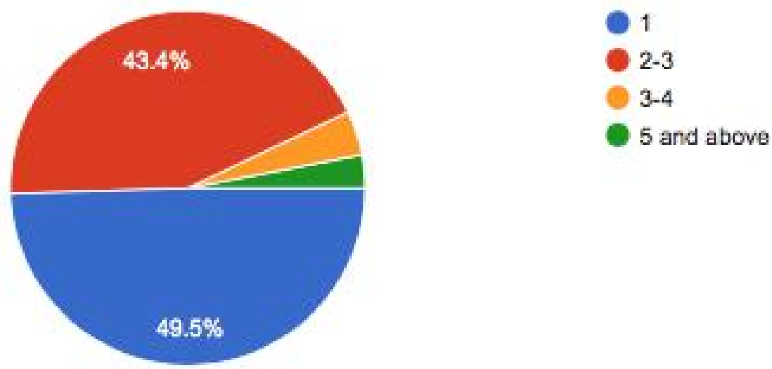


Top 10 attributes the target market consider when buying fruit juice.

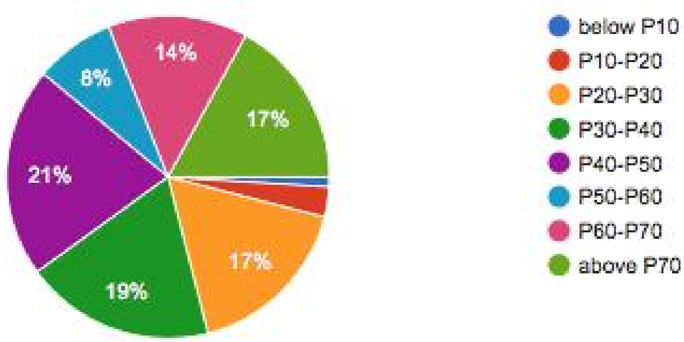
1. Taste
2. Price
3. Health Benefits
4. Cnvenience
5. Advertising
6. Packaging
7. Package Size
8. Add-ons

9. % of Real fruit juice
10. Brand

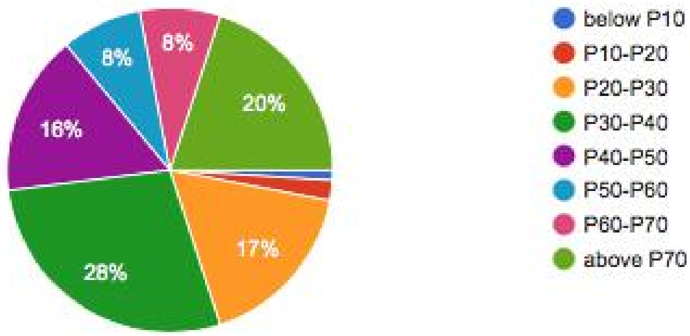
How many fruit juice drinks do you buy? (99 responses)



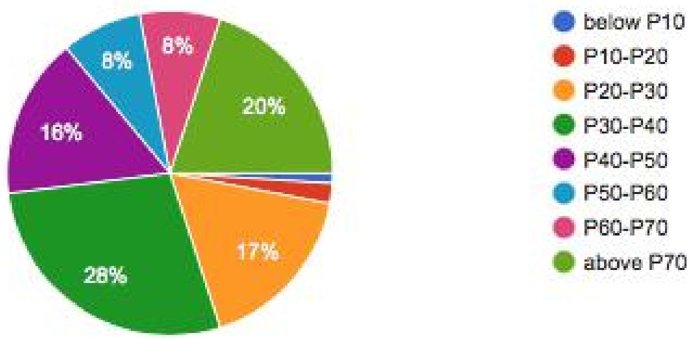
How much are you willing to pay for a fruit juice drink? (100 responses)



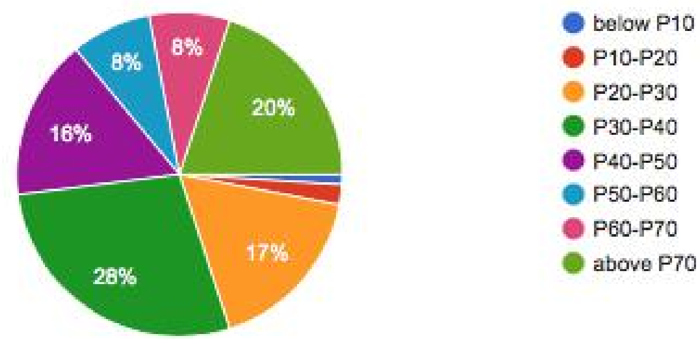
How much do you actually pay for a fruit juice drink? (100 responses)



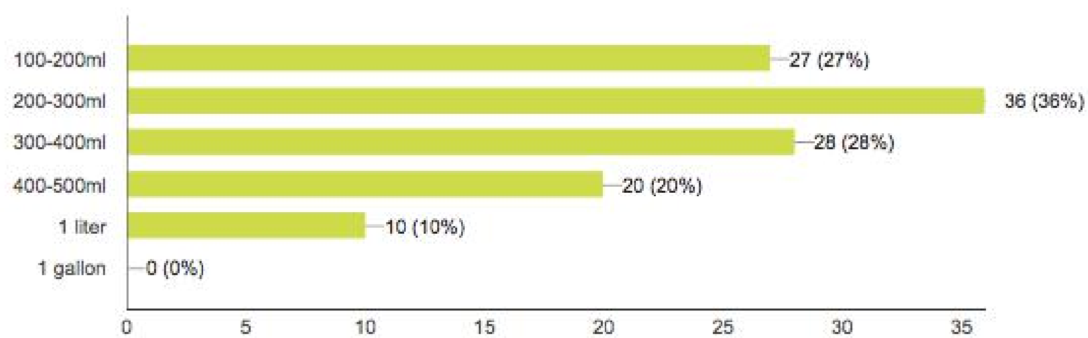
How much do you actually pay for a fruit juice drink? (100 responses)



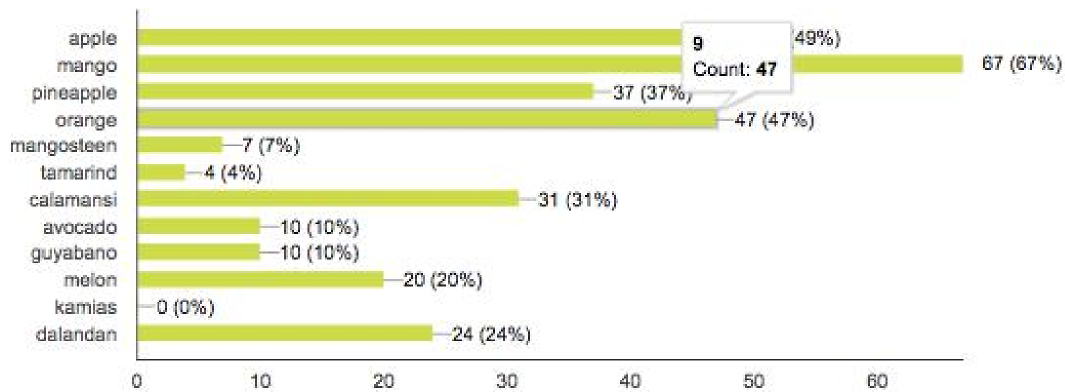
How much do you actually pay for a fruit juice drink? (100 responses)



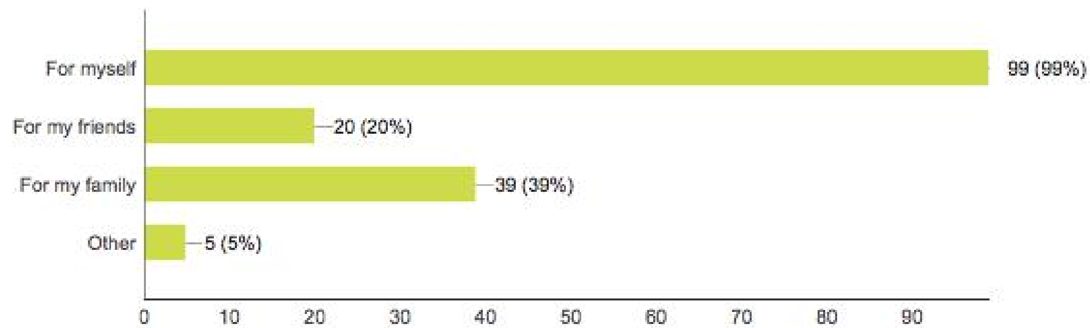
Which of the packs do you most commonly buy? (100 responses)



What fruit juice flavors you usually buy? (100 responses)

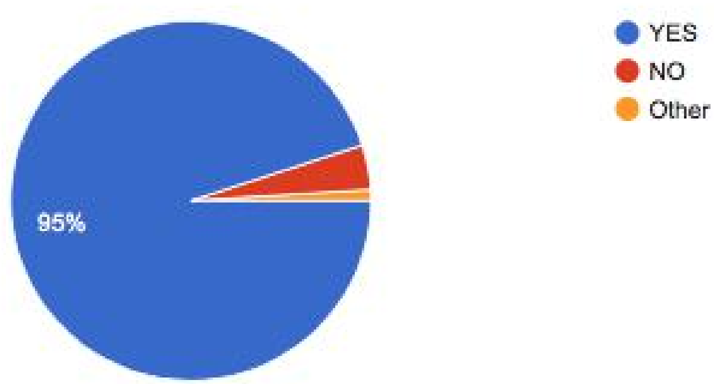


For whom do you buy fruit juice? (check all that applies) (100 responses)



FRUIT JUICE CONSUMPTION, USAGE AND PREFERENCE

Do you drink fruit juice? (100 responses)



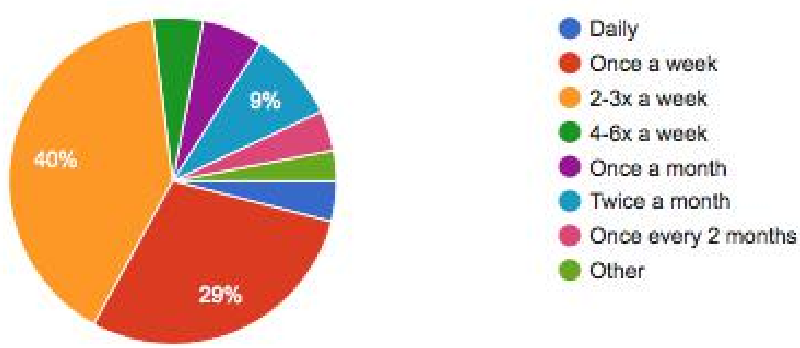
When was the first time you were aware of fruit juice drink?

Top answers

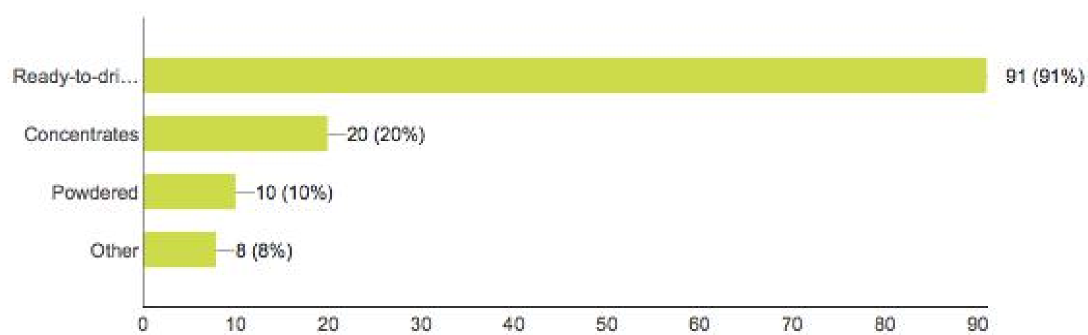
1. When I was a kid
2. Grade school
3. Elementary

On what occasions do you prefer to drink fruit juice? (check all that applies)
(100 responses)

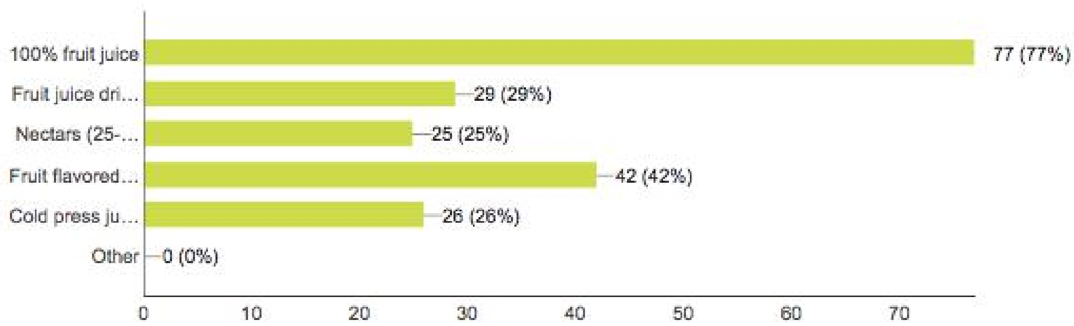
How often do you consume fruit juice? (100 responses)



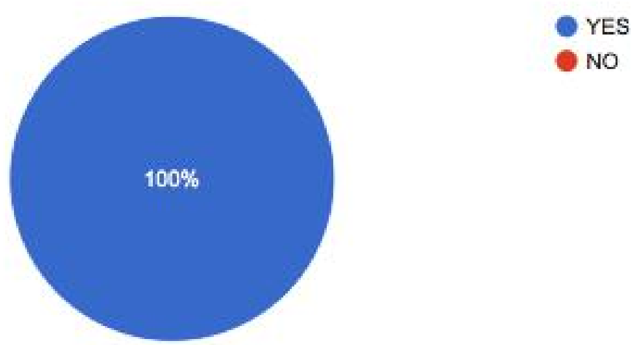
What category of fruit juice drink do you usually consume? (100 responses)



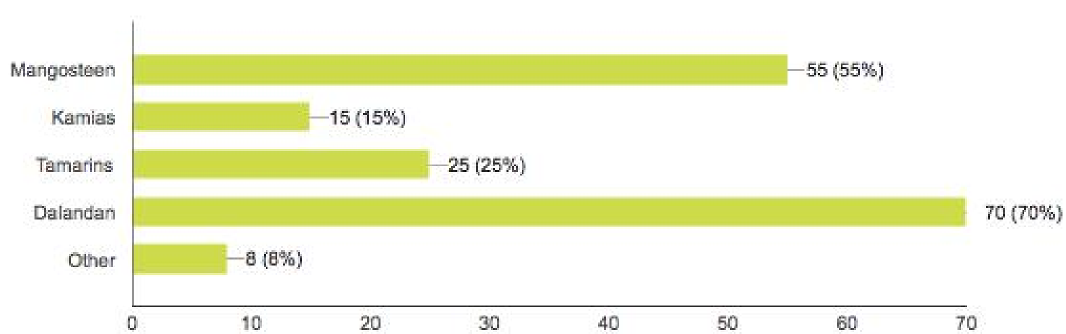
What type of fruit juice do you prefer? (check all that applies) (100 responses)



Are you willing to try other homegrown fruit flavors? (100 responses)



Which of the following flavors are you willing to try? (check all that applies) (100 responses)



What do you partner together with your fruit juice?

Top answers

1. Rice meal/full meal
2. Snacks
3. Sandwich
4. Cereal

For which brand of fruit based juices have you seen any type of advertisement lately?

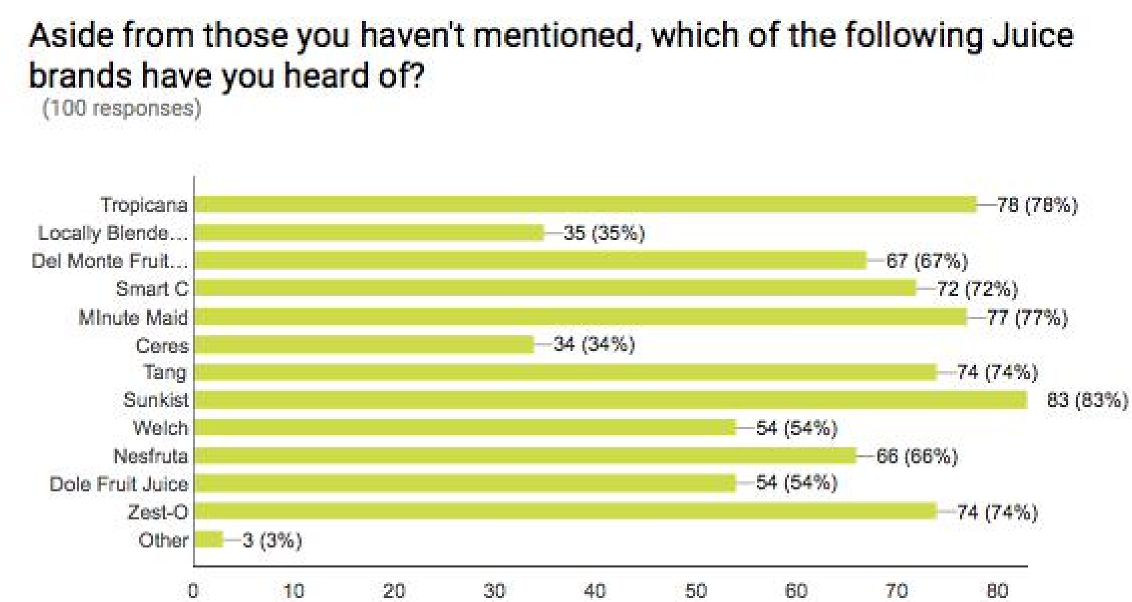
Top 3 answers

1. Del Monte
2. Nesfruta
3. Tropicana

When it comes to fruit juice, what brand comes to mind?

Top 5 answers

1. Del Monte
2. Minute Maid
3. Tropicana
4. Zest-o
5. Tang



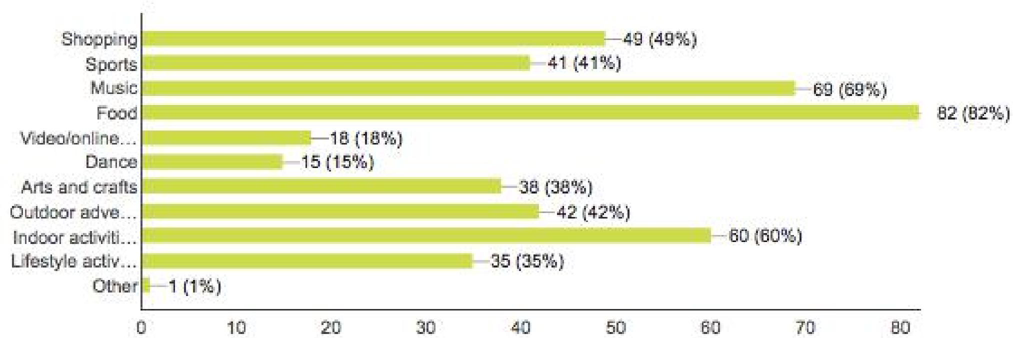
MEDIA HABITS

What are your top daily activities?

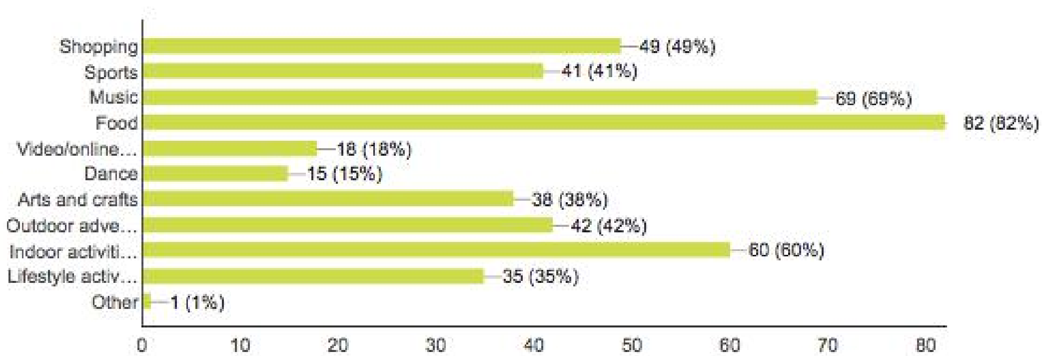
Top 6 answers

1. Work/Reading
2. Surf the net/checking my social media accounts
3. Fitness/Gym/Work out/Sports
4. Eating
5. Travelling
6. Watching TV

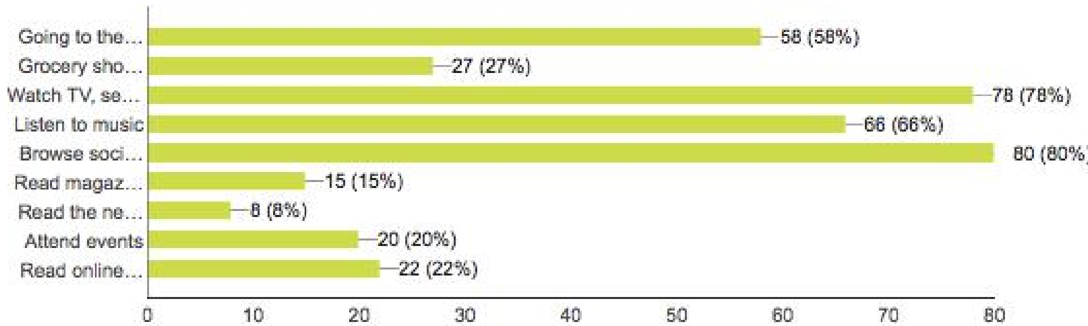
What are your hobbies and interest? (100 responses)



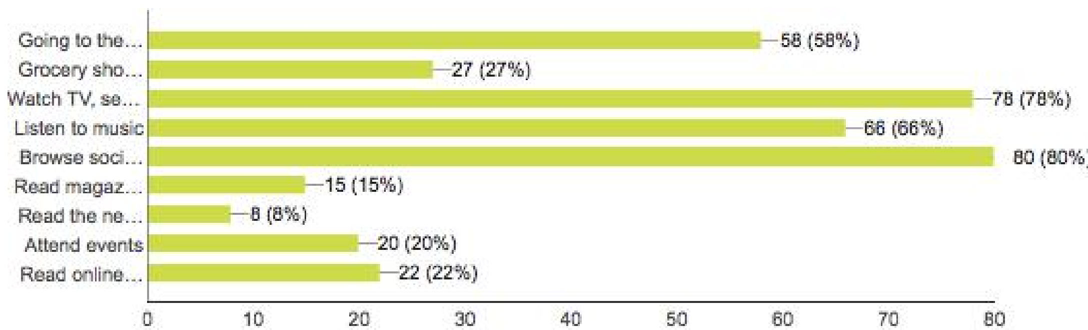
What are your hobbies and interest? (100 responses)



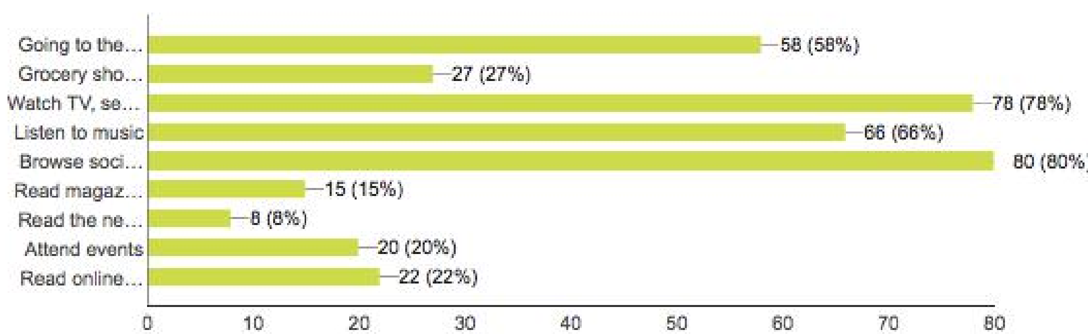
What are the common activities you do during your free time? (100 responses)

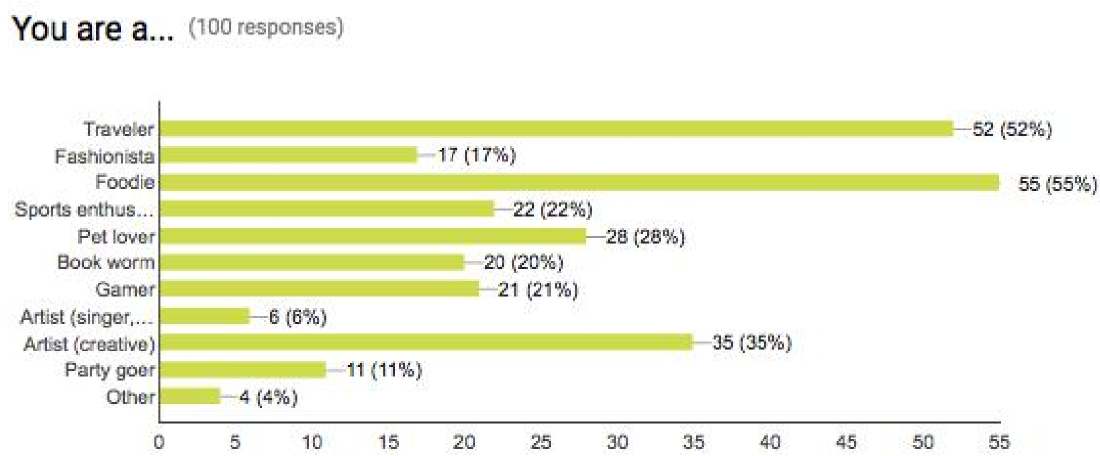


What are the common activities you do during your free time? (100 responses)



What are the common activities you do during your free time? (100 responses)

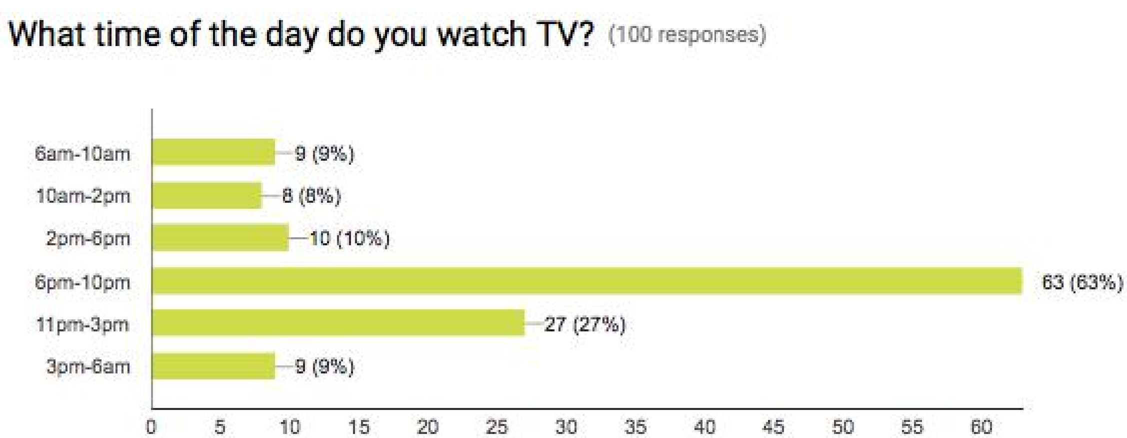




What TV shows/channels do you usually watch?

Top 5 answers

1. ABSCBN
2. HBO/Star Movies
3. Lifestyle cable channels – Food tv, ETC, E!, Star World, Jack, BTV
4. Discovery Channel / National geographic
5. GMA



What Radio shows/stations do you usually listen to?

Top 5 answers

1. Magic 89.9
2. Monster Radio Rx 93.1
3. 89.1
4. Jam 88.3
5. 105.1 Crossover

What Application do you usually use?

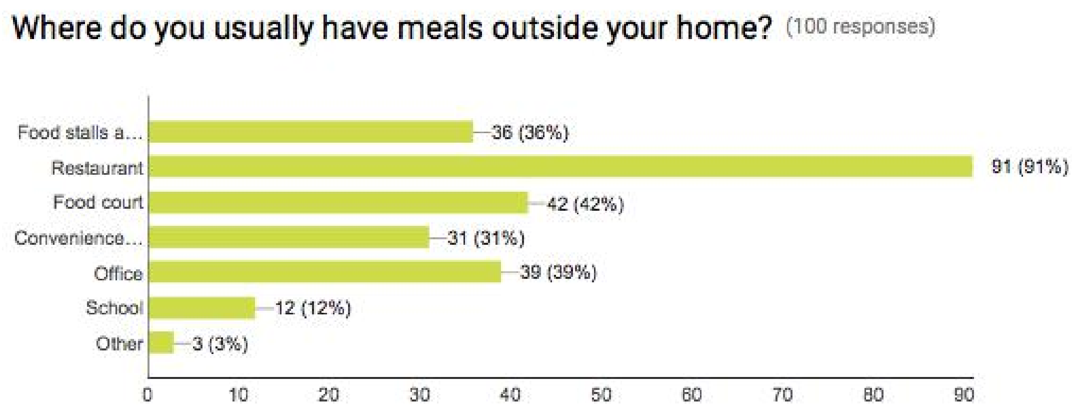
Top 10 answers

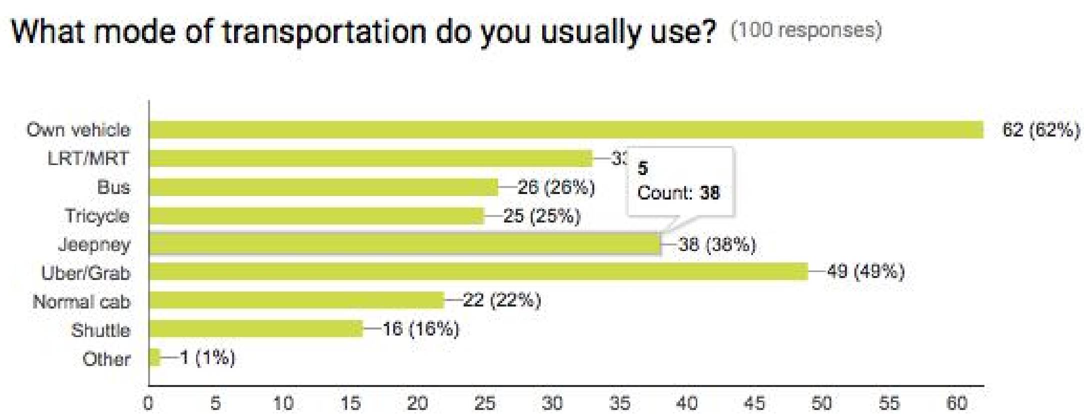
1. Facebook
2. Instagram
3. Snapchat
4. Spotify
5. Messenger
6. Uber/Grab
7. Waze
8. Viber/Wechat
9. Youtube
10. Skype
11. Google

What website/blog do you usually visit?

Top 10 answers

1. Facebook
2. Youtube
3. Rappler/When In Manila/Spot.ph
4. Buzzfeed
5. Google
6. Agoda/Metrodeal
7. Elite Daily
8. Pinterest
9. Inquirer
10. Click the city/Zomato/Shopee

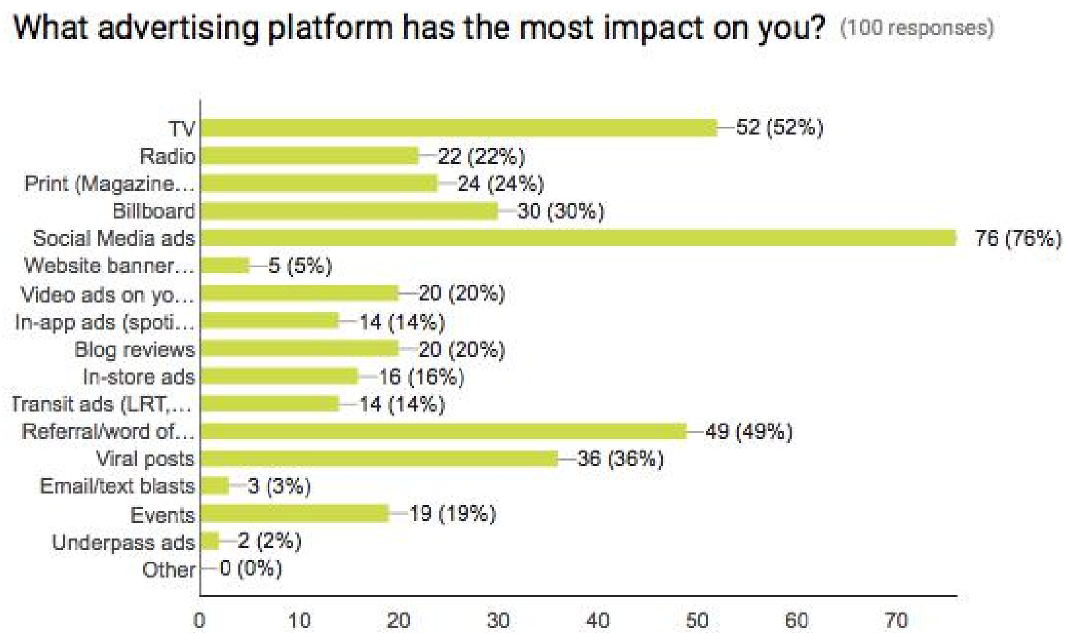


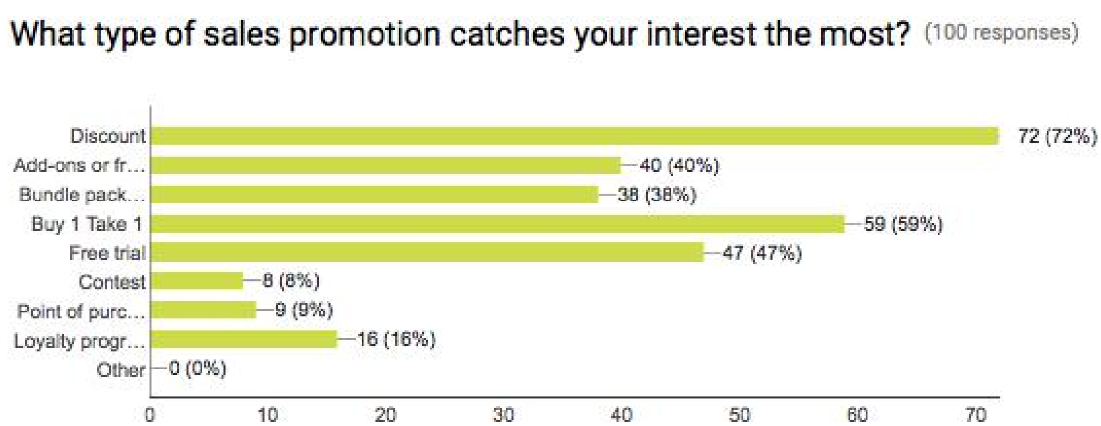


What Area do you usually pass by?

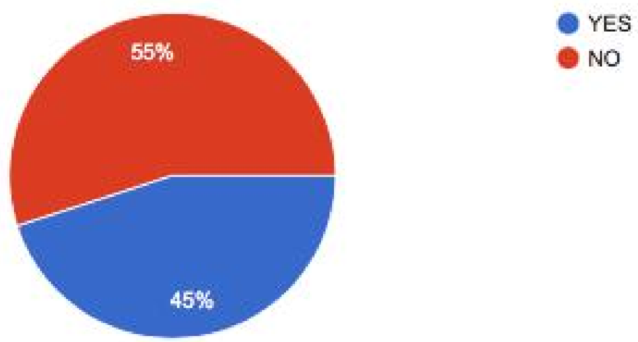
Top 5 answers

1. Edsa
2. Ayala Makati
3. Ortigas/Boni
4. QC/Diliman/Commonwealth
5. BGC/Fort/C5
6. Pasay
7. SLEX
8. Taft

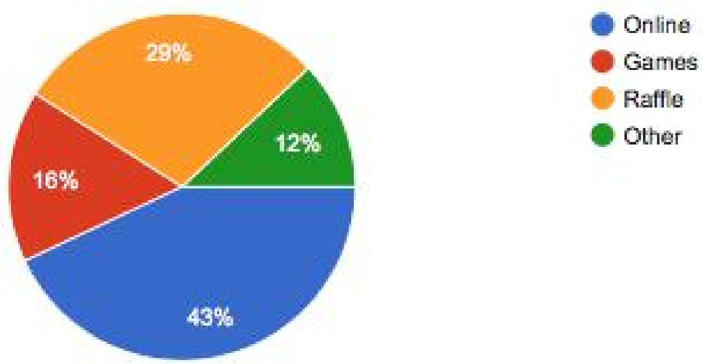

What advertising platform has the most impact on you? (100 responses)
TV
Radio
Print (Magazine...
Billboard
Social Media ads
Website banner...
Video ads on yo...
In-app ads (spoti...
Blog reviews
In-store ads
Transit ads (LRT,...
Referral/word of...
Viral posts
Email/text blasts
Events
Underpass ads
Other
52 (52%)
22 (22%)
24 (24%)
30 (30%)
76 (76%)
5 (5%)
20 (20%)
14 (14%)
20 (20%)
16 (16%)
14 (14%)
49 (49%)
36 (36%)
3 (3%)
19 (19%)
2 (2%)
0 (0%)
0
10
20
30
40
50
60
70


What type of sales promotion catches your interest the most? (100 responses)
Discount
Add-ons or fr...
Bundle pack...
Buy 1 Take 1
Free trial
Contest
Point of purc...
Loyalty progr...
Other
72 (72%)
40 (40%)
38 (38%)
59 (59%)
47 (47%)
8 (8%)
9 (9%)
16 (16%)
0 (0%)
0
10
20
30
40
50
60
70

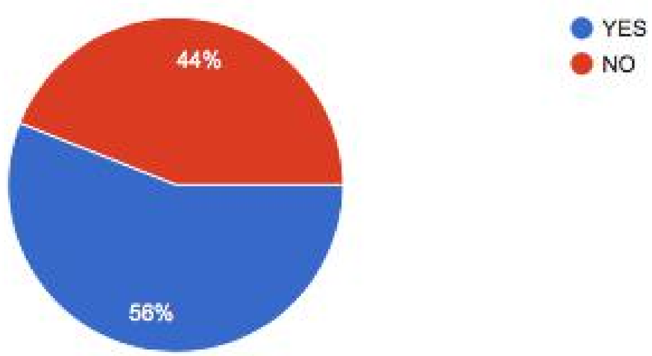
Do you join contests? (100 responses)

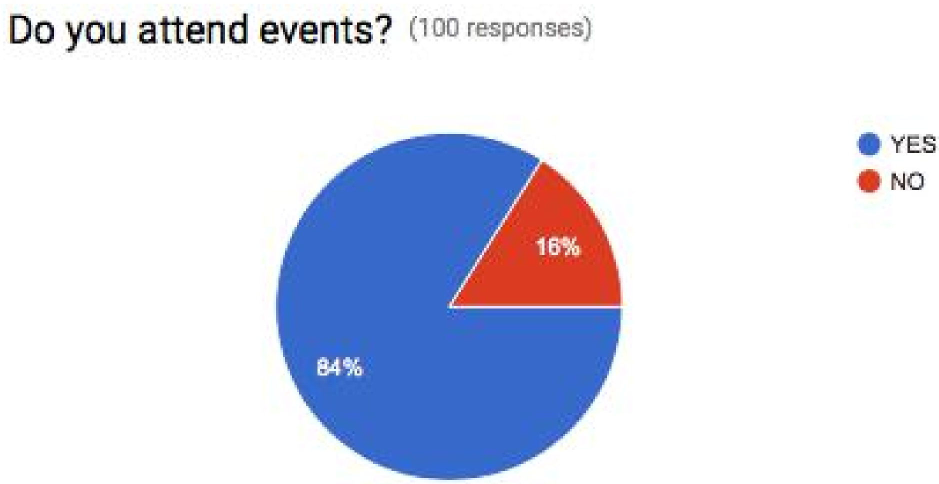


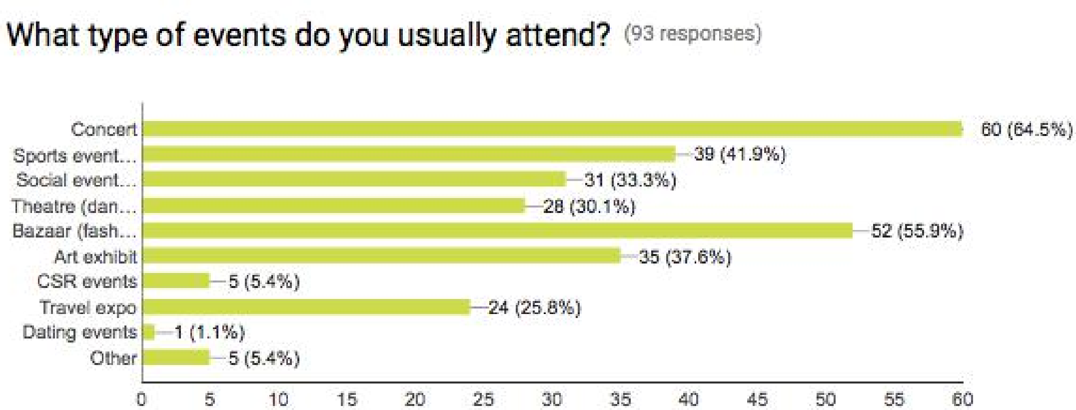
What type of contests do you prefer? (100 responses)



Are you influenced by celebrities and famous personalities? (100 responses)

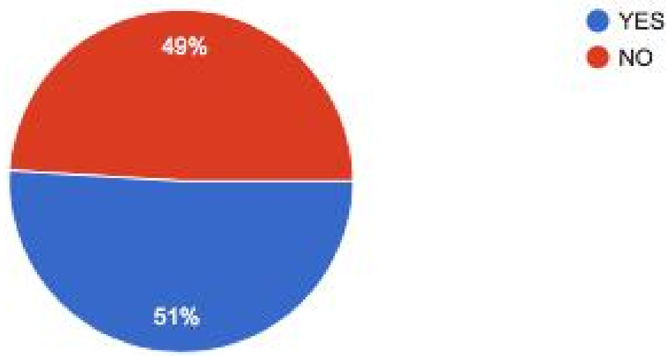



Do you attend events? (100 responses)
YES
NO
16%
84%


What type of events do you usually attend? (93 responses)
Concert
Sports event...
Social event...
Theatre (dan...
Bazaar (fash...
Art exhibit
CSR events
Travel expo
Dating events
Other
60 (64.5%)
39 (41.9%)
31 (33.3%)
28 (30.1%)
52 (55.9%)
35 (37.6%)
5 (5.4%)
24 (25.8%)
1 (1.1%)
5 (5.4%)
0
5
10
15
20
25
30
35
40
45
50
55
60

BRAND

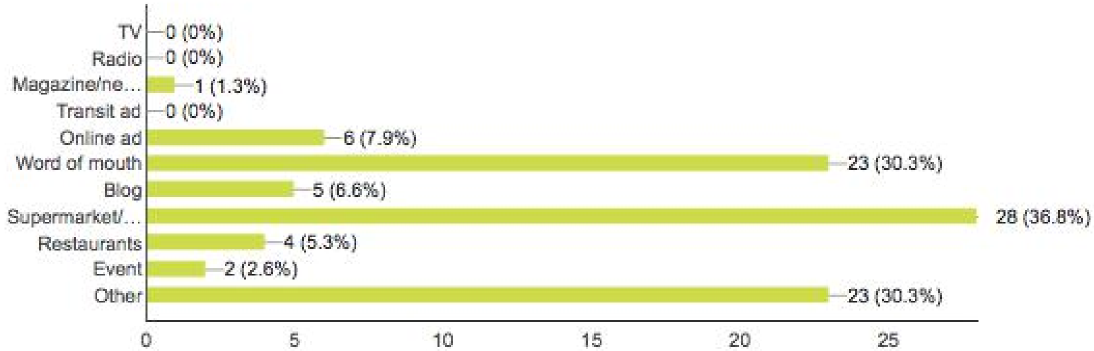
Do you know the brand Locally Blended Juice Drink? (100 responses)

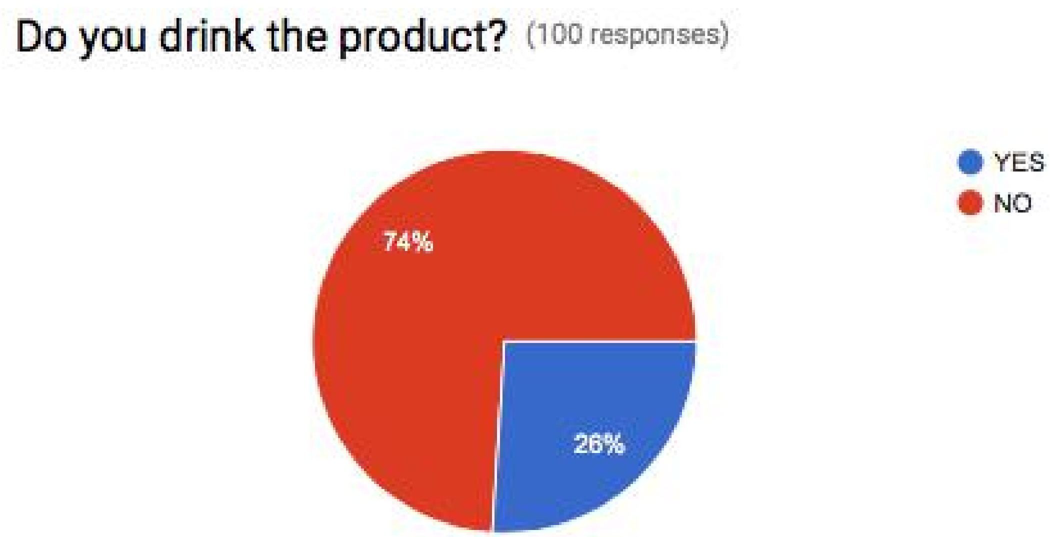


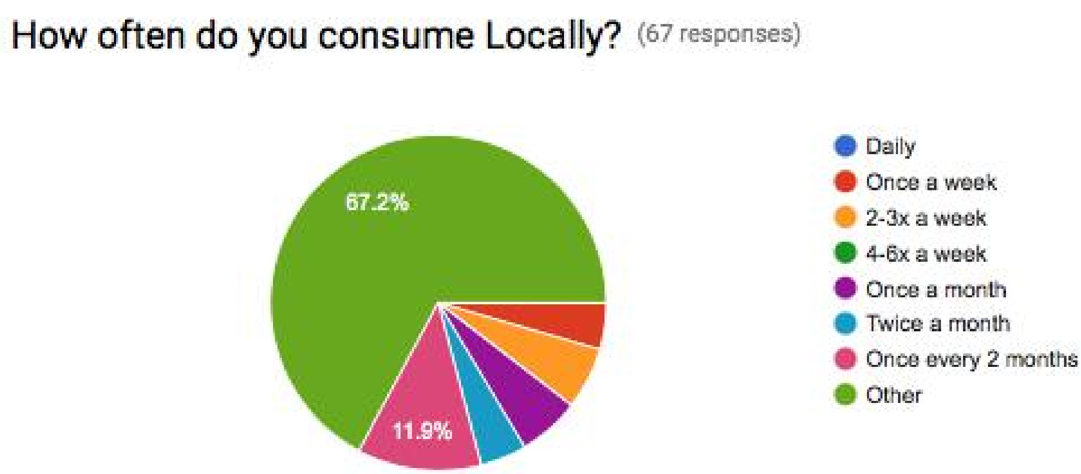
When you think of the product Locally, what comes to mind?

Made in the Philippines, Appears expensive but worth my spending, flavors from home grown fruits, local fruit juice, proud pinoy, organic, unique, fresh fruits, nationalism, maybe new taste, cute packaging, it has nice packaging, fresh and different, new, natural, sustainable, cool packaging, hip, hipster, same as the rest, refreshing.

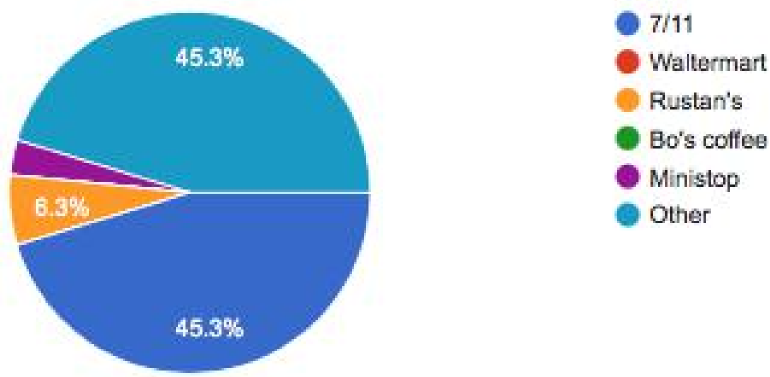
Where have you heard about this brand? (check all that applies) (76 responses)



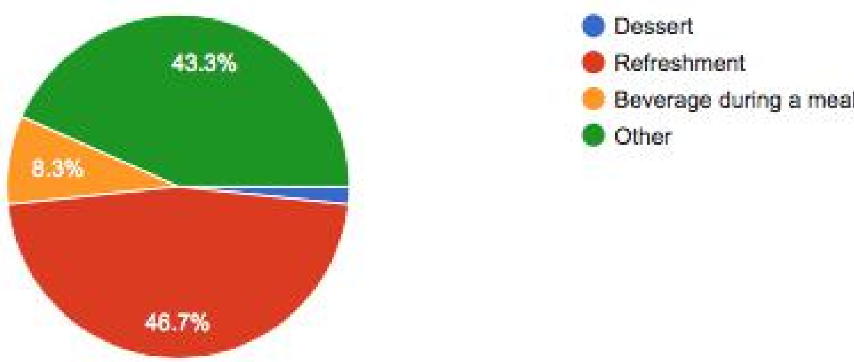

Do you drink the product? (100 responses)
74%
26%
YES
NO

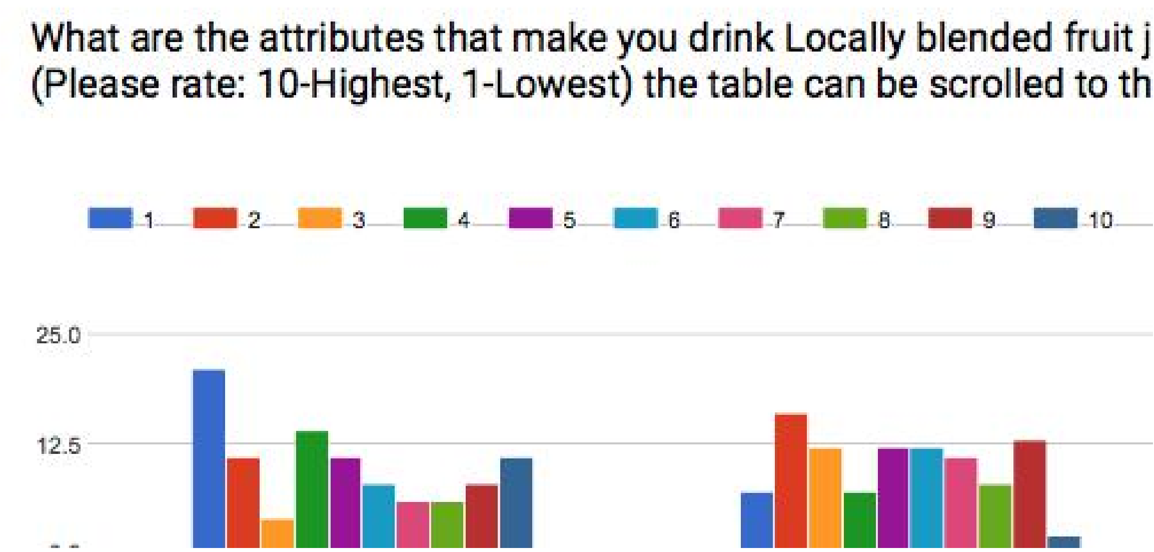

How often do you consume Locally? (67 responses)
67.2%
11.9%
Daily
Once a week
2-3x a week
4-6x a week
Once a month
Twice a month
Once every 2 months
Other

Where do you buy Locally? (64 responses)



You consume Locally as a.. (60 responses)

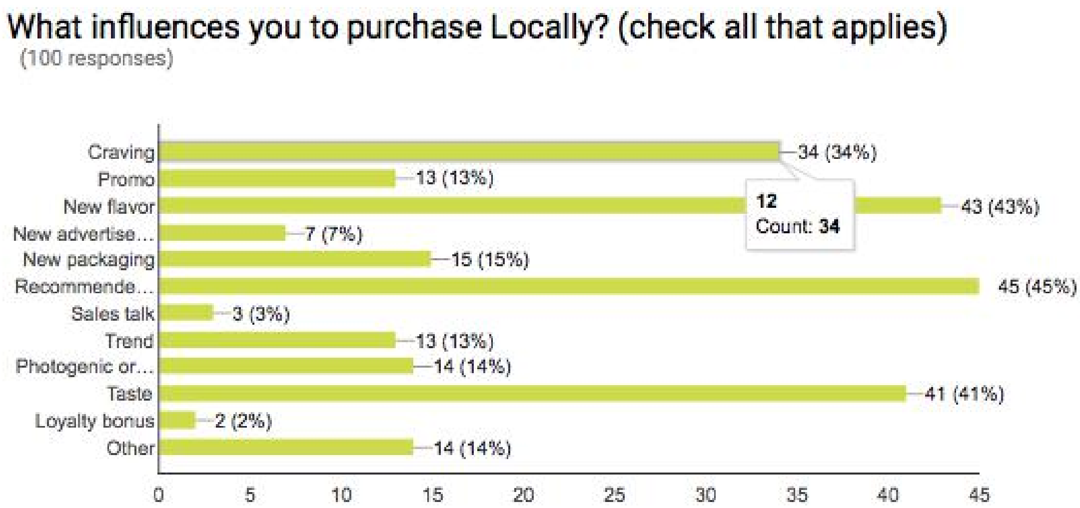


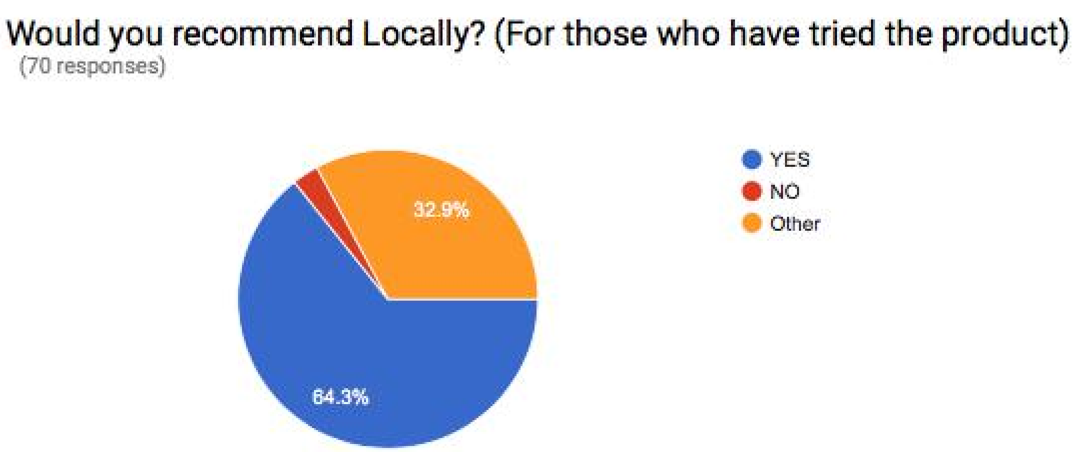


What are the attributes that make you drink Locally?

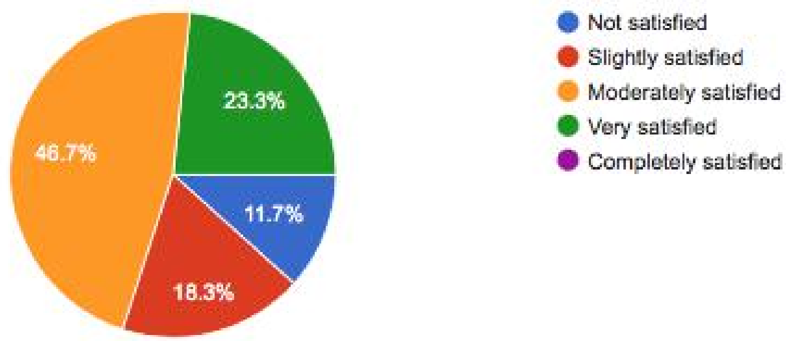
Top 10 answers

1. Taste
2. Price
3. Health Benefits
4. Packaging
5. Percentage of real fruit
6. Convenience
7. Advertisment
8. Add-ons
9. Brand
10. Package Size

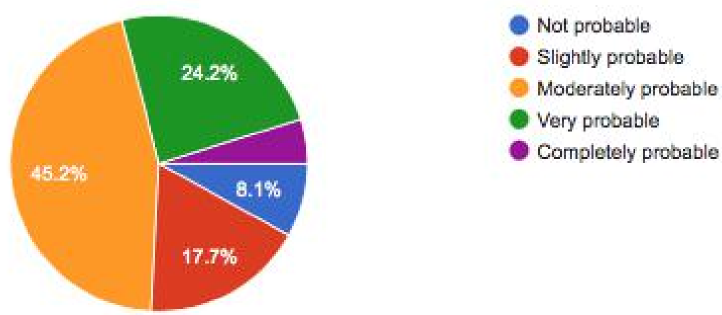

What influences you to purchase Locally? (check all that applies)
(100 responses)
Craving
Promo
New flavor
New advertise…
New packaging
Recommende…
Sales talk
Trend
Photogenic or…
Taste
Loyalty bonus
Other
34 (34%)
13 (13%)
12
Count: 34
43 (43%)
7 (7%)
15 (15%)
45 (45%)
3 (3%)
13 (13%)
14 (14%)
41 (41%)
2 (2%)
14 (14%)
0
5
10
15
20
25
30
35
40
45


Would you recommend Locally? (For those who have tried the product)
(70 responses)
32.9%
64.3%
YES
NO
Other

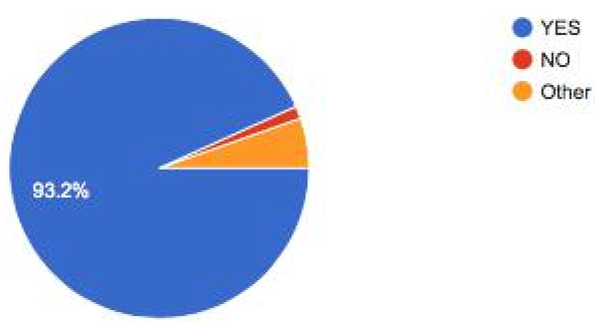
How satisfied are you with Locally? (60 responses)



What is the probability that you would purchase Locally again? (62 responses)



Are you willing to try Locally? (For those who haven't tried the product)
(74 responses)



APPENDIX D : REFERENCE

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