



What great moments taste like.

Campaign Overview

Table of Contents

- 1 Campaign Overview
- 2 Research Methods
- 3 Competitive Landscape
- 4 Consumer Insights
- 5 Brand Positioning & Strategy
- 6 Media Strategy
- 7 Creative Strategy
- 8 Platform and Executions
- 17 Flowchart
- 18 Budgeting
- 19 AdTech and Evaluation
- 20 Measures of Success

EXECUTIVE SUMMARY

As the world's leading supplier of cranberries, Ocean Spray offers bold flavors with its continuously evolving selection of juice and snack products. Ocean Spray's specialization in cranberries and its unique cooperative structure differentiate it from other competitors, but growing threats from trendy new entrants and its weak digital presence have prevented the brand from successfully capturing the millennial demographic. We found through extensive research that Ocean Spray can appeal to this coveted group of customers by establishing physical and digital accessibility, highlighting the unique and delightful flavors of the products, and emphasizing the brand's values and integrity. In short, our campaign asserts that Ocean Spray's core objective is: **"Bringing bright and bold flavors, from our family of farmers to you."**

What makes a moment truly great is indescribable. It's a combination of sweet and complex, exciting and impactful. Though it's difficult to put into words, it's clear that a great moment is better than just another experience. Our campaign associates this sublime feeling with the variety of Ocean Spray products by describing them as **What Great Moments Taste Like**. Our executions emphasize how millennials can enhance any great moment by incorporating the fruit's unique flavor. Even better, millennials can feel good about feeling great because they are supporting Ocean Spray's ethical values and cooperative structure.

Our campaign leverages a combination of the most effective media channels, programmatic ad serving, and creative optimization technology to meaningfully reach millennial consumers. By heavily emphasizing customizable and targetable digital ad platforms, we hope to maximize the digital accessibility of Ocean Spray and drive relevancy, sales, and brand value.

CAMPAIN OBJECTIVES

- Increase salience among millennials by emphasizing in-store trial and positioning Ocean Spray as both a physically and digitally cohesive brand that provides convenient and accessible food and beverage products.
- Prioritize differentiation and pique interest among millennials by presenting Ocean Spray as a bold and refreshing brand that combats its outdated perception and fosters an association with new and exciting flavor experiences.
- Emphasize meaningfulness among millennials by highlighting Ocean Spray's purpose-driven values and solidifying brand loyalty within this demographic.

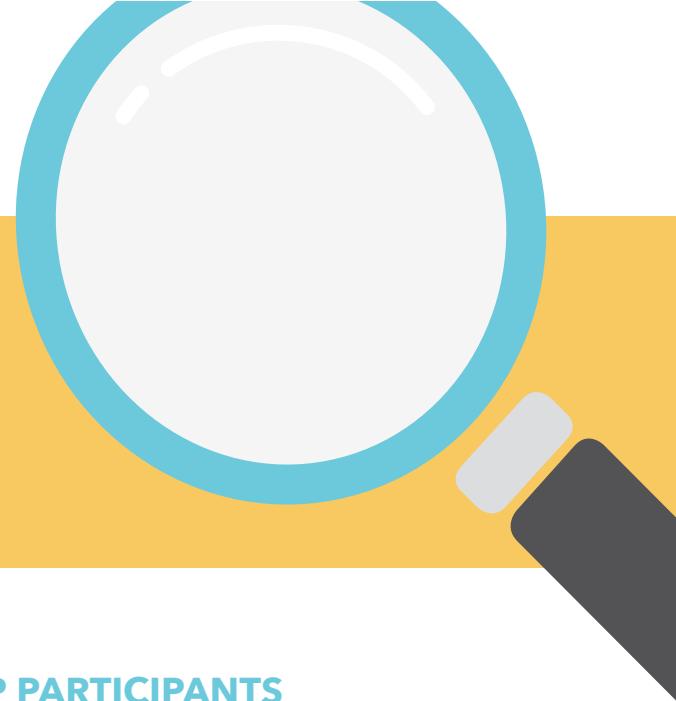
THE CHALLENGE

Increase Ocean Spray's relevancy among our demographic by understanding millennial values, emphasizing brand strengths, and bridging the two in a comprehensive marketing campaign.

Research Methods

RESEARCH OBJECTIVES

- Understand millennial food and beverage trends to determine the best way for Ocean Spray to appeal to this demographic.
- Evaluate the importance of company heritage and values in millennial purchasing decisions.
- Assess the functionality of Ocean Spray's current website to enhance the user experience and to improve digital presence.



1,089 SURVEY RESPONSES

We distributed a nationwide survey using Qualtrics to collect quantifiable data that revealed trends about the values and lifestyle choices of our target demographic.

Millennials primarily prioritize taste in their food and beverage purchasing decisions, with secondary factors including convenience and company values.

115 MAN ON THE STREET INTERVIEWS

We interviewed a broad spectrum of consumers to gauge Ocean Spray brand awareness and to understand the effects of company integrity on purchasing patterns.

Ocean Spray is well known among millennials, as a majority of participants recognized the brand when shown a picture of its logo without the "Ocean Spray" text.

90 FOCUS GROUP PARTICIPANTS

We designed four activities to gain deeper insight into Ocean Spray's position in the competitive market and to identify the driving forces motivating millennial behaviors.

Most focus group participants preferred on-the-go Ocean Spray products to the shelf-stable options.

32 UX SURVEYS

We recruited 32 participants to audit the current Ocean Spray website in order to assess its functionality, understand online consumer habits, and reveal user difficulties.

"The website looks dated, and the colors are dull and not very eye catching" - UX Survey Participant

200+ SECONDARY SOURCES

Secondary research provided a working foundation for us to refine our primary research methods and better understand Ocean Spray's competitors and target audience.

Competitive Landscape

STRENGTHS

- Ocean Spray has been the world's leading supplier of cranberry products for generations and is a widely recognized, reputable brand.
- Ocean Spray offers a wide array of products that fit all moments of a consumer's day.
- Ocean Spray's cooperative structure supports values that millennials look for in their brands.

WEAKNESSES

- Ocean Spray is not as "hip" or trendy as newer juice brands in the market.
- A majority of Ocean Spray's current demographic is 45+.
- Ocean Spray has a weak digital presence and poor website user interface.

OPPORTUNITIES

- Millennials are bored with traditional juices, preferring tart and bold flavors.
- Millennials seek physically accessible products and brands with a strong online presence.
- Most millennials are unaware of Ocean Spray's unique cooperative structure.

THREATS

- Total juice sales have declined 2.5% over the past 5 years.
- The juice market is becoming increasingly saturated as new competitors and private labels steal market share.
- Health-conscious consumers are becoming increasingly wary of juices and snacks with high sugar content.

COMPETITIVE ANALYSIS

NICHES	BRANDS	STRENGTHS	WEAKNESSES
Low Cost + Private Label	Kroger, Up & Up	Generic brand options are cheaper and are allotted more shelf space in stores.	Private labels lack the genuine taste, values, and authenticity of brand-name products.
Healthy + Hip	Naked, Bai, Odwalla	These companies attract younger consumers with trendy branding and real ingredients.	These brands' products tend to be more expensive than other beverages.
The Classics	Minute Maid, Simply, Tropicana	Each brand is a dominant supplier of orange juice, which is considered a breakfast staple.	These brands are owned by large corporations such as Coca-Cola, which millennials consider less purpose-driven.

Ocean Spray does not compete directly with family-oriented brands (e.g., Mott's and Welch's) or mature brands (e.g., Mariani, Sunsweet, Sun-Maid, and V8) because these companies currently cater to families and older demographics and are not specifically targeting millennials.

Ocean Spray has been unable to market itself to millennial consumers because millennials are drawn towards trendy, innovative, and digital-friendly brands. Additionally, a growing number of millennials desire new flavors and experiences, and want the brands they purchase to be purpose-driven. Ocean Spray can stand out among its competitors by emphasizing its unique cooperative structure, bold taste, and diverse product line, which can satisfy experience-seeking millennials throughout all moments of their day.

Consumer Insights

MACRO TRENDS

Millennials seek adventure through bold, new flavors.

Experience everything! This mantra encompasses millennials' outlook as they "fuel the experience economy" and seek out bold, non-traditional flavor alternatives that satisfy their taste cravings. For millennials, taste is paramount. When asked to rate various purchasing decision factors on a 0-5 scale, 84% of our survey respondents rated taste as a 4 or 5.

Millennials value peer recommendations.

As the social generation, millennials are constantly discovering and sharing brands with their peers, both online (via social media) and in-person. They place a great deal of importance on recommendations from their social sphere and want brands that they will feel excited to recommend to their friends. Companies that can enhance millennials' personal connections and social relationships will appeal most to this demographic.

Millennials prioritize convenience and accessibility.

Millennials' schedules are filled to the brim, so brands that offer convenience and accessibility appeal most to this demographic. Brands should prioritize not only the convenience of on-the-go products, but also the accessibility of learning information about the brand online. Therefore, maintaining a cohesive identity across both physical and digital platforms is key to retaining millennial interest.

Millennials want a brand that resonates with their own values.

Millennials care about both product value and company values. To appeal to this demographic, brands must cultivate a personal connection with the consumer through transparency and a greater purpose – assertions most "Big Food" competitors cannot make. Companies that show how they are genuinely contributing to a better "self, society, and planet" will capture millennials and solidify true brand loyalty.

OPPORTUNITIES FOR OCEAN SPRAY

Bored with Breakfast Basics

Although millennials strive to eat energizing, nutritious, and flavorful breakfasts, 40% are bored with traditional apple and orange-flavored products. 69% of millennials are snacking in the morning, and many prefer light on-the-go juices and snacks as they start their day. Therefore, Ocean Spray's convenient and unique products are the perfect morning kickstart.

Devoted to Snacking

Many millennials follow clockless eating schedules instead of a traditional three-meal paradigm. They are always on the move, so it's no wonder that 53% of millennials snack every day to satisfy "between-meal" cravings, regain energy, and take a break from work. Ocean Spray can tap into these snacking moments by emphasizing its convenient selection of flavorful food and beverage products.

Driven by Social Relationships

If millennials' time were a pie, they'd share it all. Because socialization is a big part of millennials' daily lives, Ocean Spray's wide variety of flavorful shelf-stable and mocktail products can serve as exciting, shareable options. Whether as a mixed drink or by themselves, these products offer bold tastes that can enhance millennials' social experiences and enrich their valuable relationships.



Brand Positioning & Strategy

Ocean Spray is more than what meets the eye. As a cooperative, Ocean Spray is a rarity in a bog of “big corp” competitors, with the ability to expand and capture more than its current audience. Our research shows that Ocean Spray encompasses what many millennials already seek in their brands: diverse product options, bold flavors, and company values. By increasing salience, prioritizing differentiation, and emphasizing meaningfulness, Ocean Spray can better target this demographic.

Bringing bright and bold flavors from our family of farmers to you.

Ocean Spray's variety of products is highly versatile, **bringing** the accessibility and convenience millennials value to all moments of their day. As millennials expand their taste preferences and shift away from traditional flavors, Ocean Spray's **bold cranberry-flavored products** are perfect for this experience-driven demographic. Ocean Spray's cooperative structure incorporates the values that millennials care about through its vast **family of farmers** and fair employee treatment – a claim that most large corporations cannot honestly make.

Our strategy initially leverages the ease, accessibility, and bold taste of Ocean Spray's cranberry products to increase brand awareness and pique millennials' interest. Next, our strategy emphasizes Ocean Spray's unique cooperative structure in order to differentiate the company from its competitors and solidify brand loyalty.

We understand that every consumer is at a different stage in their relationship with Ocean Spray. Therefore, we will engage millennials who are unfamiliar with the brand with Ocean Spray's accessibility and unique, bold taste while retaining current customer loyalty by emphasizing Ocean Spray's cooperative values. Our strategy is most effective because of this personalization, making Ocean Spray products a great choice for new millennials and seasoned cranberry connoisseurs.

In short, we emphasize:



TASTE



ACCESSIBILITY



VALUES

Media Strategy

Leveraging omnichannel marketing to drive relevance, sales, and brand value of Ocean Spray among millennials at any moment of the day.



We start big – our traditional media platforms such as TV commercials and wallscapes will encourage a more general audience to discover our brand's message.



Low online activity from Ocean Spray's competitors presents us with more opportunities to build connections with customers on social media and other digital platforms. Whether that's through partnerships with prominent online influencers or a modernized website, allocating a significant portion of our budget towards our online presence will differentiate Ocean Spray from other brands.



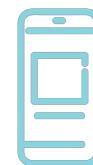
As our campaign emphasizes Ocean Spray's product variety and relevance throughout the day, we will employ versatile methods such as TV dayparting or digital ad customization to deliver well-timed executions.



Our in-store activations will be strategically placed throughout retail locations, significantly increasing product trial through greater visibility.



Millennials are drawn to brands that understand how and when to target their demographic with personalized and adaptable executions. We will combine methods such as A/B testing and dynamic creative optimization with specific customer preferences to serve personalized ads. For Ocean Spray, this strategy will thoughtfully connect consumers to their brand, generating increased product trial and brand loyalty.



We will focus on the individual experience. It's no secret that digital platforms are a huge part of millennials' everyday lives. Through ad technology and digital marketing, we will effectively target individual consumers, personalizing their interactions with Ocean Spray.

Creative Strategy

THE TAGLINE

What Great Moments Taste Like

THE
INTERPRETATION



The unique and powerful flavor of cranberries perfectly describes the taste of an unforgettable occasion.

THE
CONNECTION



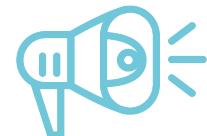
With busy schedules and a thirst for new experiences, millennials need a brand that fits conveniently into the exciting moments of their lives and also brings a taste of that excitement to their daily routines.

THE
EXECUTION



Our campaign positions Ocean Spray as both exciting and ethical while celebrating the delightful flavors and extensive versatility of the brand's product line.

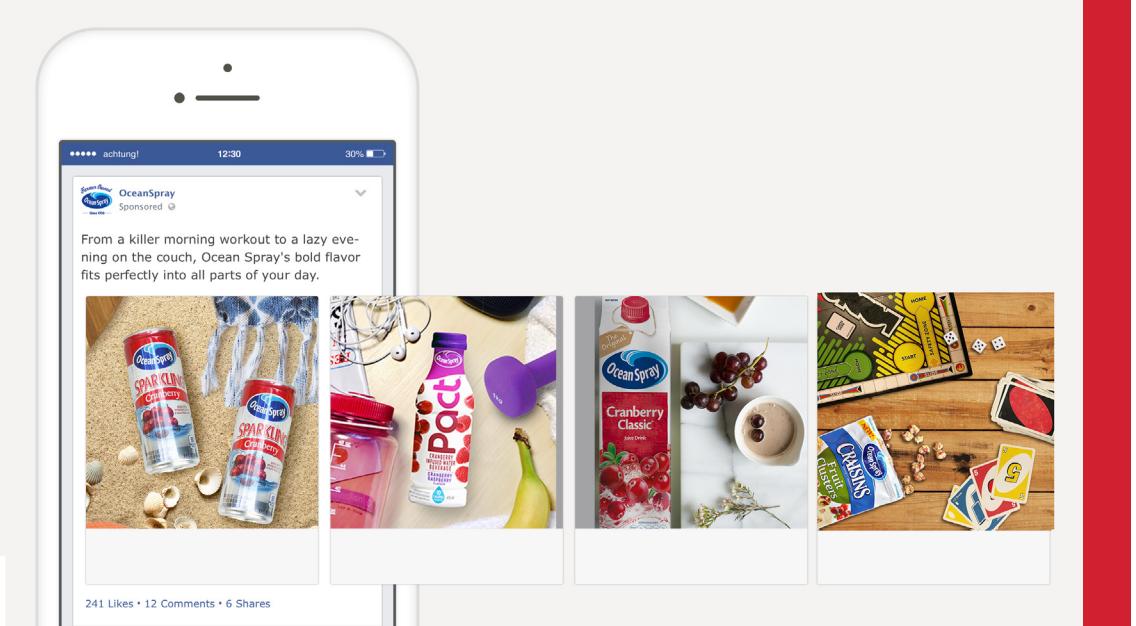
THE
CALL TO ACTION



Embrace bold, unique flavors that can both complement your best moments and enhance your everyday ones – all from a brand you can feel good about.



Social Media Ads



PERFECT FIT

Each slide in this Facebook carousel ad will feature a different Ocean Spray product surrounded by an assortment of related everyday objects. These images give users an opportunity to see the versatility of Ocean Spray by presenting various product offerings and demonstrating the ways in which bold flavor can fit perfectly into all parts of the day.

Roughly 80% of internet users age 24-35 use Facebook, making it a perfect platform to reach a significant portion of our demographic. Using granular targeting capabilities, we will serve individual millennials carousel ads with more personalized images that have been shown to have higher engagement and click-through rates. Additionally, the website redirect option on every panel will lead customers to explore our sleek homepage, discover the brand, and find previously unfamiliar products.

INSTAGRAM ADS

Instagram is an ideal social media platform for our campaign because of its high number of daily users, its integration with Facebook's advertising platform, and its highest engagement rate among social media channels at 4.21%. Ocean Spray's ads can be seamlessly incorporated into the platform, allowing them to blend naturally with the feeds of Instagram users within our target demographic. Using a mixture of story ads and our "Perfect Fit" carousel ads, we will reinforce brand relevance through diverse visual content.



THEIR FAIR SHARE

This ad highlights Ocean Spray's purpose-driven values by featuring farmers. A can of Ocean Spray Sparkling Cranberry juice is poured into a glass as the percentage rises to 100% to signify that 100% of Ocean Spray's profit goes back to its growers. Right when the juice is about to spill over the edge, a farmer grabs the glass and takes a sip to communicate that he is directly benefited by the sale of Ocean Spray products.

Social Media Ads

A screenshot of a Pinterest search results page. At the top left is the Pinterest logo and a search bar containing the text "Search". Below the search bar are two pins: one for a "‘O Say Cran You Sea’ cocktail" featuring a mason jar with red, white, and blue layers and a straw with a small American flag; and another for a "'Winter Wondercran' torte cake" featuring a slice of cake topped with cranberries and powdered sugar.

SIX WORD STORIES

To encourage user-generated content, we will initiate a Twitter contest requiring users to share and describe their greatest moments in just six words. The challenge asks Twitter users to engage with our tagline in a positive and personal way and positions Ocean Spray as a relevant, exciting brand in the digital space.

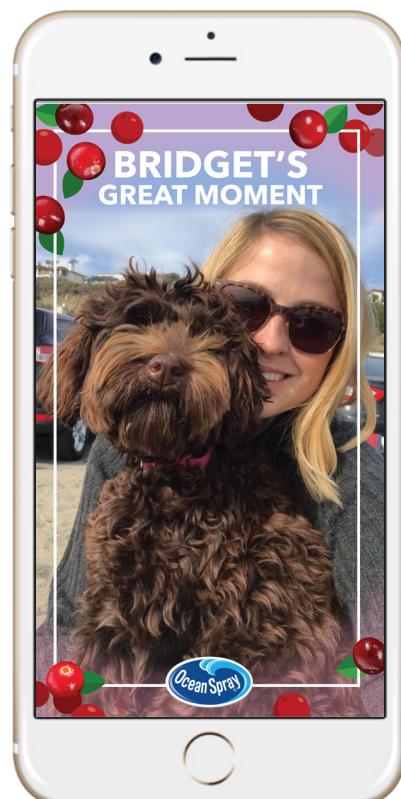
Ocean Spray @OceanSprayInc ·
What is your greatest moment? Tell the story in 6 words and use the hashtag #GreatMomentInSixWords. Whoever posts the best tweet will receive a paid vacation to a great place of their choice.

416 · 647 · ...
Promoted

DELICIOUS DIYS

Two bold recipes featuring Ocean Spray products will be showcased as eye-catching seasonal posts on Pinterest. The "O Say Cran You Sea" cocktail and the "Winter Wonder-Cran" torte highlight the vibrant flavor of cranberries and the variety of ways Ocean Spray can fit into life's great moments.

61% of Pinterest users say that they've discovered new brands from promoted pins and are more likely to purchase a product as a result. The integration of Pinterest with consumers' Facebook and Twitter profiles promotes multi-channel advertising that helps drive brand relevance. Because Pinterest is highly customizable for users, only those who state that they are interested in the food category will receive ads from Ocean Spray, converting our reach into relevant sales.



FRAME YOUR DAY

Our Snapchat filter allows users to share their own great moments and increases digital accessibility by featuring Ocean Spray on a dynamic social platform.

As almost half of all 24-35 year olds in the U.S. use Snapchat, implementing a nationwide filter will increase brand awareness and relevance among our target demographic. Snapchat's unique interface helps promote the social aspect of Ocean Spray's brand as users share photos with our filter. We will enable one of our filters on Random Act of Kindness Day (Feb. 12), a day relevant to our brand image, and the other on the Saturday of Memorial Day (May 25), a day with increased community interaction.

Video



Hyperlinks

judge NSAC18Team469

Our commercial: team469.com/oceanspray/commercial.html
Online radio ads: team469.com/oceanspray/radio.html

One third of all online activity involves watching video, and 70% of viewers are more inclined to purchase from a brand after watching an online video advertisement. This is why we will promote our brand image on diverse, data-collecting platforms that cater to the current mass consumption of video content. These online platforms include Facebook, Instagram, and Twitter, where consumers engage with video content through likes, comments, and shares, and YouTube and Hulu, where video ads are supplemented with interactive links to encourage click-through. To maximize audience viewership and retention, we will run creative 6-second advertisements and our 30-second commercial with compelling stories that drive content sharing.

6-SECOND MEDIA STRATEGY

Six-second videos have an 11% increase in ad recall, 12% increase in return on ad spend, and 271% increase in video completion rate compared to 30-second videos. Short and snappy ads are especially effective on social media because they grab the attention of a user scrolling through an oversaturated feed of content.

CHEERS

This six-second social media video begins with a group of friends at a party raising their glasses in a toast. The camera zooms in on their Ocean Spray drinks as their glasses clink, then zooms out to reveal cranberry farmers holding glasses in a similar position. Ending with text explaining that 100% of the company's profits go back to its growers, the video emphasizes the purpose-driven nature of Ocean Spray's business model in order to increase customer loyalty.



ESCAPE THE OFFICE

Our six-second social media execution will show an office worker taking a sip of an Ocean Spray on-the-go juice, transporting them into a daydream about past great moments, such as a beach bonfire and a road trip. This video emphasizes the bright, bold flavor of Ocean Spray products, reinforcing our tagline by linking together the taste of Ocean Spray's juice with exciting and social moments in one's life. It also serves to highlight Ocean Spray's on-the-go products as a convenient option to enjoy throughout a busy day.

Digital Ads



HYPERLINKS

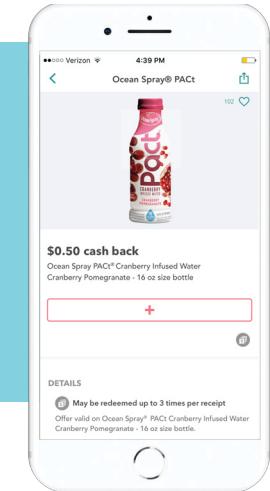


NSAC18Team469

Client Website Redesign: team469.com/oceanspray/homepage.html
Programmatic Display Ads: team469.com/oceanspray/programmatic.html
Instagram Feed: team469.com/oceanspray/instagram.html

DIGITAL COUPONS

By advertising on Ibotta, one of the top 20 most downloaded and frequently used mobile apps, we will present an approachable and interactive brand image to a user base dominated by millennials under 35. In addition to achieving our main goal of driving trial, Ibotta allows Ocean Spray to communicate directly with its customers and ensures a return on investment for our ads through its Pay for Performance policy, which only requires payment after a verified sale. Through Ibotta, we can efficiently allocate our budget to market Ocean Spray to an already interested and engaged audience to make the most of acquired impressions.

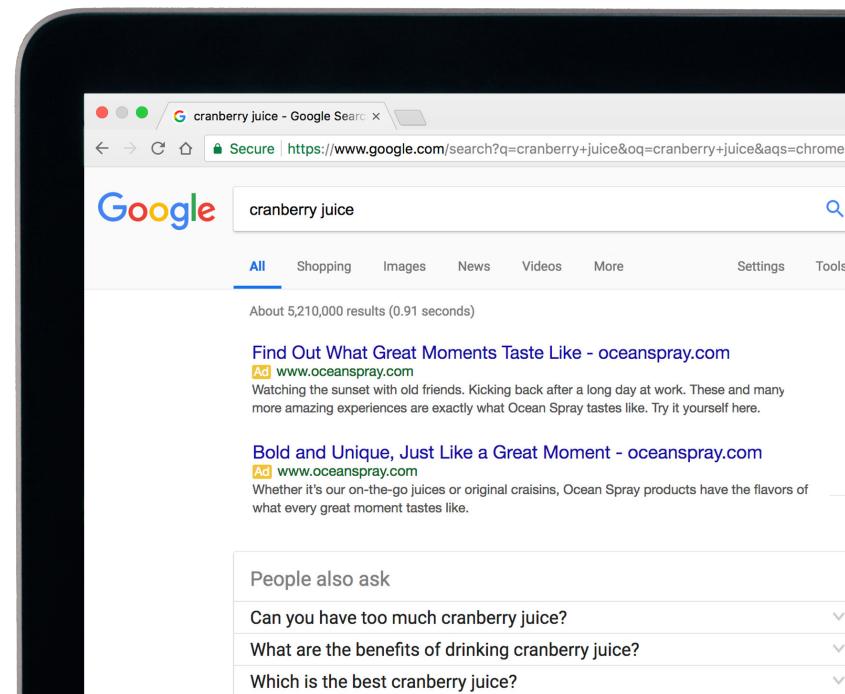


GOOGLE ADWORDS

We use Google AdWords to programmatically display advertisements on desktop and mobile devices and to advertise to customers searching for our product. Owning 71% of the search market share and the largest display advertising network, Google's scale makes it an ideal partner for our campaign.

In particular, Google's display network fits our campaign's needs through its ability to programmatically serve advertisements. This network delivers ads in real time based on large amounts of data collected about viewer characteristics such as browser history, age, and interests. If the person fits our target audience, they will be served the ad. The flexibility of Google AdWords also enables us to adjust spending during specific seasons, making the programmatic portion of our campaign highly personalized and adjustable for online display location and spend activity.

Despite their higher cost, search ads' high conversion rate (nearly four times that of other ad formats) allows us to effectively optimize our budget. Every dollar spent on Google AdWords will generate two dollars of revenue for Ocean Spray. Since consumers on average are 155% more likely to search for category-specific terms when shown a display ad, combining the two formats will yield strong performance from Google Adwords.



Partnerships



INFLUENCERS

Influencers play a vital role in marketing products to consumers in a relatable yet effective way, generating \$6.50 in revenue for every \$1 spent by brands. That's why we will build partnerships with key influencers that are trusted by our target demographic and will showcase Ocean Spray's versatility through executions such as YouTube demos and Instagram product placements. Joining the natural dialogue between influencers and their followers gives us the opportunity to present Ocean Spray as a product that can easily be incorporated into our customers' everyday lives.



TARGET

Compared to any other grocery retailer, Target draws the largest share of millennial shoppers age 24-35, allowing us to optimize brand relevancy and product sales to our desired demographic. Target is the perfect store to highlight Ocean Spray products because "Food and Beverage" purchases generate its largest share of sales at 22%. Additionally, with the wide variety of product offerings inside the store, Target presents Ocean Spray an opportunity to build positive brand associations through product placement.



FOOD BANK

We will partner with Feeding America's nationwide network of food banks to help make sure that every family has a great moment for their Thanksgiving meal. Our partnership will provide funding support to existing holiday food bank events, as well as Ocean Spray products to be included in every meal box. This partnership aligns with Ocean Spray's brand image and gives us an opportunity to communicate its values of community and giving back to the world.



In-Store

As more than 74% of all purchasing decisions are made in-store and 68% of American consumers have bought a product because a sign caught their interest, our point-of-purchase ads will heavily drive trial for Ocean Spray's products.

PRODUCT PLACEMENT

Secondary product placements, including pop-up displays and aisle end caps, drive brand reinforcement for in-store shoppers. These displays are especially successful for brands with many competitors, making it the perfect location to exhibit the quality and versatility of Ocean Spray's product line. The strategic placement of displays outside the juice aisle provides cross-merchandising opportunities, drawing in shoppers from different parts of the store and capitalizing on secondary in-store product trial. In-store samples will expose new customers directly to Ocean Spray products, which will be further supplemented by other in-store activations.



WALK THIS WAY

In-store floor decals will act as guides between various products that can be used to create great moments. The decals illustrate how Ocean Spray's products easily fit into a customer's day and elevate their enjoyable everyday moments. This execution also drives trial by bringing people from other parts of the store and encouraging them to add Ocean Spray to their carts.



HAVE A CRATE DAY

Pop-up displays featuring stacked wooden crates emphasize the ease and accessibility of Ocean Spray's product line through their placement across the store. Displays will be placed beside items that can be complemented by Ocean Spray products, such as placing Mocktails in the alcohol aisle. This increases in-store visibility and creates opportunities for customers to associate Ocean Spray products with other aspects of their lives.



CRAN-STANDS

The strategic placement of these cranberry stands drive trial and increase accessibility of Ocean Spray. Shoppers will have the opportunity to experience the bold taste of a variety of Ocean Spray products through samples and purchase the flavors they enjoy.

Out of Home

We will place our out-of-home ads in 10 mid-sized cities with large millennial populations, optimizing relevant viewership. Through uniquely designed wallscapes, we hope to capture a larger audience than traditional billboards can. Additionally, our bus stop ads will be more focused on a local population, leaving a lasting impression on this captive audience. The wide reach of out-of-home ads reinforces brand familiarity to consumers, increasing their propensity to purchase Ocean Spray products.



POURING GOOD TIMES ☺

Wallscapes will depict Ocean Spray products being poured into the frame of a great moment, driving home the meaning of our tagline. They bring attention to the bright, bold flavor of the company's products, helping to pique consumer interest and connect the brand to great experiences.



WAIT A MOMENT 🚫

Bus stop ads present our tagline in a memorable fashion, capturing people's attention while they wait and inspiring them to associate our brand with the great moments listed. Through the use of our tagline, these bus stop ads highlight Ocean Spray's bold flavor and associate consumption of the brand's products with exciting experiences millennials crave.



Guerrilla

Guerrilla events provide an opportunity for high local engagement despite limited geographical reach. We plan to capitalize on this opportunity through extensive publicity in local newspapers, community bulletins, and on social media. To further broaden the audience after this execution, we plan to release a video showcasing the Homegrown Harvest, garnering millions of impressions that will keep this event relevant.



HOME GROWN HARVEST



Ocean Spray will partner with local businesses to set up farmers' markets in mid-size cities across America. These markets will feature 6-8 booths, each representing a different great moment that highlights an appropriate Ocean Spray product in combination with three related local businesses. For example, a booth called "Sunset Picnic" would include a Craisin stand as well as a local cheese company, local winery, and local bakery. Customers will be encouraged to grab a shopping basket and create their own great moment by purchasing the products. We will drive trial by handing out samples of Ocean Spray at each booth. This execution emphasizes Ocean Spray's purpose-driven philosophy by highlighting its brand values of community and integrity.

These farmers' markets will be individually promoted to the local community during the weeks leading up to the event. Newspapers and flyers will announce the farmers' market as Ocean Spray promotes the participating local businesses on its social media.

During and after the event, we will encourage people to share their great moments paired with the goods they purchased at the event, using #GreatMoments on social media. We will also record and edit video footage from the event to share on Ocean Spray's accounts, increasing salience and highlighting the brand's values.

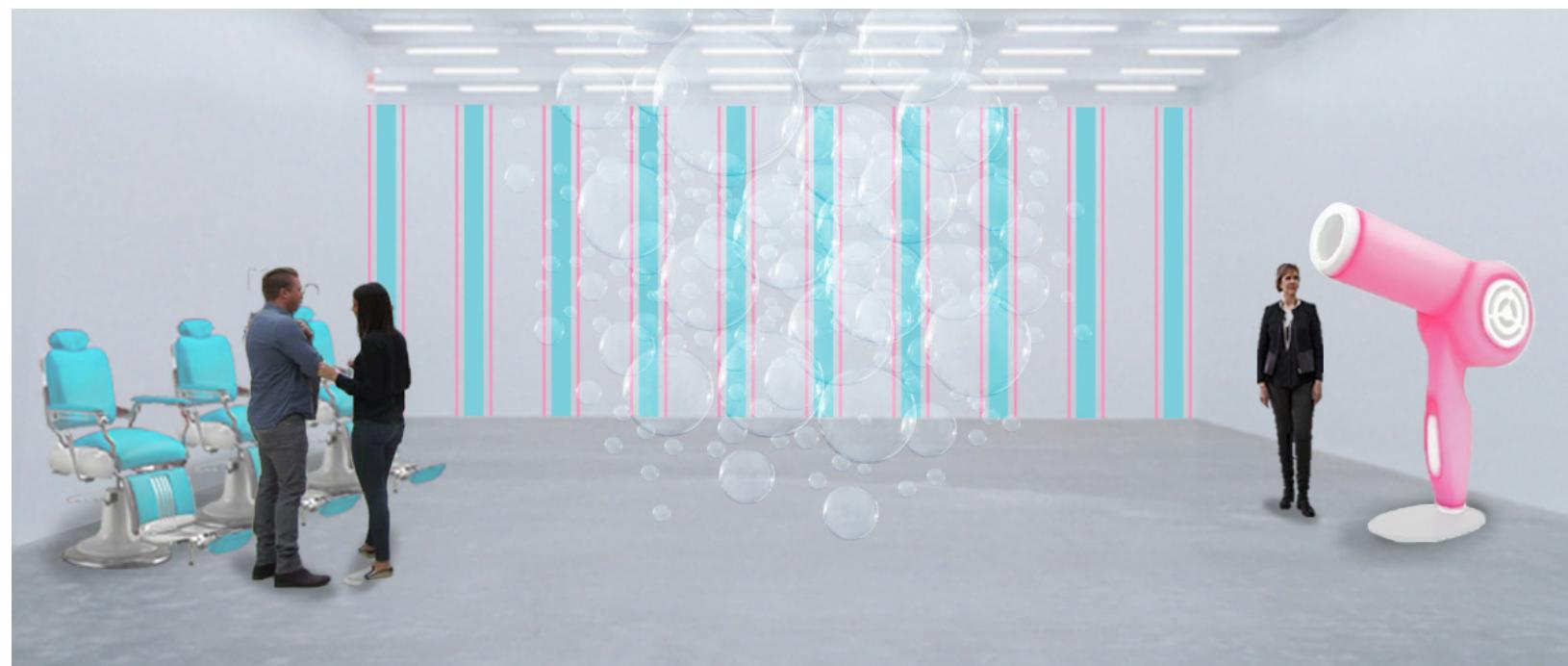
Guerrilla

MUSEUM OF GREAT MOMENTS



Museum of Great Moments will stylize and embody specific moments from our routine days, weekend adventures, and lifetime achievements through an interactive space. Visitors can experience what "getting a haircut" feels like through an art installation filled with oversized spinning retro salon chairs, a giant hair dryer blowing hot air, and clear balloons hanging from the ceiling that imitate the bubbles of shampoo. Other rooms include "a spontaneous road trip" and "sleeping in." After experiencing the five moments, guests are directed to the final room that features a bar. The cocktail menu does not list ingredients or flavors, but instead drinks are named after the moments that inspired each room in the museum, with both alcoholic and virgin options. A visitor who orders "sleeping in" will be served an herbal tea with lavender garnishes, while "a spontaneous road trip" is a whisky sour with hints of orange and grapefruit. All drinks are made with Ocean Spray products.

During the Museum's run, Ocean Spray will pick the best social media posts referencing the Museum of Great Moments to promote and share on their own channels. We plan to sponsor advertisements on digital platforms and invite influencers to review our museum, increasing our online presence. Finally, word-of-mouth from the Museum will increase the brand's salience while emphasizing how great moments can resonate with everyone.

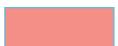


Flowchart

	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MER	APR	MAY	Total Impressions (M)
SOCIAL													\$5 M \$10 M
Facebook (Carousel)													40.0 120.0
Instagram													60.0 180.0
Pinterest													3.3 3.3
Snapchat													200.0 600.0
VIDEO													
Television Commercial													48.9 48.9
Facebook (Video)													25.0 75.1
Twitter (Video)													16.9 16.9
YouTube													666.7 2,000.0
Hulu													6.7 13.3
Spotify/Pandora													5.0 10.0
IN-STORE													
Pop Up Displays (Target)													0.9 1.8
Digital Coupons (Target)													0.9 1.8
Floor Decals (Target)													0.9 1.8
Sampling (Target)													
OOH													
Billboards													52.8 105.7
Bus Stops													100.8 201.6
Programmatic													107.2 568.0
Food Bank Partnership													
Homegrown Harvest													2.5 2.5



\$5M with scaling for \$10M



\$5M only

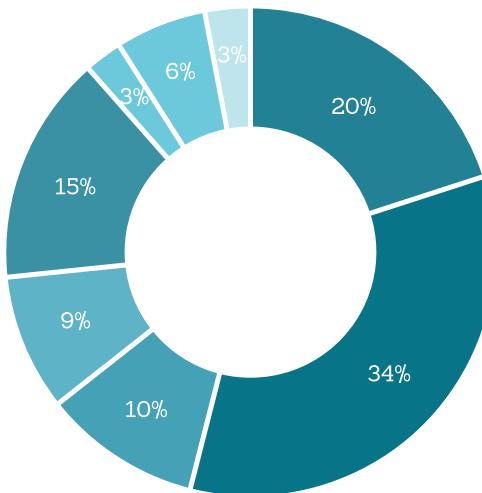


\$10M only

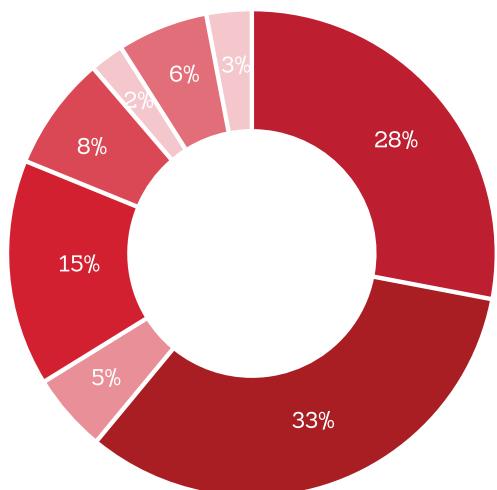
Budgeting

\$5 MILLION BUDGET

We use over half of our \$5 million budget for digital advertisements, encompassing all social media and video executions, because they are specifically targeted and easily altered based on consumer preference data. While slightly more expensive, traditional advertising is ideal for reaching a large amount of people in a relatively short period of time. Though television lacks specific targeting capabilities, we optimize our commercial placement by using audience metrics and overall viewership to strategically choose the shows most relevant to our demographic. For out-of-home executions such as bus stop ads and wallscapes, we have pinpointed 10 mid-sized cities that are over-indexed with a high population of our target demographic. The final 20% of our budget is spent on driving trial through in-store and guerrilla executions.



\$1,697,970	Video
\$1,000,000	Social
\$757,200	Guerrilla
\$520,000	OOH
\$450,000	Programmatic
\$300,000	Ad Technology + Contingency
\$149,830	In-Store
\$125,000	Partnerships



\$3,298,140	Video
\$2,800,000	Social
\$1,500,000	Programmatic
\$757,200	Guerrilla
\$600,000	Ad Technology + Contingency
\$520,000	OOH
\$299,660	In-Store
\$225,000	Partnerships

\$10 MILLION BUDGET

If given a \$10 million budget, we will increase spending on channels that give us greater returns. These primarily include digital platforms to give our campaign greater targeting capabilities and scope, as well as more in-store executions to drive trial. While our \$5 million budget already optimizes omnichannel marketing, we further focus our increased budget on specific social media platforms that show the greatest impressions and ROI. Our strongest emphasis will remain on programmatic advertising, which can efficiently reach a large yet specific audience at a low cost. We will expand our in-store executions to 10 more mid-sized cities nationwide to encourage new consumers to discover Ocean Spray and returning customers to try new products.

AdTech and Evaluation



DATALOGIX

Although digital advertising is effective for reaching specific audiences, it is often difficult to measure its impact on in-store sales. To combat this, we will use Datalogix, a software that connects offline purchasing data to digital media platforms in order to improve demographic targeting and measure sales impact. The platform uses data from customer rewards programs (e.g. CVS ExtraCare Cards) to serve digital ads to consumers that have bought Ocean Spray products or similar items. Datalogix enables us to personalize ads across digital, mobile, and video platforms, accomplishing our objective of creating an omnichannel campaign that drives a cohesive brand message.

A/B TESTING

A/B testing will help determine which creative executions appeal most to our customers. We will measure performance by randomly assigning variations of the same advertisements to different consumers. This data will help optimize our spending towards the most effective creative in order to maximize our budget.



DOUBLECLICK CAMPAIGN MANAGER

DoubleClick Campaign Manager's dynamic creative optimization allows ads to be created as they are served. Ads are assembled with multiple taglines, graphics, and backgrounds taken from an extensive "bank" of creative elements. By leveraging DoubleClick Campaign Manager, we can increase the effectiveness of programmatic advertisements by personalizing our executions for Ocean Spray's customers to ensure our message resonates.

CAMPAIGN EVALUATION



We will use Mention, a real-time digital monitoring platform to discover how customers are responding to our campaign online, across social media, news, ecommerce, and blogs.



WordStream will optimize paid digital ads through keyword performance analysis, ROI calculation, and audience targeting across both Facebook and Google AdWords.



Google Analytics will allow us to understand the strengths and weaknesses of our web traffic channels, delivering data-heavy insights on our engaged customers' behaviors and preferences.



SurveyMonkey's platform will help conduct pre and post surveys to measure brand awareness and affinity throughout the campaign.

Measures of Success



HYPERLINKS



NSAC18Team469

Our Sources: team469.com/oceanspray/sources.html

IMPRESSIONS

1.4B

(\$5 Million Budget)

4.4B

(\$10 Million Budget)

BRAND LIFT

36%

Accounting for ad recall, brand awareness, purchase intent, conversion rates, impressions, and engagements.

ROI

3-TO-1

Our optimized budget will focus on driving value to generate a high return on investment.



MEDIA MEASUREMENTS

ENGAGEMENT RATE

Photo Sets

Facebook (Reacts, Comments, Shares); Instagram (Likes, Comments)

Videos

Twitter (Likes, Retweets); Facebook (Reacts, Comments, Shares); Instagram (Likes, Comments)

Snapchat Filter (Filter Uses)

Guerrilla Events (Reacts, Comments, Shares on Social)

SALES

In-Store (Purchase Quantity, Product Type)

Floor Decals, Pop-Up Displays, Secondary Product Placement

Out-of-Home (Neighborhood Sales)

Digital Coupons (Redemption)

Datalogix (In-Store Sales)

CLICK-THROUGH RATE

Photo Sets

Facebook, Instagram, Pinterest

Programmatic Display

Google AdWords, Instagram

Streaming

Spotify, Pandora, Hulu

AVERAGE TIME WATCHED

Social

Facebook, Instagram, Twitter

Online Video

YouTube

Guerrilla Events – Video