Naked Juice Campaign

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Naked Juice

Naked Juice is a line of all natural fruit smoothies that started in 1983 out of California by a man named Jimmy Rosenberg. The fruit smoothie blend was originally popular with surfers on the beaches of Santa Monica, but now it has grown to sell in all 50 states along with Canada and the U.K. Naked is a wholly owned subsidiary of PepsiCo. Naked Juice has grown to 21 different fruit and veggie smoothie flavors and a variety of 4 coconut waters. Now in the 21st century, super-premium, high-end juice Market has exploded in popularity. In 2010, the global juice industry reached a worth of 84 billion dollars (Report Link).

Summary of Marketing Plan

Situation Analysis

SWOT Analysis:

**Strengths** - Healthy, Easy, Convenient, specific towards needs, tasty, 1 pound of fruit in each bottle, as well as high in vitamins, no added sugar or preservatives, made with non-gmo’s.

**Weaknesses** – Expensive ($4.00 a bottle), not 100%, “green”, low customer awareness of product, limited distribution, Highly Perishable

**Opportunities** – To appeal to the Health conscious people based on the shift of attitude towards growing market, owned by PepsiCo so could take advantages of their marketing
and distribution resources, opportunity to lower prices, can get involved with health related events like walks and marathons, juice category raised 42% in 2005

**Threats** – Limited distribution (must be kept 38 degree at all times) natural disasters wiping out fruit and vegetable supply, consumers skeptical of the health benefits and if it’s really 100% natural, the increasing popularity of home juicers

Potential loss of market share due to ever increasing competition; for example Pom and v8 juice.

**Marketing objectives:**

- Increase consumer awareness to young males from 18-34 by 15%
  - Measure by assessing the number of social media followers we have on Facebook, Twitter, Instagram
- Minimize resistance by saying what Naked is by advertising the benefits of fruit juice
- Conduct a PR Campaign to minimize damages of previous lawsuit
  - Allow a press conference with Naked juice, set out the truth of Naked, Not 100% but it is still healthy.
  - 10k Run helps associate with healthy people
- Increase annual sales by 10% by 2016
  - It was 150 Million in 2008
    - 15 Million

**Market Strategy:**

**Target market:**

- Health conscious individuals, males and females ages 18-24 (since they have been more focused on females in the past)
• They are young, health conscious individuals who are aware of what they are consuming, located in urban cities, middle-upper class.

**Strategic Position:**

**Perception:** High quality, all natural juice that is healthy for you

• Implement slogan campaign
  
  • Get Naked Every day, Get Naked Get Serious, Get Naked and get Healthy
  
  • Online ad and TV Commercial
  
  • Exclusively exhibit how healthy the brand is
  
    • Naked Run 10k
  
  • Addressing Naked’s publicity and PR issues. Come clean about Naked by

    Addressing the public

    • Some damage control is needed because of a lawsuit they faced about the products containing ingredients that were not “all natural”

**Marketing Mix:** 4 P’s

• Product: Naked products

• Price: Reduce price to make more competitive

• Place: Gyms, universities, grocery stores, convenience stores, outdoor sporting events, schools

• Promotion: Naked run 10k, social media interaction/contest, commercial

**Proposed Budget:**

• 15.5 Million budget
Currently, Naked Juice is still in the growth phase of the product life cycle. It and the rest of natural juice industry is still gaining market share. According to Global Industry Analysts, the fruit juice market is still gaining strength and taking market share away from the soft drink industry. The marketplace is presently witnessing the influx of juice brands, which apart from being economical are fortified with vitamins and mineral and are low in calories compared to sugary soft drinks. Currently, the juice industry is experiencing a rapid market expansion as more and more competitors enter the competitive market. As health conscious attitudes continue to increase around the world, we foresee the juice industry to continue to grow for a few more years.

Our commercial and marketing campaign will attempt to stabilize Naked Juice’s position in the market place and help prepare for when the inevitable maturity and decline stage arise. Naked Juice can be classified as a consumer good as opposed to an industrial good, a nondurable good as opposed to a durable good or a service, a convenience good as a packaged good. Naked Juice has positioned itself as an ultra-high end natural, preservative free juice smoothie product for people really serious about drinking a healthy casual beverage. The natural juice industry is still in the growth phase of the product life cycle, so new competitors are expected, but current competitors competing for market share in this industry are brands such as: Odwalla, V8, POM, Bolthouse Farms, and Hansen’s Natural. Naked’s main competitor is Coke-Cola’s Odwalla, who Naked surpassed in 2005 after a total rebranding of the company.

Naked Juice can be found anywhere beverages are sold and are distributed by PepsiCo. Naked is sold for around $4 dollars a bottle. This higher pricing strategy is meant to reflect quality and value. In America, it is a cultural belief that you get what you pay for. If you pay $4
for a bottle of juice, you expect the upmost quality in every aspect of the product. The elevated price differentiates it’s self from other quick convenient drinks, such as sports drinks or soft drinks. Our aim is to continue to target health conscious young people who want a quality drink with tons of vitamins, minerals, and whole fruits.

The market segments that we have identified are: young, 18-35 year old males and females, middle to upper class, and health conscious people. These three groups can be aggregated into a combined group; this is our target market. The commercial being funny will be aimed more toward our target market. Modern day commercials do not necessarily discuss the product features or benefits, but rather attempt to get you to remember the commercial. Our very hip and in-vogue commercial does not discuss the products features, but it is funny and surely will stick in the consumers mind for some time.

People who drink Naked know the value and health benefits of drinking a pound of fruit in a bottle. They understand that in order to have a high-end fruit smoothie, it comes with a cost not comparable to a 20oz bottle of Coke, but neither are the health benefits. Our primary market is the market stated above, 18-35 young people, upper to middle class, health conscious people. We are lumping both males and females together because we feel specifically targeting just one gender and ignoring the other would be foolish. Naked Juice is mostly associated with females. However, we do not see any reason why males could not be a repeat juice drinker. Our tongue-in-cheek humorous commercial does aim more towards males. We are not going for the traditional feminine geared advertising that most fruit juices strive for.

Our secondary market is essentially everyone else interested in a healthy lifestyle. A healthy lifestyle does not know class or age. Truthfully speaking, in the grand scheme of things, four dollars is not a lot of money. If our advertising campaign is effective enough, the benefits
one gets from Naked Juice will outweigh an extra dollar and a half of money. Our primary market is 18-35 young people, upper to middle class, health conscious people, but we also plan to reach the average grocery store shopper. Our target market lives in large cities and in suburban areas of America. Generally speaking, people living in rural area are less likely to drink expensive ultra-high end fruit juice. It may be perceived as yuppie or maybe even feminine. The psychographic characteristics are again, healthy conscious, trendy, and middle to upper class.

The marketing mix for our target market is as follows. Our product of course is Naked Juice. Naked offers many varieties of flavors and coconut water. The price as mentioned previously is expensive compared to other options of bottled drink. The place of our drink is really wherever bottled beverages are sold. We are not in every store though. With the increased awareness that our marketing campaign will bring, hopefully it would create more of a demand from our secondary market. Our promotion is heavily relied on our commercial that we are creating. With increased awareness of our product, it might draw criticisms from Naked’s past troubles about “all natural” aspect of the product. However, like the old saying goes, “promotion is paid for, publicity is prayed for”. The increased conversation we feel will help Naked sell bottles.

After analyzing the situation, we must provide advertising objectives in order to meet our main promotional and marketing goals. Naked juice has been seen as healthy in its early stages on the market, but now Naked juice has a negative image because of the lawsuit that was placed against them. Naked understands that it is not “all natural”, yet it is still a healthy drink in moderation. In the advertising campaign our marketing message is promoting the line of products that Naked produces.
We are using the selective demand approach to advertise these Naked beverages. Selective demand would be used because at Naked we are trying to sway the consumer to purchase our line of products. Naked has already established their product as a healthy one, so a selective demand approach would help us show that the Naked smoothies can be a great way to stay healthy. By using selective demand, Naked juice is able to target those 18-35 year olds that need a healthy snack throughout the day. Since our campaign is based around a television ad, Naked would use an indirect action to expose their products to the mass. Indirect action means that Naked will be distributing their products thru grocery stores, gas stations, etc. We would do this by first launching our television ad, which would hopefully generate social media buzz.

Thru the social media buzz, Naked hopes to create an interactive advertising campaign. Videos would be shown each week, as well as contests, and Naked also intends to sponsor a 10k run. Naked had a previous lawsuit against them for claiming to be 100% natural, when in fact they are not 100% natural. Although the drink is still healthy, it cannot state that it is all natural. So instead of a direct action objective, an indirect approach is more likely to create a positive outlook for the Naked company in the long run. Instead of calling the consumer to action, Naked is trying to create a positive image before we say ‘hey come buy our products’.

There are more ways to set objectives to obtain Naked’s main goal. One of those ways is by setting up an advertising pyramid. An advertising pyramid consists of the five tasks listed; Awareness, Interest, Credibility, Desire, and Action. First, awareness must be created in order for Naked to recreate their positive image. Since Naked has been in the news for something negative, it is important for the company to have an attention getting ad. Naked uses the chin ad and uses the song ’Selfie’ to target the younger masses. The ad aims at being goofy which is what sticks in your head. The next step in this pyramid is creating interest in the product. Naked
truly has to reinvest in their products. The main focus on Naked is how it is ‘NOT HEALTHY’; we have to turn that around. Some people say that there is no such thing as bad publicity, so just because people have a negative outlook on the product doesn’t mean it is dead. There is too much focus on the negatives of Naked, so by doing two key objectives it will shift the attention from negative to positive.

The main key objectives are: 1.) Show that Naked is a consumer product aimed at getting the consumer healthier, 2.) Sponsor the Naked 10k (obviously not naked) promoting it thru Facebook, Twitter, Vine, etc. The third task on the pyramid would be to establish credibility. This is the highest hurdle for Naked juice considering the fact that they just had to pay out a giant settlement. The settlement still claims that Naked does not add non-gmo’s. Time will eventually heal this problem that Naked is currently seeing, yet there are some things Naked can do to help speed up this process. Naked can create credibility by connecting with its consumers via Facebook or twitter, showing them how to be healthy and when to drink or not drink the smoothie. Naked has to show how the product will enhance the consumer’s health. Sponsoring the 10k run shows that Naked cares about fitness and health, so by adding their name to something active and sporty helps create a ‘fit’ persona.

After Naked establishes its credibility among the consumer, it has to focus on fueling the desire of the consumer. Naked needs to show the life benefits it has for its consumers such as energy, focus, boosted immune system, etc. Naked can list off the number of healthy things it does for your body if taken correctly in your diet. Naked has to show the benefits of consuming the beverage, so every week Naked would release a list of unique ways to add Naked juice into your diet. They can do this by uploading the unique recipe into Facebook or twitter. Naked also prides itself on being a green product for the environment. By creating the desire to put Naked
beverages into the consumer’s diet, Naked has to call the consumers into Action! Action is the final step in the pyramid and is the toughest part. By releasing the funny video, Naked will start to have a different outlook in the consumer’s eyes. Then supporting the 10k run will help ‘launch’ our new healthy campaign. Promoting an event in a large city would help create a call to action to support the brand. Having a large number of healthy people drinking Naked beverages after participating in the event will only solidify the brands new “Healthy” image. Naked can then take photos from that event and share them via Facebook and twitter. Judging on how the first 10k goes in a major city, Naked would then see if the positive feedback would be enough to take the 10k into another large city. (Possibly create a yearly 10k Naked run, if everything goes to plan). By using this pyramid, Naked is able to put its advertising into perspective.

Now we must look at the quantified expression of objectives. Naked wants to run a lot of its advertising through social media. So by the launch of the campaign Naked would like to gain ten thousand more followers by the end of the 14’-15’ year. By then Naked’s image should be turning around in a positive way, so Naked hopes to have at least 30,000 more followers by the end of 2015. The sponsored 10k should help with spreading the positive word on Naked.

Reestablishing Naked is not an overnight job, so a 10% increase in annual sales at the end of our campaign (2016) isn’t too much to ask. Naked would like to start seeing growth within 12-18 months, although creating a new positive image for the consumer would be a difficult task for the company. Naked expects their growth in sales to rise after the events it sponsors and the ad campaign it launches.

Naked will also analyze the turn out of the sponsored 10k run, if the turnout was large (over 500) then sponsoring the event in another large city would be considered. The more we associate ourselves in a community, the more positive Naked becomes. The final way Naked
would interpret growth would be by analyzing its order sizes. Increased order sizes will help our social media see what areas Naked is doing well on, as well as help our Social Media target specific areas that have larger juice orders. Decreased order sizes will be analyzed as an opportunity of growth not a failure.

The fact that Naked Juice is a healthy option for consumers and promotes many benefits to its customers seems to be a logical product concept. It is assumed that everyone strives to be healthy and gravitate towards quick and easy solutions to maximize their health. Creating a buzz around the product will further enhance the marketing plan and create the potential for a larger campaign using key props and characters. The marketing issue identified with Naked Juice is the lack of push in reaching a specific audience base, especially of the millennial and y generations. With this marketing campaign, our goal is to find a trending solution to help increase awareness and promote a concept character for Naked Juice.

Our goal with this particular campaign is to reach out to the younger generations in their preparation for summer. Creating the beach theme along with the chin character is a silly yet catchy attempt to draw in the attention of this generation. The trendy ‘let me take a selfie’ portion of the video will further stimulate the audience to identify with themselves and get comfortable in their own skin or with their connection to being ‘naked’. Naked Juice prides them on being a very natural choice and lists the ingredients directly on the bottle label. This is what differentiates themselves from other juice companies. This strategy of transparency can also be parallel to the subliminal marketing of being ‘naked’ or exposed. The life cycle of this product will be based on our campaign to push healthy choice of drink for the purpose of preparing to look good for the upcoming beach/summer season. Other ideas using the same character theme can be produced for each season thus the life cycle may be endless. Use of character recognition
by placing the chin characters on the bottles in unique and creative ways may also be a draw for consumers. Many beverage companies offer incentives under the cap so a separate campaign related to this may be a strategy to use for sustainability.

Our reach for this campaign will be aimed at the younger millennium and y generations that may be conscious of their appearance as the summer months are around the corner. The campaign will emphasize the free spiriting concept of being comfortable within yourself and subliminally guides the consumers to consider being ‘naked’ with the better solution of drinking a ‘Naked’. Keeping this consumer base in mind, the best marketing option will be to use electronic and social media sites. Building the scheme of this video to go viral would be one option to consider. Promoting this ad via numerous sites such as Facebook, Twitter, Instagram, Vine, Company Websites, and You Tube will be priority.

Frequency of the advertisement video will also play a role in the success of the marketing plan. One idea may be to have a story line created and new videos added weekly to keep the consumers coming back and anxiously awaiting more. The use of television, electronic media sites and social media sites will benefit this product exposure. The use of character recognition and subliminal comedy will also increase viewership and convince consumers to seek out and buy the product Naked Juice.

This campaign has a broad audience and will stretch to millions of consumers. Our ability to keep track through data review of electronic and social media sites, You Tube, Vine and Television will assist us in next steps. We will evaluate the target audience through online surveys and focus groups to better understand the marketing success and whether this campaign has been successful in reaching our consumer base. This will also help ascertain how many people we have attracted and also get a plan in place for those we have yet to market to.
The goal for this campaign is to produce high quality videos using modest character themes and props with the ability to produce and flip them quickly at a very low cost in advertising. In addition, the use of the character within the bottle label and or marketing ideas under the cap will be of minimal cost for the advertising budget. Because of our use with electronic/social media to expose our brand, our advertising costs will be kept low.

Our proposed budget is 15.5 million. Our focus is Television, YouTube ads, and 10k runs across the United States. Our television budget is 9.2 million, our YouTube budget is 3.9 million, and 2.4 million will be spend on 10k runs across the United States. Our research shows that MTV’s prime time lineup is very popular with people in our target market. We plan to air this commercial during the 7-11 o’clock hours on MTV for 12 months. Other networks we plan advertising on include: ABC, CBS and FOX. Our YouTube ad will run before videos on the most popular channels on YouTube such as Smosh, JennaMarbles, and Pewdiepie. That alone reaches us 30 million subscribers. The Naked 10k in Chicago will be the title of the event the next time it takes place. This will be the beginning of Naked penetrating similar athletic events. If this event is successful for Naked, we will suggest increasing sponsorships for similar athletic events.

Testing and evaluation was and is an important part of the advertising campaign. In order to make sure that this advertising campaign is a success, marketing research has and will continue to be done. Testing was completed before the campaign, in the creation of it, and will be completed again once the campaign launches. It’s important to gain information to better create a successful campaign that will reach many people and influence them to buy Naked juice. Advertising strategy and creative concept, pretesting, and post-testing research will be used in order to ensure the advertising campaign goes as planned.
A lot of research was first done to decide on the target audience, the media that would be used, what the main message would be, and the slogan. Advertising strategy research and creative concept research showed that Naked Juice had strongly targeted females in the past, so it was decided that this was a great opportunity to target both males and females, not just one gender. After researching more about the company, we found how Naked Juice was started in California and was popular with the surfers in Santa Monica. That gave us an idea to have a beach themed commercial. After researching more on what the brand was all about, the slogan “Get Naked” was decided because of the importance of younger people feeling comfortable in their own skin. The research helped with the whole concept of the campaign. Before developing the campaign it was important to know how customers perceived the Naked brand and how they view competition. Naked had already done some research in the past, where it was found that some consumers are unsure of whether the juice is actually healthy and what the brand says about it is true.

There was pretesting research done with the commercial. We decided between three main different commercial ideas. All three of them ended up being produced and the top three were evaluated by our marketing team and by members of the target audience as well. The audience members were shown the three different ads through central location tests that were located in shopping malls/grocery stores. They were asked questions before and then after about which they preferred, which would encourage them more to buy the product, their motives, etc. This gave us a lot of great feedback and we were able to come to a conclusion on which ad to use.

Afterward there will be post-testing of the ads and campaign. Once we have seen whether the media for the campaign was successful or not, it will help us decide what the next steps are. After the post-testing, it will be decided whether the campaign should continue, if anything
should be changed, and how much to spend. A survey will be put on the Naked website for customers to fill out in order to get their feedback. To encourage customers to actually fill it out, they would receive a $1.00 coupon for any Naked product. The coupon will say, “Save $1.00 on any 15.2 fl oz. Naked Juice. Any flavor!” The survey will consist of questions related to if they had seen the commercial and print ad, what their thoughts on it were, how they would rate the drink, if they would buy it again, their thoughts on the price, etc. Of course, it would ask some basic questions like on where they were located, their age, and gender. This would help determine if it is reaching the target market and if customers are looking at the brand more positively.

There will also be other ways to evaluate, including whether there was an increase in sales, increase in website traffic, Facebook likes, and mentions on other social media. It will be easy to see if there was an increase in Facebook likes by the special features that are offered to users of a company page. Through special admin features you are able to see not just how many more people have been liking the page, but graphs on information related to that. The same information is available for the Naked juice website. Through hashtags on Twitter, we can see what people are saying about Naked and if what they are saying is positive.

This testing has and will continue to help ensure that the campaign is going smoothly and will continue to reach the message out to the target market. The testing will be relatively inexpensive. With the advertising strategy and creative concept research, it was found by previous research done by the company on how consumers felt about the Naked juice, what had been done before and what opportunities there would be now for this campaign. The pretesting showed us what commercial would be successful by using central location projection tests. Finally, the survey will show us overall how successful this campaign has been.
Overall, we expect this to be a successful campaign. Naked Juice has many opportunities to grow even more in the market. In 2005, Naked greatly benefited from a huge advertising push that brought it into the mainstream. We here feel we are on the cusp of another revival. Through this campaign, we expect to raise positive consumer awareness to young males as well as continue to raise awareness to young females. Our campaign will consist of a commercial, YouTube ads, and 10k runs across the U.S. The funny commercial will be a hit for young people and the 10k runs will show how Naked juice feels that health is important. Through advertising the benefits of the juice and minimizing the damages from a previous lawsuit, we expect the annual revenue by 10% by 2016. This campaign will make Naked Juice an even stronger brand and raise awareness of what a great drink it really is.


