

+ Creative Brief: JOOS

Healthy Juice Brand

New Juice Line Introduction Campaign

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Milestone

Background

- **THE COMPANY NAME IS JOOS AND THE TAGLINE IS “FRESH, NOTHING LESS”.** This company offers a product line of natural and organic fruit and vegetable juices. The strengths of this product are that it can be consumed by a mass market, it is a portable product, a trending fad, and gives consumers the ability to enjoy more fruits and vegetables.
- The company’s weaknesses are limited shelf life, a high price point, it is a new product, and it may not be attractive to certain groups or individuals.

Overview

- We are designing a juice product that is healthy, organic and made from fruits and vegetables.
- We chose this because it is something that people are interested in.
- The key business challenge is getting people interested in the product and going against the competitors.
- This project will help because we are creating a brand with logos and tag lines that get people interested in the product.

Drivers

- Increase Brand Awareness amongst 50% of target market within first 6 months of introduction campaign and 30% of secondary market within 12 months of initial product launch date.
- Gain consumer trust of product quality from 30% of target market through follow-up sampling surveys and in-store demonstrations within 12 months of initial product launch date.
- Produce a measurable profit that exceeds initial budget expenditures within the third year of production and increase profit by 20% by year five.

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Audience

The primary targeted demographic for this new juice product line will include:

- Female
- Ages 40-55
- Household income >\$100,000 per year
- College-educated
- Live within the top 10 United States DMAs to include:
 - ❖ New York
 - ❖ Los Angeles
 - ❖ Washington DC
 - ❖ Chicago
 - ❖ Boston
 - ❖ Atlanta
 - ❖ San Francisco
 - ❖ Seattle
 - ❖ Philadelphia
 - ❖ Minneapolis
- Consider themselves “Health conscious” consumers
- Attracted to products that are “locally sourced, organic, certified-organic, preservative-free, high-protein, non-GMO, and trans-fat-free

* Information pulled from independent study by the Alixpartners Marketing Group (Direct link to study can be found at: <http://www.alixpartners.com/en/Publications/AllArticles/tabid/635/articleType/ArticleView/articleId/862/Eat-Well-Drink-Well.aspx#sthash.FkOpv9Vb.dpbs>)

The secondary market will include:

- Male and Female
- Ages 19-32
- Located west of the Rocky Mountains
- Consider themselves “aware and involved in health and wellness” consumers
- Independent thinkers – desire to know the facts

* Information pulled from: http://www.foodbusinessnews.net/articles/news_home/Consumer_Trends/2013/07/On_the_cusp_of_a_healthy_bever.aspx?ID=%7BDEDED3B302-3A58-4800-96B1-10EED116B8F4%7D

**DMA rankings based on May 2014 Bureau of Labor Statistics

Market response will be based on initial market sampling in primary and secondary DMA. The leading sales point for this product will rely on the pleasant taste, quality of ingredients and image of the brand.

This is an educated, health-conscious market that wants to know about the products they consume. These health and wellness-minded Americans account for 26% of the entire US population. This consumer group spends \$161 billion per year on products that directly relate to their health.

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Competitors

- Naked, Evolution, Odwalla, Green Mustache, Manic organic, Wild.

LOGOS:



TAGLINES:

- Naked: "Drink good, Do good"
- Evolution: "Drink it in, Squeeze life"
- Odwalla: "Nourishing the body whole"
- Green Mustache: "Greens for all, big and small"
- Manic Organic: "farm-pressed fruit juices"
- Wild: "Wild about juice"
- What makes our client different from their competitors is that they are targeting a much bigger audience, as well as educating their audience as to where exactly their products are coming from. IF a consumer knows exactly where each ingredient is brought in from, they can verify the authenticity of the organic nature of the product. They want to be able to create a product that is not only visually appealing, and healthy for you but also very delicious.
- The way they engage their audience, is by hands on demonstrations of creating their product. They invite people to experience the process of making the juice, while at the same time teaching them about the nutrients they are putting in their bodies

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Tone

- Mood: Happy
- Voice: Calm, relaxed, and cheerful
- Point of view: healthy living, tasty, quick grab and go
- The attributes that “Joos” has is its all organic, environmentally safe, no chemicals just all-fresh.

Message

- The primary message is to drink delicious, while being healthy. Also, to show their audience that instead of having to take artificially made, and processed supplements, they can get the same health benefits and nutrients from organic fruits and vegetables, without the worry of consuming processed, pesticide covered Ingredients
- The single most import thing about this company is that it is an all naturally organic company, using the best ingredients and no preservatives, added sugars,
- To promote a healthy lifestyle. They want to stress the health benefits of drinking clean.
- What our client is offering their audience is a simple, worry free way to enjoy their daily dose of fruits and veggies without having to read the ingredients, as well as giving them peace of mind, every time they see their logo they know exactly what they are putting into their bodies. Every product will offer explanation of their specific benefit, and all natural ingredients.

Visuals

- We will be reaching the audience by using bright colors that reflect fruits and vegetables that give a fresh, clean feeling.

Details

- Our deliverable will be the research on the product, including information on competitors. This information will be outlined in the Creative Brief. Once approved, we will brand the product line with a symbol, logo and slogan.

People

- We are reporting this to the board and directors of “Joos”
- The board and the directors, also the consumers will approve this work
- The general manger of “Joos” will be informed of our progress by a weekly PowerPoint