

CAPRI SUN SHINES BRIGHTER

AN ADVERTISING CAMPAIGN FOR

CAPRI SUN

CREATED BY



INTRODUCTION

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CAPRISUN

Agency Brand Strategy

We at High Five Advertising have as many goals as we do fingers. We aim to:

- UNDERSTAND** Our clients and get to know the brands we work with
- RESEARCH** Our target markets, consumer behavior, and environmental factors
- CREATE** Plans that are personalized to the brand and to the target market
- EXECUTE** Plans to increase brand visibility and sales
- EVALUATE** Our success by monitoring product sales and conducting post campaign research



INTRODUCTION

Executive Summary



Capri Sun is an established popular juice brand for children. The multiple brand lines and numerous flavors coupled with the easy-to-use pouch makes Capri Sun an easily accessible solution for packed lunches, after-exercise thirst quenchers, and daily drinks.

Capri Sun has a reputation as a flashy juice but lacks recognition as a healthy choice. Though Capri Sun has been producing healthy drink options for years now, consumers are not aware of their presence on the market. That is the main problem that High Five Advertising faces today. It is important that we highlight the benefits of Capri Sun as well as its cool factor. If we maintain its reputation as a fun drink and establish a second reputation as a healthy, good-for-you juice, we predict instant success.

F U N + H E A L T H = S A L E S

Simple, right? Our ultimate goal for our client is, in fact, simple: we want to brand Capri Sun as a healthier-than-ever drink that benefits active kids with active imaginations. In other words, we will get Capri Sun the attention it deserves by exposing it as the drink it is.

Overview

Our advertising plan will take readers on a journey through the creative process that brought us to our competitive strategies for Capri Sun. We will delve into the primary research we conducted regarding the Capri Sun juices, lay out the goals we set for the campaign, and illustrate how those goals will be achieved through print, out-of-home, television, direct mail, and other unique forms of advertisements. We will focus almost entirely on the health benefits of the juices and our advertisements will cater towards women of ages 25-44 to establish Capri Sun as a nutritional brand.



SITUATION ANALYSIS

Historical Context

The idea for Capri Sun was developed in 1966 by WILD, a beverage company in Germany. Known in Germany as Capri Sonne, the product made its debut on the German market in 1969. By 1976, it was the German market leader for drinks in small flexible-packs. That same year, Capri Sun was exported to other European countries for the first time. Two years later, in 1981, Capri Sun was licensed by Shasta Beverages and became the first German soft drink brand to successfully enter the U.S. market. Then, in 1986, the product was brought to a whole new level with the founding of Capri Sun Inc., USA. In the year of 1991 Capri Sun Inc. partnered with Kraft Foods, making Kraft the official licensed production partner for North America.

In 2004, Capri Sun Inc. decided to branch out beyond the original pouch and started a new line of Capri Sun products labeled as 100% Juice. In 2006, they began producing a flavored water pouch called Roarin' Waters. In 2008, Capri Sun Inc. started producing Original Capri Sun with 25% less sugar. In 2009, they introduced a citrus drink labeled as Sunrise. The newest addition to Capri Sun's repertoire is SuperV, a fruit and vegetable fruit drink that was introduced in 2012.



CAPRISUN
THREE

SITUATION ANALYSIS

Environmental Analysis

Competitive Forces

Capri Sun's competitive environment is very well-defined because the market that encompasses its products is at its maturity stage. The fruit juice market is saturated with direct competitors such as Juicy Juice and Apple and Eve, making differentiation key to the continued life span and success of the Capri Sun brand. In addition, many indirect competitors are present within the marketplace such as water and large-container juice products that can be easily substituted in lieu of Capri Sun. Although it is difficult for any new competitors to enter the marketplace, Capri Sun must continuously compete with other well-established juice brands in order to come out on top. Highlighting a unique selling proposition is crucial to its success at this point.

Economic Forces

Capri Sun can be affected by the economic environment in several ways. One way in which Capri Sun could be affected is if fruit and vegetable prices were to increase. In this situation, Capri Sun may become a cheaper alternative for parents to provide their children with sufficient daily servings of fruits and vegetables, which would cause the consumer demand for Capri Sun products to rise. On the other hand, if fruit and vegetable prices were to rise very high, Capri Sun could potentially experience an increase in production costs. This would most likely affect their market price.

A suffering economy could affect Capri Sun either positively or negatively. On a positive note, consumers may be more apt to opt out of purchasing the more expensive juice options and buy Capri Sun instead, as it represents a cheaper alternative. Overall, supply and demand is a constant factor in the sale of all Capri Sun products.



SITUATION ANALYSIS

Sociocultural Forces

There is currently a socialcultural shift in values on a global scale. First, many people are valuing more environmentally friendly products. Although Capri Sun does have environmental initiatives to reuse their pouches by making them into recycled products, the pouches themselves are not recyclable. Though Capri Sun has attempted to counter that fact by encouraging consumers to take advantage of TerraCycle (a process which collects hard-to-recycle items and containers and uses them to create new hard-to-recycle items and containers), the fact that the pouches are not entirely recyclable shows that the Capri Sun products are not effectively changing with the aforementioned value shift.

Society is also shifting into a more health-conscious lifestyle. Parents today are more concerned about providing healthy options for their kids than they may have been 25 years ago. Capri Sun is successfully keeping up with this trend by offering various healthy lines such as their 100% juice drinks.

An additional sociocultural force facing Capri Sun is the increasing importance of corporate social responsibility (CSR). As a result of the implementation of CSR programs, companies are now expected to give back to their communities and maintain responsible business practices. Capri Sun's aforementioned partnership with recycling company Terracycle demonstrates a well-implemented CSR tactic (though not entirely satisfying for the most environmentally concerned consumers). By offering cash prizes for schools and/or charities for helping to reuse Capri Sun pouches to create items such as tote bags and pencil cases, the Capri Sun brand effectively demonstrates its concern for the well-being of communities, which in turn gains consumers' trust. Trust for a corporation through transparency and corporate social responsibility is something that has become increasingly important in today's times.



SITUATION ANALYSIS

Competitor Analysis

Juicy Juice

Strengths: Juicy Juice is viewed and promoted as a healthy juice line. The company openly shares the nutrition facts of their drinks on the Juicy Juice website in addition to toting the slogan '100% juice' and advertising the fact that they only contain the natural sugar Fructose. Juicy Juice juices contain no dyes, high vitamin C, and the title of Fruit Juice (which can only be used to describe a drink if it contains 100% fruit juice). The company also produces many different flavors and different size options.

Weaknesses: Juicy Juice does not replace servings of fruit or vegetables. Additionally Fruitifuls, a line within Juicy Juice, was created without 100% juice in order to cut down on the sugar content. Juicy Juice also only has two main product lines, Juicy Juice and Fruitifuls.



Apple & Eve

Strengths: Apple & Eve has a decent variety of different juice beverage products available. Organic's brand is USDA certified because it is 100% natural and does not contain chemicals or pesticides. The Sesame Street Juice Beverages brand, produced by Apple & Eve, has recyclable cartons as well. Additionally, 1 serving of Apple & Eve Fruitables contains 3/4 serving of fruit and 1/4 serving of vegetables. Fruitables is also a good source of antioxidants and vitamins A and C.

Weaknesses: Apple & Eve is not labeled as a fruit juice, only 66% juice (the company claims that the reason they only have 66% juice is because it is blended with purified water). Also, their apple juice was reported by Dr. Oz to contain dangerous levels of arsenic.



SITUATION ANALYSIS

SWOT Analysis

STRENGTHS

- 100% Juice drink
- 4 juice varieties (Capri Sun, Roarin' Waters, Sunrise, 100% Juice)
- Large variety of flavors
- 5 different product lines
- High product awareness
- Recognizable logo/unique packaging
- Healthy options
- Appeals to wide age range

WEAKNESSES

- Negative consumer response to sugar content of product
- Consumers unaware of variety available
- Lack of awareness of healthy Capri Sun product lines
- Non-recyclable pouches

OPPORTUNITIES

- Chance to reinvent product as a healthy drink
- Ability to learn from competitors successes and failures
- Studying competitors gives Capri Sun the ability to differentiate its product
- Lack of new juice products already in or entering the market

THREATS

- Healthier and more environmentally friendly competitors
- Marketplace for juice is at maturity stage
- Existence of many substitute juice products



OBJECTIVES

Marketing Goal

The ultimate goal of the advertising campaign is to increase Capri Sun sales of 10%.

Advertising Goals

The communication goal of this campaign is to reach a comprehension rate of 85%. To establish comprehension, the audience must understand and recall the message of the campaign. An additional goal is to achieve 70% conviction, so that 70% of the audience will find the information in the campaign to be valuable and exhibit purchase intent. Additionally, High Five Advertising is aiming for an effective reach of 85% of the target market with an effective frequent of 4 views per person.

Time Frame

The campaign will run for one year starting in January 2013 and ending in December 2013.



CAPRISUN
EIGHT

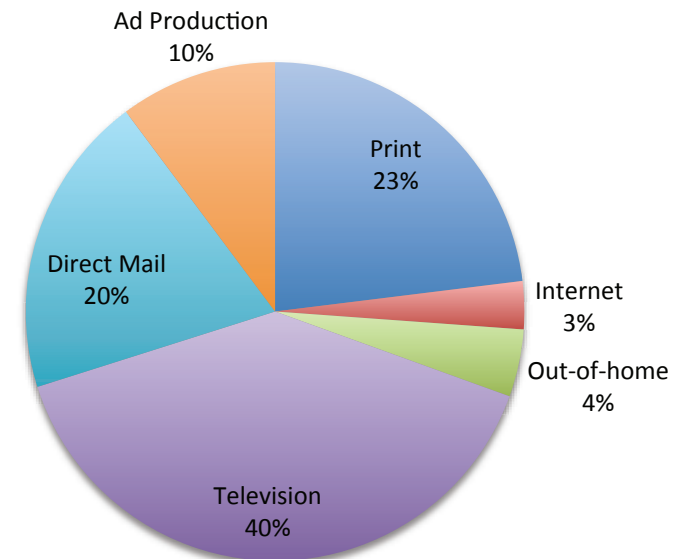
OBJECTIVES

Budget Summary

The total budget for our advertising campaign was 14 million dollars. Below we have provided both a table and a chart depicting the allocation of funds between print, internet, out-of-home, television, and direct mail advertising, as well as the cost of ad production.

MEDIA TYPE	COST
Print	\$3,160,710
Internet	\$426,500
Out-of-home	\$600,000
Television	\$5,430,000
Direct Mail	\$2,700,000
Ad Production	\$1,400,000
TOTAL	\$13,717,210

Overall Budget for Capri Sun Advertising Plan



RESEARCH

Objectives

1. What are the buying habits of women ages 25-44 when purchasing juice products?
2. Why do mothers prefer or avoid purchasing Capri Sun for their children?
3. What qualities do our target market audience members look for when purchasing juice products?
4. What comes to mind when our target market thinks of Capri Sun products?

Secondary Research

High Five Advertising researched competitors' health benefits and the number of juice lines offered by those competitors. We found that though Capri Sun has a decent number of juice lines and flavors within those lines, and though it has altered its products to be healthier through the years, the general perception of Capri Sun as a drink is that it is unhealthy. Capri Sun has therefore failed to advertise itself as a health-conscious company.

Using the information provided by MRI+, we were able to determine the target market we would use for our campaign as well as their media preferences. The database informed us that the target market for Capri Sun is women aged 25-44. This demographic regularly consumes parenting-oriented magazines and daytime dramas and soap operas. They also do the majority of the shopping for their households, which means that they are familiar with the products that are available to them and receptive to product-related advertising.



RESEARCH

Primary Research

INTERVIEW SUMMARY

Each member of High Five Advertising conducted a personal interview with a mother or babysitter to determine specific beverage-purchasing habits of families with children. We interviewed a total of three mothers and two babysitters, which provided us with enough insight to make a few conclusions. The first conclusion we made is that mothers are the primary purchasers of the groceries that feed their children. This is an important finding because it further verifies that our target audience- mothers- is on point. The women that we interviewed all seemed to be health conscious and some mothers believed Capri Sun was not a healthy enough choice for their children. None of the interviewees were aware of the newer and healthier versions of the Capri Sun products. We found the overall perception of Capri Sun from the interviews to be a “cool” brand that is appealing to children. As a result, we decided that our mission is to make an advertising campaign that highlights the health benefits of Capri Sun to mothers, who have the purchasing power we need to increase brand loyalty and sales of Capri Sun.

SURVEY CONCLUSIONS

After completing the initial personal interviews, High Five Advertising was confident in sending out a survey containing several specific inquiries. We ensured that our survey only reached mothers. The results we obtained are as follows:

- 92.8% of respondents have children between the ages of 1 and 13
- 57.1% of responses said that they serve their children juice at parties, 47.6% serve juice with lunch, 35% give it to their children after school, and 35.7% bring it on road trips

From this information, we concluded that there is a variety of occasions in which children drink juice. Our advertisements therefore reflect these occasions in order to successfully relate to the mothers within our target market.



RESEARCH

SURVEY CONCLUSIONS, CONTINUED

- When asked what the most important quality in a juice is for their children, 61.9% of respondents stated health benefits, and children's preference had the second most responses at 16.7%. It became clear from this statistic that health benefits would need to be capitalized upon within our campaign in order to satisfy the needs of our target audience.
- Capri Sun and Apple & Eve tied at 52.4% each when respondents had to pick which juice they would prefer to give to their child(ren). The fact that Apple & Eve, which has a very organic, healthy image, is tied with a brand such as Capri Sun, which has a more active and flashy image, signifies that a "fun" image can be combined with a healthy image to create a very powerful and effective message. This is something that we aim to do with our Capri Sun advertising campaign.
- When we allowed respondents to write any word that came to mind when prompted to think of Capri Sun, we got a high variance of responses, from sugary to healthy; from messy to convenient. This made it clear to our agency that we must create a more consistent and unified perception of the brand.
- 40.5% of respondents were unaware of the healthier brand lines that Capri Sun has to offer. Although this is less than the majority, it is still a large portion of people who are not aware of a huge benefit of the Capri Sun products.
- 85.7% of respondents said that they would buy Capri Sun if they had more information on these healthier options. To fix the issue of lack of information, our advertisements must evenly advertise and create awareness of each brand line of Capri Sun in order to generate more sales and an improvement of brand perception away from its original "sugary" connotations.

RESEARCH

BRAND VALUE PROPOSITION

Functional Benefits: The primary functional benefit of Capri Sun is undoubtedly accessibility. Once the product is obtained, usage is quick and easy: plop a juice pouch on the table before your child at breakfast, pop one into a box lunch before they head off to school, or place them on the dinner table for all. If a child gets thirsty before bedtime, Capri Sun is there as a quick thirst-quencher as they hit the hay. As a product, Capri Sun is very functionally sound for parents that supply their kids with it.

Emotional Benefits: Because Capri Sun is seen as a flashy drink for active kids, it brings excitement to those who use it. An additional emotional benefit of Capri Sun may be nostalgia for brand-loyal parents. For mothers who drank Capri Sun as children, the brand may be part of a family tradition. The emotional benefit that we will focus on as High Five Advertising is safety; by advertising Capri Sun as a healthy brand, we want mothers to feel secure buying Capri Sun when they shop for nutritious options for their children. For this reason, Capri Sun must be advertised as a healthier-than-ever-before brand.

Self-Expressive Benefits: The self-expressive benefits of Capri Sun have been clearly established through packaging and advertising throughout the history of the brand. The products have continuously been shown as flashy and cool juices for children with active, on-the-go lifestyles. The figures shown on the Capri Sun packaging (See Roarin' Waters example at the bottom right-hand corner of this page) are fun-loving, happy, and stylish. All of the qualities portrayed by previous Capri Sun advertising are expressed by Capri Sun users.



CAPRISUN
THIRTEEN

RESEARCH

TARGET MARKET PROFILES

The primary target market for Capri Sun includes females from ages 25-44, specifically mothers with children aged 3-14. The mothers targeted are working or stay-at-home women with an on-the-go lifestyle. When it comes to hydrating their children, they look for a quick fix whether it be for a snack or to pack in their lunches. These mothers pay attention to their children's desires; maintaining happy, healthy children is their ultimate goal. The secondary target market consists of kids and non-users of the brand, whether aware or unaware of the existence of Capri Sun.



MEET NICOLE, a 37-year-old mother with three energetic children (ages 12, 9, and 6) and a job that keeps her busy. Between working and driving the kids to their various activities, Nicole does not have much time to prepare lunches and snacks. She looks for a quick fix that will keep her children healthy and strong. With Capri Sun's healthier new juices, Nicole doesn't have to worry about how much sugar they consume while enjoying a drink they love.



MEET ABBY, a 28-year-old stay-at-home mother with two children, ages 2 and 4. Staying at home is a rewarding way for Abby to spend time with her children, though she still has many responsibilities throughout the day. Abby wants her children to be healthy and usually makes their lunches and snacks from scratch, but she also allows them to have one Capri Sun per day. The juice pouch is just the right size for the young children and with Capri Sun's healthier new options, Abby never regrets giving it to her children.

CAPRISUN
FOURTEEN

CAMPAIGN STRATEGY

The Challenge

Capri Sun has a history of being an unhealthy sugar-filled brand, and though they have developed healthier juice lines, they have found it difficult to break away from their past image. They have not been successful in marketing the health benefits of their juice. Healthier Capri Sun options are available, but consumers are not choosing them.

Our Insight

High Five Advertising conducted a survey of mothers and found that the majority of mothers purchase juice based on its health benefits. They worry about their children's sugar intake, and the nutrition of the drink is more valuable to them than its appearance or likeability for the children. There is a general misconception surrounding the Capri Sun brand that it is sugary and unhealthy, and consumers are generally unaware of the healthier juice lines offered by Capri Sun.

The Solution

High Five Advertising plans to highlight Capri Sun's health benefits to consumers, branding it as a fun juice that is appealing to imaginative and active children, but that also attracts on-the-go mothers for its ease of use and health benefits. Capri sun is cool, easy, and nutritious, and our mission is to portray that.

The tagline for the campaign will be "Capri Sun Shines Brighter", which can be taken in two ways: a play on sunshine that accentuates the natural, healthy aspect of the brand, or an assertion that Capri Sun is healthier than ever before.



CREATIVE

THE BIG IDEA

“Capri Sun Shines Brighter.” Capri Sun helps children shine to live a healthy and imaginative lifestyle.

CREATIVE STRATEGY

In our campaign, Capri Sun will be positioned as a juice product for kids that are physically and mentally active. Through a media mix containing advertisements that depict children using their imaginations to “shine” both mentally and physically, our “Capri Sun Shines Brighter” campaign is a way to reach out to mothers and appeal to their wants of picking a healthy choice for their children.

ART DIRECTION

Our advertisements include both real pictures of children and hand-drawn background elements. The hand-drawn elements are not only meant to create a fun-feel to the ads, but symbolize what kids can and do imagine themselves doing. The kids in each ad are healthy and happy in an attempt to have mothers viewing the ads to see that Capri Sun can be a part of positive part of their children’s lifestyle.

COPYWRITING

The copy of our advertisements, informing its viewers of the health benefits of the specific Capri Sun brand line, is crucial to our campaign strategy. Through our campaign, we want our target audience to learn more about how healthy and beneficial all of Capri Sun brand lines can be, and the copy of each ad is how we execute this objective.



CREATIVE

EXECUTION

The big idea will be executed with a variety of print ads, TV commercials, Internet banner ads, as well as direct mail ads. Each ad will embody our big idea and emphasize on Capri Sun being a healthy and beneficial drink for children.

CREATIVE TESTING RESULTS

To pre-test our ads, we selected a group in our target audience and showed them examples of our advertisements, briefly explaining our “Big Idea.”

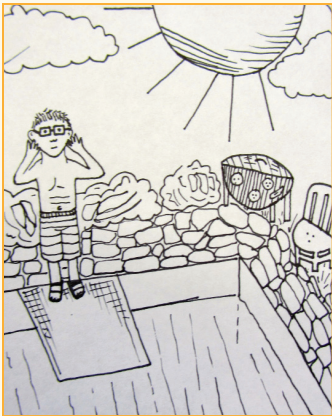
- The slogan “Capri Sun Shines Brighter” was well understood and well-liked. Most participants responded positively to the hand-drawings in all of our ads. Some, however, felt the ads were too childish for the target audience we were aiming for. After thinking this over, we felt that the point of our campaign was to position Capri Sun as both fun and healthy, and the hand-drawings were a key component of this message.
- The pre-test group was receptive to our Internet banner ads, but many admitted that when they go on the computer, they rarely pay attention to the banner ads. Despite this, we felt that the banner ads were a good way to reinforce our campaign with an online audience.
- Our pre-test group thought our TV commercials were creative and unique. They liked that we showed how creative kids are. Many talked about how they don’t like to be bombarded by commercials during their favorite TV shows, but we feel as if our ads are spread out enough not to bombard viewers and creative enough not to annoy them as well.
- The group as a whole liked the direct mail ads, especially the fact that Capri Sun made the direct mail ads more personal than their other ads. The group questioned, however, how likely it would be that parents would get kids to interact with the advertisement.



CREATIVE

EXECUTIONS: TELEVISION

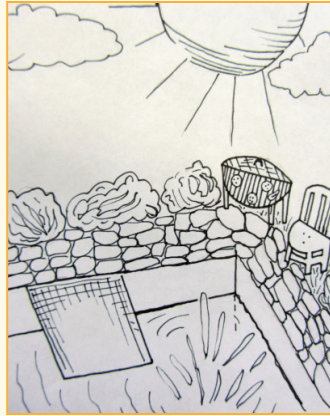
Shot 1



Shot 2



Shot 3



Shot 4



Shot 5



Shot 6



Shot 1: It is a beautiful sunny day. A young middle school-aged boy is seen strapping on his swimming goggles at the pool. He is clearly getting ready to jump off the diving board.

Shot 2: The boy cannonballs into the water.

Shot 3: Viewers quickly see the splash as the boy enters the water.

Shot 4: The pool transforms into an ocean scene with a coral reef and all kinds of exotic fish. The boy swims around, exploring. As viewers we understand that the scene represents his imagination.

Shot 5: He comes across an old wooden treasure chest. He opens it and finds Capri Sun Roarin' Waters. He looks extremely happy in this frame.

Shot 6: The hand squeezes the pouch of Capri Sun Roarin' Waters, and the words "Capri Sun Shines Brighter" glow. There is a voiceover: Keeping active minds healthy: Capri Sun Roarin' Waters is a good source of hydration for active kids with active imaginations minus all the sugar of energy drinks.

CREATIVE

EXECUTIONS: MAGAZINE



Capri Sun Shines Brighter

Keeping active minds healthy: Capri Sun 100% Juice contains one serving of fruit. With its portable pouch, even the busiest kids get their nutrition.



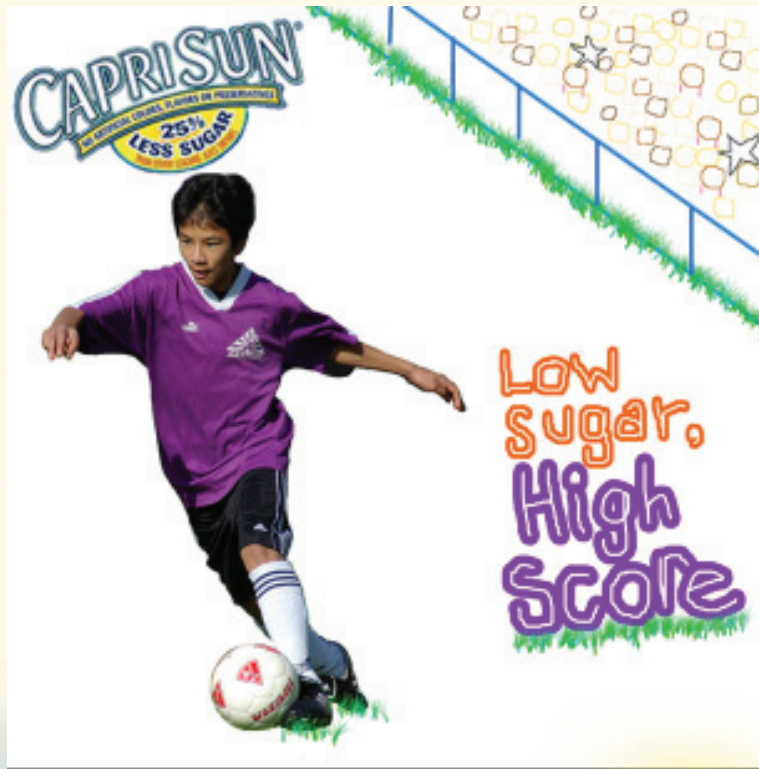
Capri Sun Shines Brighter

Keeping active minds healthy: Capri Sun Roarin' Waters is a good source of hydration for active kids without all the sugar of energy drinks. With its portable pouch, even the busiest kids get their nutrition.



WILLING TO TRY SOMETHING NEW? BE CREATIVE


EXECUTIONS: MAGAZINE



A young boy in a purple soccer jersey is kicking a soccer ball. The background features a blue and green striped pattern with yellow stars and squares. The Capri Sun logo is in the top left corner, with a banner that says "25% LESS SUGAR". The text "Low sugar. High score" is written in a playful font.

Capri Sun Shines Brighter

Keeping active minds healthy: Capri Sun now has 25% less sugar, so moms can worry less. With its portable pouch, even the busiest kids get their nutrition.



A young girl in a white shirt and yellow skirt is standing on a path. The background features a yellow sun with a face, the text "Rise and Shine", and a slice of orange. The Capri Sun Sunrise logo is in the top left corner. The text "Capri Sun Shines Brighter" is at the bottom left, followed by a description of the product's benefits. A Capri Sun Sunrise pouch is shown at the bottom right.

Capri Sun Shines Brighter

Keeping active minds healthy: Capri Sun Sunrise has 100% of Kids' daily value of Vitamin C and is a good source of Calcium. With its portable pouch, even the busiest kids get their nutrition.



CREATIVE

EXECUTIONS: MAGAZINE AND DIRECT MAIL



Capri Sun Shines Brighter

Keeping active minds healthy: Capri Sun Super V has one combined serving of fruits and vegetables. With its portable pouch, even the busiest kids get their nutrition.



Dear Parents,

Capri Sun isn't just for kids anymore, now parents can benefit from the juice as well! You may think of Capri Sun as a juice high in sugar, right? Well we have made an effort to make our drinks healthier, just for your peace of mind. We now have products that are 100% juice, products that have 25% less sugar, and our newest product: Super V. Each pouch of Capri Sun Super V has one combined serving of fruits and veggies! It is also a great source of antioxidant vitamins and fiber! It is our goal to make you feel good about what you give your kids and we hope that these healthier options have the power to accomplish that goal.



Ingredients: Apple: Water; grape, apple and sweet potato juice concentrates; soluble corn fiber; carrot juice concentrate; citric acid; pear juice concentrate; ascorbic acid; natural flavor; vitamin E acetate and beta-carotene.

For the Kids



CAPRISUN
TWENTY ONE

CREATIVE

The Big Idea, Continued

EXECUTIONS: INTERNET BANNER ADS



1 combined serving of fruits and vegetables



25% less sugar than leading regular juice drinks



Capri Sun Super V
helps your kids shine brighter



CAPRISUN
TWENTY TWO

MEDIA

Media Objectives

Our target market for our Capri Sun advertising campaign is mothers 25-44 years old, who have children aged 3-14. The market we are targeting are health-conscious individuals who truly care about the products they are purchasing for their children. In order to effectively reach this market, we are placing our ads in magazine, television shows, Web sites, and supermarket shopping carts that are likely to be seen by mothers with these traits. All media placement will be on a national scale to evenly advertise throughout the U.S.

Media Strategies

Effective Reach: 85% of our target market

Effective Frequency: 4

Continuity: We are implementing a pulsing strategy. Since Capri Sun is a juice that is consumer year-round, it is important to have continuous advertising while increasing the advertising during certain seasons of the year. In the winter, we decided to increase the number TV ads because mothers are most likely to be inside. In the summer, we decided to increase the number of magazine ads because mothers are most-likely to read while basking in the sun on vacation. In addition, Capri Sun is more likely to be consumed during the warmer months, making it important to heavy-up advertising in all overall channels during the summer.

MEDIA TYPE	SIZE
Print	Full page color magazine
Television	:30 second commercial
Internet	468 x 60 banner
Out-of-home	8.5 x 5.5 in

CAPRI SUN
TWENTY THREE

MEDIA

Media Choices

MAGAZINES

Magazines are an effective medium for our campaign because the bright colors of our ads will be portrayed well in high-quality magazine imaging. It is also an effective way to segment our target audience, mother, by their specific interests. The magazine outlets with which we chose to advertise Capri Sun are as follows:

1. FamilyFun (2,122,411 paid circulation)

Directed specifically at moms, FamilyFun is the perfect magazine to reach our target audience. It is filled with articles containing ideas such as how to organize fun family events and recipes for the family.

2. Scholastic Parent and Child (1,339,040 paid circulation)

Scholastic Parent and Child targets every aspect of family life and ways to improve it. Scholastic is a very credible organization and is extremely appealing to our target market.

3. Working Mother (754,541 paid circulation)

Working mother reaches a very specific part of our target market- working moms. For moms who may not read other family-oriented magazines that contain articles about time-consuming family activities, working mother is for moms to seek help balancing an on-the-go lifestyle. This characteristic fits who we are looking to reach in our campaign.

4. Parents Magazine (2,203,283 paid circulation)

Parents Magazine has a large circulation and promotes itself as a magazine that helps parents raise happy and healthy children. The characteristics of our largely health-conscious target market fits perfectly with this description as mothers today are looking for healthy alternatives for their children.



MEDIA

Media Choices

TELEVISION

Television is an important medium for distributing our campaign message. Because we are seeking to portray an active Capri Sun lifestyle, TV commercials are the perfect opportunity to convey both physical and mental activity. The television programs on which we chose to advertise Capri Sun are as follows:

1. The Ellen DeGeneres Show

As a female talk show host, Ellen DeGeneres is very appealing to women. Mothers are quite likely to watch daytime talk shows and Ellen DeGeneres' high ratings indicate that a large amount of viewers in our target audience will be reached.

2. General Hospital

As the longest running American soap opera, General Hospital has high credibility and loyal followers. People who watch this show are likely to tune in every day. Popular among mothers, General Hospital is the perfect channel to reach our target audience and acquire a high frequency.

3. 60 Minutes

Ranked number 6 in TV Guide's "Greatest Shows of all Time" in 2002, 60 minutes is a highly respected news program. Its investigation-style reports are popular among adults.

4. Dancing With The Stars

Dancing With The Stars has had consistently high ratings throughout its many seasons. It is a well-known show that our target market is very likely to tune in to.



MEDIA

Media Choices

INTERNET

Google Adsense: We will use Google Adsense with keywords: Mommy blog, parenthood, children's juice, healthy snacks, Juicy Juice, Apple & Eve. These keywords are likely to be typed into search engines by mothers, ensuring our advertisements will be seen by our target audience.

Magazine Website Banner Ads: We will advertise on all the websites of the magazines we chose to place advertisements in. This will help achieve our effective frequency goal.

OUT OF HOME

Shopping Cart Ads: We will place advertisements in supermarket shopping carts. Survey results show that mothers are typically the ones who shop for groceries. We believe that by placing ads for Capri Sun in shopping carts we will effectively reach our target market.

DIRECT MAIL

To reinforce purchasing conviction by directly interacting with our primary target market, we plan to send direct mail advertisements to 6 million homes in our target audience across the U.S. Families will receive a folded-over postcard (8.5in. x 5.5in.) with a Capri Sun box printed on the front. Unfolding the advertisement will reveal a coupon for Capri Sun. On the top half of the card, there will be nutrition information and facts about Capri Sun products, and bottom half of the card will have an activity for kids (ex: a scene and stickers. The kids will be able to place the stickers in the scene). The activity and information will appeal to both mothers and children and therefore keep our postcard ad in the primary audience's households for a longer period of time increasing viewing frequency.

CAPRI SUN
TWENTY SIX

MEDIA

Media Scheduling and Budgeting

	Jan				Feb				Mar				Apr				May				Jun			
Weeks:	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Print:																								
FamilyFun																								
Parents Magazine																								
Working Mother																								
Scholastic Parent and Child																								
Weeks:	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
TV:																								
The Ellen DeGeneres Show	2				1				1				1											
General Hospital	1				1								1				1				1			
60 Minutes	1				1				1				1				1							
Dancing with the Stars									2				1				2							
Weeks:	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Internet:																								
Google AdSense																								
Familyfun.com																								
Parentsmagazine.com																								
Workingmother.com																								
Scholastic.com																								
Weeks:	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Out-of-home																								
Supermarkets (Top 25 Markets)																								
Direct Mail																								
Direct Mail																								

MEDIA

Jul				Aug				Sep				Oct				Nov				Dec				Executions	Costs
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
																								7	1,330,910
																								5	1,088,800
																								7	\$444,000
																								6	\$297,000
Total Costs:																									3,160,710
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
								1				1				1				1				9	1,080,000
1				1				1				1								1				10	1,200,000
								1				1				1				1				9	1,350,000
								2				1				2								10	1,800,000
Total Costs:																									5,430,000
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
																								12	\$220,000
																								12	120,000
																								12	\$80,000
																								12	\$60,000
																								12	\$2,750
Total Costs:																									\$462,500
																								12	\$600,000
Total Costs:																									600,000
																								12	2,700,000
Total Costs:																									2,700,000
Total:																									12,353,210

BRAND ACTIVATION

1. Bi-annual Competition- “Imagination Initiative”

A competition that asks kids to create their own “sculpture” out of capri sun packaging and send the picture to Capri Sun headquarters or post on the Facebook page. The most creative ideas get placed on the outside of the box with a picture of you and your creation. Winners will also receive free school supplies for the upcoming school year.

- Objective: Position Capri Sun as a brand and product that supports and enhances children’s creativity, raise awareness of Capri Sun, and educate parents on the health benefits of the juices on the side.
- Strategy: Buzz for this competition will be generated through social media websites, Twitter and Facebook statuses. In addition, elementary schools will be contacted with the option to hold these competitions in their classrooms. Free posters advertising the event will be sent to all participating schools.

2. Supermarket Displays

- Objective: Attract attention to the newest Capri Sun brand lines inside supermarkets in order for mothers to purchase Capri Sun over other juice brands. The displays should include the health information and nutrition facts to attract health-conscious consumers.
- Strategy: Set up eye-catching displays in front of supermarket aisles advertising the healthy Capri Sun alternatives. Inside the display there will be pamphlets containing nutrition facts of each Capri Sun brand, as well as nutrition tips for children, that mothers can take with them to read.

3. Coupon Inserts

- Objective: To reinforce the purchasing persuasion of the supermarket displays and provide incentives for mothers to purchase Capri Sun products.
- Strategy: Place coupons in magazines that mothers are likely to read containing buy one get one free offers.



MARKETING RECOMMENDATIONS

High Five Advertising came up with two specific recommendations to improve Capri Sun's marketing success:

1. Update the Capri Sun website

The Super-V line is not currently shown under the products section of the website, though it is offered in stores. If we are aiming to increase awareness of the different lines of Capri Sun drinks, it is important that Super-V be included in the website. Capri Sun could even create a special interactive banner on the site to capture visitors' attention and introduce them to Super-V. The banner should be flashy and fun, and could even include a link to a superhero-related game for kids. We want Super-V to be recognized as a super drink, and in order to achieve recognition we need consumers to be aware of its existence as well as its strong points.

Additionally, though we think it is great that Capri Sun offers a timeline of its history starting with its conception as a company, the timeline on the website currently does not go past the year 2009. Given that 2013 is now approaching, it is important that Capri Sun update the timeline. Even if no groundbreaking events or inventions have occurred between 2009 and now, it is important that the website reflect the current times. Therefore, we recommend that Capri Sun at least include 2012 in the timeline and a section entitled "Where We Are Now, and Where We Are Going." Here Capri Sun could identify its accomplishments to date and predict future products within the company.

2. Redesign the packaging slightly to create ease of puncture by straw

Our survey results found that the straw is generally difficult for kids to insert into the pouch. Because we want Capri Sun to continue to be recognized as an easy choice for on-the-go mothers and busy kids, we believe that it is important for the products to be easy to use. A slight change in the packaging would eliminate difficulties for children and increase convenience of the product.

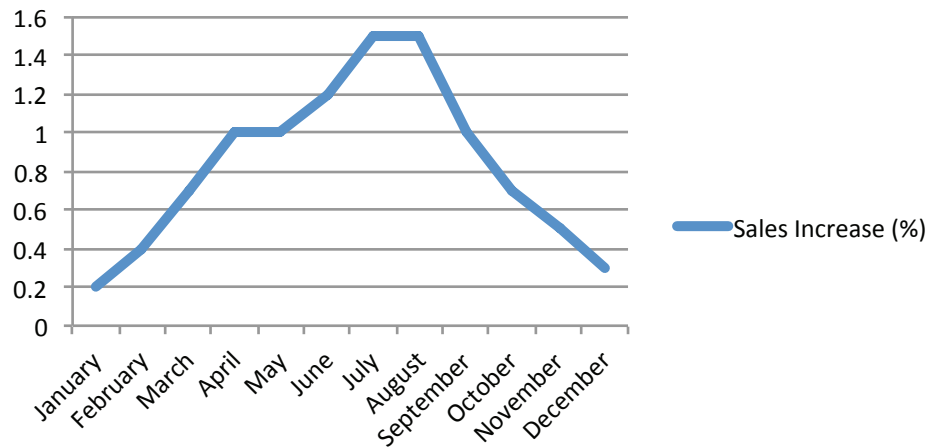


EVALUATION

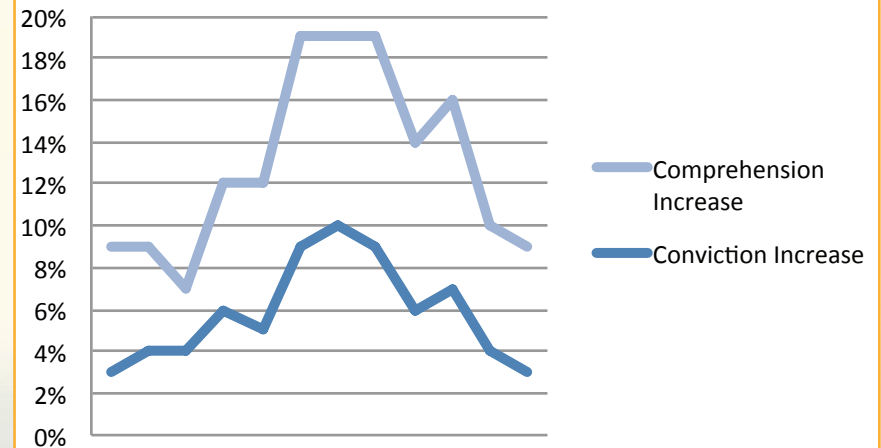
Criteria for Success-Measurement Methods

At the mid-way point of the campaign, we expect the highest sales, awareness, and comprehension increases. This is due to the high demand for Capri Sun during the summer months (June, July, and August). After the summer is over, we expect numbers to decrease but to still reach all of our marketing and communication objectives. The figures below are graphical representations of High Five Advertising's expectations for this campaign.

Marketing Goals



Communication Goals



APPENDIX

Creative Brief



GOALS

The main goals for this campaign are to create 85% comprehension rate with a 70% conviction rate in our primary audience and to increase sales by 10% over the course of one year.

TARGET MARKET

To accomplish its goals, the campaign for Capri Sun Juice will target mothers in the United States between the ages of 25 and 44.

BRAND PERSONALITY

Capri Sun is known for its unique flexible and on-the-go packaging, which has been a part of the product since its inception in Germany. The product utilizes bright colors and unique flavors to grab the attention of customers and to make customers want to buy the product. In developing our campaign, High Five Advertising aimed to make use of those fun colors in the campaign, but in a way that emphasized Capri Sun's effort to incorporate healthy products to their company.

ADVERTISING PROBLEM

High Five Advertising felt that Capri Sun was not doing as well of a job as it could have to advertise the improvements the company has made to the products, making them healthier.



APPENDIX

Creative Brief, Continued



ADVERTISING OBJECTIVE

High Five decided to focus on the fact that Capri Sun has become healthier recently. We want to create a greater awareness among mothers of the healthier options for their kids' favorite drinks.

KEY MESSAGE

Our key message was "Capri Sun Shines Brighter." This message emphasized that Capri Sun will support children's everyday mental and physical activity by providing them with healthier drink options than ever before.

KEY CUSTOMER BENEFITS

New Capri Sun products have less sugar, and the company has expanded into a Vitamin C rich juice product, a 100% juice product, a hydration product, and a product with both fruit and vegetable juice. Mothers no longer purchase the sugar-filled Capri Sun that they have become used to over the years. Instead they will be choosing between a variety of good and healthy Capri Sun products.

COMPETITION

Juicy Juice and Apple & Eve are the two main competitors for Capri Sun that High Five Advertising identified through primary and secondary research.

APPENDIX



Team Biographies



Emily Dunn is a sophomore Integrated Marketing Communications major and French minor at Ithaca College. Emily was born and raised in Campbell, California and is excited to continue her college experience on the East Coast. At Ithaca College, Emily is a member of AAF, IC club swim team, and in the spring semester, Emily will be the active multi-media chair for IC After Dark. Working with Capri Sun has made Emily remember about all her fond childhood memories with the juice beverage and how things were simpler when all she had to figure out was how to put the straw into the pouch.

Jordana Filippi is a sophomore with a major in Integrated Marketing Communications and minors in French and Sociology. Jordana hopes to one-day work for a non-profit organization in the marketing field. She is especially interested in environmentally friendly organizations and green marketing. In her free time, Jordana enjoys listening to and finding new music, learning about French culture, and drinking her favorite Capri Sun flavor, strawberry kiwi.



Brittany Pietrzykowski is a sophomore Integrated Marketing Communications major and Culture and Communications minor at Ithaca College. Born and raised in Canandaigua, New York and Mazatlan, Sinaloa, Mexico, Brittany is passionate about international affairs and foreign languages. She hopes to use her knowledge about advertising abroad oneday through an internship with the United Nations. As a child she was not allowed to drink Capri Sun because of its sugar content, but she is excited to try the healthy new options.

APPENDIX



Team Biographies



Kristen Swanson is a sophomore at Ithaca College with a major in Integrated Marketing Communications and a minor in Spanish. She's originally from Atkinson, New Hampshire, 45 minutes north of Boston, and enjoys running, hiking, playing violin, and making art. Kristen is a member of the American Advertising Federation, the International Association of Business Communicators, and the Women's Track and Field team at IC. She is currently pursuing a career in advertising, and hopes to intern in LA next fall. One of her favorite childhood memories is calling up friends on her various Capri Sun pouch cellphones.

KT McVeigh is an Integrated Marketing Communications major with a minor in Management and Design. She loves to work with clay and cameras, and she's excited to see how these hobbies manifest themselves into a career. Her favorite flavor of Capri Sun is Fruit Punch, and one of her fondest memories from Elementary School lunchtimes was folding Capri Sun packets to make pretend cellphones.

