

# SAME OCEAN NEW WAVE

**NSAC**  
NATIONAL AM STUDENT  
ADVERTISING  
COMPETITION



**TEAM  
729**

# EXECUTIVE SUMMARY

The new wave is here, and it comes with the wave of millennial culture. They are hardworking, eco-friendly, diverse, health-conscious, and nothing like the world has seen before. Millennials enjoy breaking barriers and challenging the status-quo.

As they are a new audience, millennials are a difficult target to reach. They are not interested in being advertised to in traditional, overused ways. They value brand experiences over material products.

Ocean Spray faces an overall decline in food sales and a decline in juice sales by 2.5%. Attributed to a variety of reasons, such as an increase in health-conscious eating, a wider variety of competitors, changes in brand perceptions, and changes in parenting styles and choices, these declines can be challenged with the right marketing strategies we provide.

Since 1930, Ocean Spray has prided itself on taste, heritage, and health. It has always been a staple for cranberry-based food and beverages. Millennials grew up with this brand image.

Our campaign - Same Ocean, New Wave - appeals to the 24 to 34 age group by acknowledging Ocean Spray's rich heritage, trustworthiness, and quality products (the same ocean) and incorporating what millennials value most (the new wave). The campaign draws comparisons between Ocean Spray's product line and the target audience, both of which are diverse and unique. The campaign focuses on sharing experiences and ideals while having two-way conversations with the target audience across the United States. The end goal aims to increase brand equity among the millennial audience by 7% and grow household penetration by 0.5% points over the next two years.

By the end of the Same Ocean, New Wave campaign, millennials will feel reconnected with the same trustworthy, honest brand that was prominent during their childhood, and they will be compelled to buy the products that fit their busy, ever-changing lifestyles. The new wave is here, and they are shaking up their day with Ocean Spray. **Same Ocean, New Wave.**

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# METHODOLOGY

Faced with our challenge, the research team began searching for insights on millennials' juice and dried fruit consumption habits. The guiding questions we needed to answer through primary and secondary research were:

## WHAT ARE MILLENNIAL CONSUMERS' PRECONCEIVED THOUGHTS AND OPINIONS ON JUICE?

- They care about the nutritional content of what they put in their bodies, especially sugar levels.
- The juice market is declining overall as consumers reach for trendier and healthier drink options.
- Millennials are having fewer children than previous generations, which also drives down the juice market.

## WHAT MAKES OCEAN SPRAY STAND OUT TO THE MILLENNIAL CONSUMER?

- The brand is associated with older generations. Participants called it "Your dad's brand."
- Millennials instantly connected Ocean Spray to its bog commercials, citing their humor.
- Not much else stands out. Ocean Spray is not an overall memorable brand to our sample.

## WHAT ARE THE CHALLENGES THAT OCEAN SPRAY FACES WHEN MARKETING TO MILLENNIALS?

- Our sample showed unfamiliarity with Ocean Spray products beyond the Cranberry Juice Cocktail.
- Millennials don't find Ocean Spray to be particularly relevant or engaging, especially on social media.
- Participants recognized the brand, but felt that it lacked the power to stand out on grocery store shelves.



**51%**  
DRINK JUICE  
LESS THAN  
ONCE A  
MONTH

**46%**  
UNAIDED  
RECALL

"The different flavors and designs confuse me. I'm **uncertain about what all is exactly Ocean Spray.**"

**14**  
IN-DEPTH  
INTERVIEWS

**40**  
FOCUS GROUP  
PARTICIPANTS

**23**  
TASTE TEST  
PARTICIPANTS

**320**  
SURVEY  
ANSWERS

**42**  
SECONDARY  
SOURCES

# THE MARKET

Overall, the juice market is saturated and in a state of decline, largely due to growing health concerns over added sugars. When we account for inflation, juice sales are expected to decrease about 7% in the coming years. Out of the key players in the juice market, Ocean Spray actually declined the least over the past two years, retaining its 6.4% market share. However, consumers are looking for alternatives to their traditional juices; coconut water, carbonated juice drinks, and lemonade hybrid drinks are doing well.

Sales of dried fruits are, on average, stagnant. Over the last year, raisins declined 5% and cranberries declined 7%. Other dried fruits increased in sales. Mintel speculates that consumers are looking to more trendy and exciting foods over traditional raisins and craisins.

## CONSUMERS ARE CONCERNED WITH SUGAR LEVELS, SO THEY ARE DRINKING LESS JUICE

While younger kids often consume the most juice of all other ages, millennial Americans are having fewer kids, so the juice market is also reflecting that. Most current juice consumers don't drink juice every day, but they drink it a few times a month.

## CONSUMERS ARE LIKELY TO WANT MORE HEALTH BENEFITS FOR THEIR BUCK

Younger women are more likely to be buying healthier juice drinks than younger men, though younger men tend to buy more bottled smoothies. Young parents are more likely to buy 100% juice.



# BRAND PERCEPTION

Ocean Spray's brand perception includes the tradition of the product and the lack of engagement from the brand. The company has impressed a portion of its consumers from childhood through adulthood, but other consumers (such as those in our in-depth interviews) suggested that Ocean Spray products seem unhealthy and dated. Typically, consumers feel Ocean Spray has consistently produced quality products, but new campaigns are necessary to keep Ocean Spray relevant in the millennial market. It is important to continue considering product quality, value, and brand legacy when developing future modern campaigns.

*FOCUS GROUP PARTICIPANTS  
DISLIKED THE BULKY BOTTLE SHAPE.  
THEY PREFER SLEEKER PACKAGING  
DESIGNS.*

*62% OF SURVEY PARTICIPANTS  
HADN'T HEARD OF THE MOCKTAILS.*



## STRENGTHS

- Diverse Product Lineup
- Brand credibility
- Positioning as a traditional brand

## WEAKNESSES

- Brand engagement
- Social media and public strategy
- Outdated branding
- Brand association tied to baby boomers
- Maintaining consumption year long
- Breaking through the Thanksgiving spike
- Website is dated and hard to navigate

## OPPORTUNITIES

- Cut down on plastic waste in packaging
- Invest in development of cranberry chips
- Invest in health-related drinks
- Communicate the many cranberry uses
- Improve image to a younger audience
- Market to parents likely to buy juice for their kids
- Improve website

## THREATS

- Juice market is expected to decline in near future
- Consumers are more health conscious than ever
- Dried cranberry market is also declining

# TARGET MARKET

For Ocean Spray, the specified target market is millennials between the ages of 24 to 34. These consumers are about to embark on their most productive and influential years. Some are also establishing themselves with careers, families, and partnerships. Millennials make up 25.4% of the population and grew up with the quick technological changes of the last two decades. This generation is focused more on experience rather than material and remain optimistic about their lived regardless of challenges of the world they live in. Millennials stay connected despite where they physically may be. They want a work-life balance and flexibility that allows them to work casual hours during the day and enjoy their free time on the weekends.

 **57%** OF MILLENNIALS VOLUNTEERED IN THE PAST YEAR

**25-34 YEAR OLDS**  
STREAM THE MOST MUSIC 

 PREFER WALKABLE COMMUNITIES AND GOOD PUBLIC TRANSPORTATION OPTIONS

-  
PERCEPTIONS:  
LAZY  
NARCISSISTIC  
CAN'T COMMIT

+  
MULTITASK  
OPEN-MINDED  
TECH-SAVVY  
OPTIMISTIC

 **40%** WANT TO LIVE IN A CITY IN THE FUTURE

SUCCESSFUL BRAND EXPERIENCES ARE:  
**PERSONAL**  
**DIRECT**  
**CUSTOMIZED**

 **72%** OF MILLENNIALS USE FACEBOOK



**50%**  
DO NOT OWN A TV

**60%**  
WILL PAY MORE FOR AN ECO-FRIENDLY PRODUCT



# MILLENNIALS & OCEAN SPRAY

## OUR SAMPLE HAS SPOKEN.

Millennials don't find Ocean Spray to be an engaging brand in any space. To them, it's an outdated brand that has not kept up with the times as quickly as they have, so it's not a part of their consideration set.

Millennial consumers don't interact with Ocean Spray in their online spaces.

**37%**

Of respondents reported having seen Ocean Spray on social media

**46%**

UNAIDED  
RECALL



### THE BOTTOM LINE

Ocean Spray needs to meet millennials where they are, rather than expecting them to come to the brand for interaction.

Millennial consumers think of Ocean Spray as sweet and old. They also can't decide if it's sugary or healthy, and they rarely drink juice due to health concerns.

### TOP 5 OCEAN SPRAY BRAND DESCRIPTIONS

SWEET  
SUGARY  
DELICIOUS  
HEALTHY  
OLD



Ocean Spray needs to modernize its image to get millennials to buy more of the brand.

Millennial consumers recognize Ocean Spray branding, but find the packaging to look busy and dated.

**"THE LOGO IS FAMILIAR. IT'S A BRAND I RECOGNIZE FROM CHILDHOOD, AND HAVE LOTS OF TASTY MEMORIES ATTACHED TO IT."**

**"IT'S RECOGNIZABLE BUT NOT APPEALING. THERE IS TOO MUCH GOING ON AND IT LOOKS OUTDATED."**

To be truly competitive in stores and to eliminate confusion concerning its diverse product line, Ocean Spray needs to redesign the packaging to be clean and modern.

Since 1930, Ocean Spray has been the world's leading provider of cranberries. To this day, the farmer-owned co-op remains a comforting mainstay in the juice aisle. It's the cranberry juice dads drink, it's grandma's Thanksgiving cranberry sauce, and it's the Craisins moms packed in school lunches. It's always been there for millennials in the past. But the tides are changing.

The next generation - the new wave - is not like traditional parents or grandparents. What worked for the older generations will only go so far for this one. Millennials demand transparency over ignorance, authenticity over status, and they find comfort in communities and experiences, both online and in person.




In a rapidly-evolving world, Ocean Spray has managed to retain its rich history of a farmer-owned company and to stay a key player in the market for decades. With a nod to the continuing legacy of Ocean Spray's co-op structure and excellence in the cranberry business despite changing times and potential opposition, we're also acknowledging the challenges of the generation that is starting to make its way in the world today.

The New Wave doesn't like being controlled or classified; it crashes free of the waves that came before it. Generations before have built the ocean, but the New Wave is larger and stronger and louder than ever, and it's not going anywhere. We're still in the same ocean, but the new wave is here.

# SAME OCEAN NEW WAVE

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## CREATIVE STRATEGY

-  This campaign repositions the Ocean Spray brand as a force that is ready to face the challenges of the present day while retaining its core values.
-  By drawing parallels between the qualities of the millennial generation and the rich history of Ocean Spray, the campaign redirects the brand image from "your dad's brand" to empowering millennials among the negative stereotypes that they face.
-  With a cleaner and more consistent visual identity than before, the campaign shows that Ocean Spray is aware of consumer trends and is ready to embrace them in order to appeal to the millennial generation, while simultaneously staking their claim in the juice aisle.



# PACKAGING REDESIGN

One of the consistent comments that our research showed was a lack of awareness of Ocean Spray's products. Through observation at grocery stores, we noticed that Ocean Spray juices looked just like those from the store brands, which are quickly gaining market share. To make Ocean Spray juice stand out, we decided to take our survey respondents' comments about disliking the busy labels, and create a whole new packaging look that will be kept consistent over all the products.



## SAME OCEAN

Colors taken directly from old packaging

Logo is still the same to keep brand credibility

Milk bottle shape evokes vintage vibes

## NEW WAVE

Simple, clean design is easier to read

Instantly recognizable

Smoother bottle shape uses less plastic

Consistency over all product lines

# WEB REDESIGN

Currently, the Ocean Spray website exists as a dated and unloved piece of marketing. Millennials today appreciate a clean, visually attractive look that shows off online expertise. Redesigning the site is the first step to using it as a tool for more customers. Links to the site through social media, along with improvements to the Cranberry Club (now Cranberry Crew), will make the site much more dynamic and cohesive to a newer, more modern brand.



The Cranberry Crew is the new form of the Cranberry Club. With a clean design to match the website, the email is a fun and interactive way for consumers to learn about Ocean Spray to increase awareness of the product offering.

# POINT-OF-SALE

By creating an engaging in-store experience, Ocean Spray will draw in customers to fully introduce the new packaging and the Same Ocean, New Wave Campaign at the point of purchase. The opportunity here is to use endcaps at 24 Target stores for the first two months of the campaign's run to introduce consumers to the new look. With in-store displays and repackaged products, Ocean Spray will position itself as a fresh product that will be eye-catching for millennials.



# OUT-OF-HOME

With millennials choosing to travel frequently and wanting to live somewhere with public transportation as a reliable option, it will be essential that Ocean Spray places out-of-home advertisements on buses and trains throughout cities with the best transportation systems in the United States and in the busiest airports to catch the eyes of on-the-go millennials and other travelers.

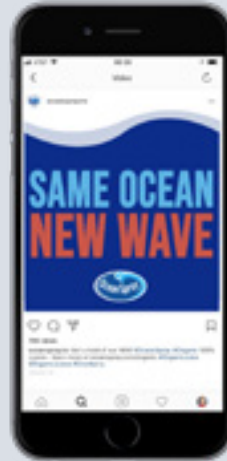


# HASHTAGS

- #SameOceanNewWave
- #FloodTheBog
- #ShakeItUpOS
- #OceanSprayNewWave
- #MyNewWave
- #OutOfTheBog
- #BogIsLife



# INSTAGRAM



# SNAPCHAT



# SOCIAL MEDIA

Social media provides millennials with an opportunity to interact with the brand in an organic way. It is imperative that Ocean Spray actively engages with target audiences on social media.

## USER-GENERATED CONTEST

Offering a user-generated competition is a great way to get brand attention. Our competition asks social media users to upload videos or pictures of themselves sharing how they wish to shake up their lives, using the #SHAKEITUPOS. Ocean Spray will choose 5 lucky winners to grant an all-inclusive paid trip to make that dream come true.



## FACEBOOK

Facebook engagement has changed to short, muted videos. Partnering with Tasty will put your foot in the door while opening up opportunities to attract millennials and inspire similar content.



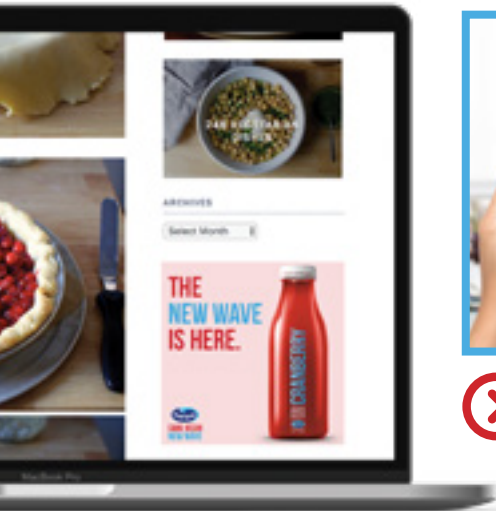
CREATIVE EXECUTION

# DIGITAL

As digital natives, millennials are plugged in to the latest in online media. One of the best ways to reach them is in online spaces where they already spend time consuming content, like blogs and streaming websites. Digital is the new traditional advertising.

## WEB ADS

Simple, clean ads on the Google Display Network will herald the arrival of the new packaging as well as the campaign itself.



**74%** of the audience will view the ads on a mobile device.



## SPOTIFY AD

Online streaming platforms are seeing an increase in popularity among millennials, so our spot will highlight how the audience can shake up their day with Ocean Spray.

## HULU PRE-ROLL AD

Our 30-second pre-roll ad focuses on debunking the negative stereotypes associated with millennials. It also highlights the way that Ocean Spray's traditions can resonate with the millennial generation by drawing similarities between the two.

Password:  
NSAC18Team729



# EXPERIENTIAL

Through a variety of experiences in cities that have a large 24 to 34 year-old population, Ocean Spray will connect with millennials across the country through their busy, yet exciting, lives. By being present during activities, such as food festivals, runs, and music festivals, Ocean Spray will be positively associated with millennials' favorite experiences, which will ultimately place Ocean Spray at the top of a millennial's consideration set.

## BRANDED POP-UP EVENT AUSTIN CITY LIMITS

Ocean Spray will partner with Tito's Handmade Vodka to host a pop-up event at the Austin City Limits music festival in Austin, Texas. The event will consist of a beach-themed VIP cabana area with a specialty bar serving drinks made solely with Ocean Spray and Tito's products.



**1 IN 4**  
millennials will try a product if it sponsors an event for an artist they like.



## FOOD FESTIVALS

Food festivals are an experience millennials love. They look for the new and fun food and drinks that they can share with their friends and family through both social media and word of mouth. Nearly all 24 to 34 year old food festival attendees say that they are likely to engage with a brand after a festival and purchase products they enjoyed.



**CREATIVE  
EXECUTION**

# EXPERIENTIAL

A philanthropy angle provides another platform for experiential marketing as well as improvement to the overall brand feeling from consumers.

## MAKING STRIDES

Partnering with Making Strides Against Breast Cancer allows for Ocean Spray to be present in the races and events reaching over 1.4 million participants each year. Sponsoring races gives companies the opportunity to brand in unexpected ways, just in time to get the Ocean Spray name on the forefront of the mind before Thanksgiving the next month.



## THANKSGIVING DINNER

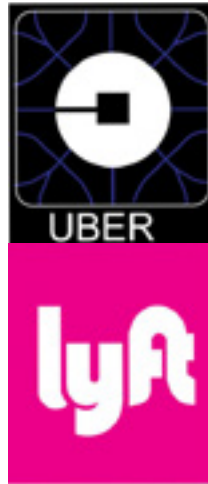
Providing Thanksgiving Dinners to 4,000 families in need helps Ocean Spray continue its stance as a top brand in the holiday, while simultaneously offering a self-promotion of doing good.

## TURKEY TROTS

Millennials embrace healthy, active lifestyles. 5k races are a fun, family friendly activity that 24 to 34 year olds will enjoy. Ocean Spray will sponsor seven Thanksgiving-themed "Turkey Trot" races throughout the country in cities with high populations of millennials in order to be associated with this positive experience. Due to the timing of these races, the brand will be near the top of millennials' consideration set for all of their cranberry-related food and drink purchases during the Thanksgiving season.

## DRINKSGIVING

The night before Thanksgiving is one of the busiest for ride-sharing services like Uber and Lyft due to a high number of people going out to bars when they return home. Ocean Spray can sponsor 14,970 rides nationally to get bar-goers home safely.



CREATIVE  
EXECUTION



# EXPERIENTIAL

Our campaign allots for sponsoring four NHL stadium boards for an entire season. Millennials are avid sports fans, invested heavily in the NHL and NFL, both by attending in person as well as watching on TV or streaming services across the nation.

## NHL SPONSORSHIP

Ocean Spray will buy NHL rink boards to showcase the new branding to a millennial audience. It caters to the lower end of the demographic by marketing an experience; for the older end of the demographic, it's a family-friendly space to bring children.



## NFL SPONSORSHIP

Ocean Spray can buy naming rights for a stadium of their choosing. This pushes the company to rebrand in an up-and-coming area in a different and impactful way, while expanding the opportunity for Ocean Spray to shape the future of the local community as it revises its brand identity.



# MEDIA STRATEGY

## PACKAGING & POS

**260,000,000** units sold annually  
POS Stands:  
**381,472,000** annual impressions

## OOH

Airport ads:  
**130,140,000** annual impressions  
Bus shelter ads:  
**47,450,000** annual impressions  
Subway ads:  
**20,075,000** annual impressions

## DIGITAL

Web ads:  
**520,000,000** annual impressions  
Hulu:  
**3,750,000** annual impressions  
Spotify:  
**52,000,000** annual impressions

## SOCIAL MEDIA

Facebook:  
**4,015,000** annual impressions  
Snapchat:  
**1,000,000** annual impressions  
Instagram:  
**2,500,000** annual impressions  
Twitter:  
**1,800,000** annual impressions

## EXPERIENTIAL

Promotional Events:  
**57,000,000** annual impressions  
Philanthropy:  
**184,400,000** annual impressions  
Sports Sponsorships:  
**278,672,120** annual impressions

**TOTAL IMPRESSIONS**  
**1,944,274,120**

## WHAT ABOUT TRADITIONAL?

With Ocean Spray's limited budget, it's important to optimize reach across the media that millennials actively consume. Traditional media is consistently falling behind as more millennial consumers are cutting cable and print subscriptions.

# MEDIA TIMELINE & BUDGET

CATEGORY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	BUDGET	
OUT-OF-HOME	█										█		\$500,000	
POINT-OF-SALE	█												\$326,000	
DIGITAL														
WEB	█												\$500,000	
HULU	█											█		\$150,000
SPOTIFY						█				█			\$150,000	
SOCIAL														
FACEBOOK	█												\$10,000	
INSTAGRAM	█												\$20,000	
TWITTER	█												\$10,000	
SNAPCHAT													\$700,000	
USER-GENERATED CONTEST							█						\$50,000	
EXPERIENTIAL														
MAKING STRIDES		█											\$200,000	
THANKSGIVING DINNERS				█									\$100,000	
POP-UP EVENT									█				\$100,000	
FOOD FESTIVALS	█										█		\$132,500	
TURKEY TROTS						█							\$132,500	
SPORTS SPONSORSHIP	█												\$1,309,000	
DRINKSGIVING													\$600,000	
<b>TOTAL</b>												<b>\$5,000,000</b>		

# CAMPAIGN EVALUATION

In addition to our 1.9 billion impressions, we believe our campaign is designed to gain new customers and retain old ones, which is encouraged by the Same Ocean, New Wave campaign.

## HOUSEHOLD PENETRATION

We can track and monitor the key factors of household penetration by identifying the key aspects of that penetration; memory structures, product portfolios and in-store assets, all three of which our campaign targets in different ways:

- A focus on experiential marketing embodies creating positive memories with our brand.
- Our vast lineup of products repackaged into a new and consistent bottle creates a fluid and understandable product portfolio.
- Excelling in having Ocean Spray in every store and increasing the promotional platform of our product in store develops strong in-store assets.

## BRAND EQUITY

Our campaign plans to interact with the millennials across multiple platforms in places that they already frequent. Our digital advertising and our experiential activations bring over 1.9 billion impressions.

By reaching our target demographic in ways that are salient for them, our meaningfulness will increase. By tracking our social media measure of volume, we track the increase in brand awareness of Ocean Spray in our target audience.

By doing regular checks with Nielsen ratings, we can do a more complete measure of brand equity. Differentiation can be naturally measured using sales increases, showing our brand is standing out compared to competitors.

## SOURCES