



# Do What You LOVE

**“...the only way to be truly satisfied  
is to do what you believe is great work.  
And the only way to do great work is to  
love what you do.”**

**- Steve Jobs**

***Apple Inc. Founder, CEO, and American Icon***

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PACE UNIVERSITY  
STUDENTS AND FACULTY



Our sincere gratitude to **PROFESSOR CONRAD NANKIN & DR. LARRY CHIAGOURIS** for their passion, guidance and constant support.

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Working together every day to create a campaign that we are proud of ...

# WE LOVE WHAT WE'VE DONE

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Shooting our commercials at sunrise.

Checking out Ocean Spray's Bogs Across America Tour™ at Rockefeller Center in New York City.



Our President and Chief Operating Officer visiting the Ocean Spray headquarters in Middleborough, MA.



Our Account Planning, Creative, Media and Experiential Tactics departments coming together to produce a highly integrated campaign.

\*Throughout the plans book, the 24-35 year-old target will be referred to as "Millennials."

# DO WHAT YOU LOVE:

## A campaign that links Millennials to Ocean Spray

Addressing the relevancy of Ocean Spray's unique history and cooperative structure, the *Do What You Love* campaign is inspired by the lives of Ocean Spray family growers, and makes frequent connections between the working lives of family growers and Millennials.

Research and analysis of Ocean Spray's "Millennial Challenge" led us to two opportunities: (1) create a campaign that acknowledges that both Millennials and Ocean Spray growers have passion for their work; and (2) increase awareness of Ocean Spray's diverse product line among Millennials.

Millennials tend to put more trust in brands that they identify with, and the *Do What You Love* campaign positions Ocean Spray as a brand that Millennials can connect with.

- Warm, friendly, and sincere creative executions feature a common bond between Millennials and Ocean Spray growers: a need for pride and purpose in their work.
- Digital ads and video spots build awareness and convey the *Do What You Love* message across paid and owned media, leading to a more fully engaged audience.
- In order to make the most effective use of the budget, *Do What You Love* weights 30 to 35 year-olds more heavily and females slightly more heavily.
- Interactive tactics encourage Millennials to engage with Ocean Spray through social media platforms.
- Experiential programs include the *Drink What You Love Cocktail Contest*, which engages Millennials to inspire the next great Mocktail® flavor.
- *Ocean Spray's Project Passion* partners with WeWork to support Millennial entrepreneurs in fulfilling their dreams as other Millennials keep the buzz going.
- Other experiential programs include an augmented reality app, a Facebook Show, an enhanced loyalty program, community outreach, and a new Millennial media outlet, all driving Millennials to the culminating event on *National Do What You Love Day*.
- The impact of all these strategies will result in an estimated Return on Marketing Investment of \$2.5 MM to \$5 MM in gross income, depending on whether the budget is \$5 MM or \$10 MM.

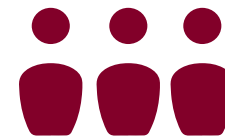
The *Do What You Love* campaign's emotional strategy and relatable executions resonate with Millennials so that they want to stay connected with Ocean Spray.



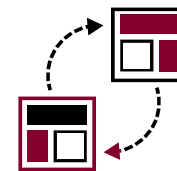
**64 IN-DEPTH INTERVIEWS**



**13 SURVEYS**



**1,857 SURVEY  
RESPONDENTS**



**3 CONCEPT TESTS**



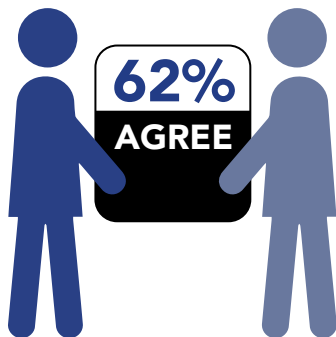
# Millennials favor brands that they can feel a connection to and that are socially responsible.

"This farm is sacred to me. Heck, my vines go back to the early 1900's. That's why I treat them with the utmost respect and care, and work tirelessly to harvest a quality product."  
Gary Gerretson  
4th Generation Grower

## IDENTIFYING WITH THE PEOPLE BEHIND THE BRAND

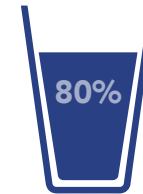


Millennials like to feel a connection to the creator of a product.<sup>2</sup>  
- Nielsen 2014



62% of Millennials agree that knowing something about the people behind a product tends to influence the brands they buy.<sup>3</sup>  
- Team 529 Research

## BUYING FROM BRANDS THAT CARE



80% of Millennials believe companies have the obligation to help people or take actions to improve issues that may not be related to their everyday business.<sup>4</sup>  
- Cone Communications, an Omnicom company 2017



Within the last 12 months, 68% of Millennials have bought a product with a social or environmental benefit.<sup>5</sup>  
- Cone Communications, an Omnicom company 2017

# Millennials want meaning and purpose in their work.

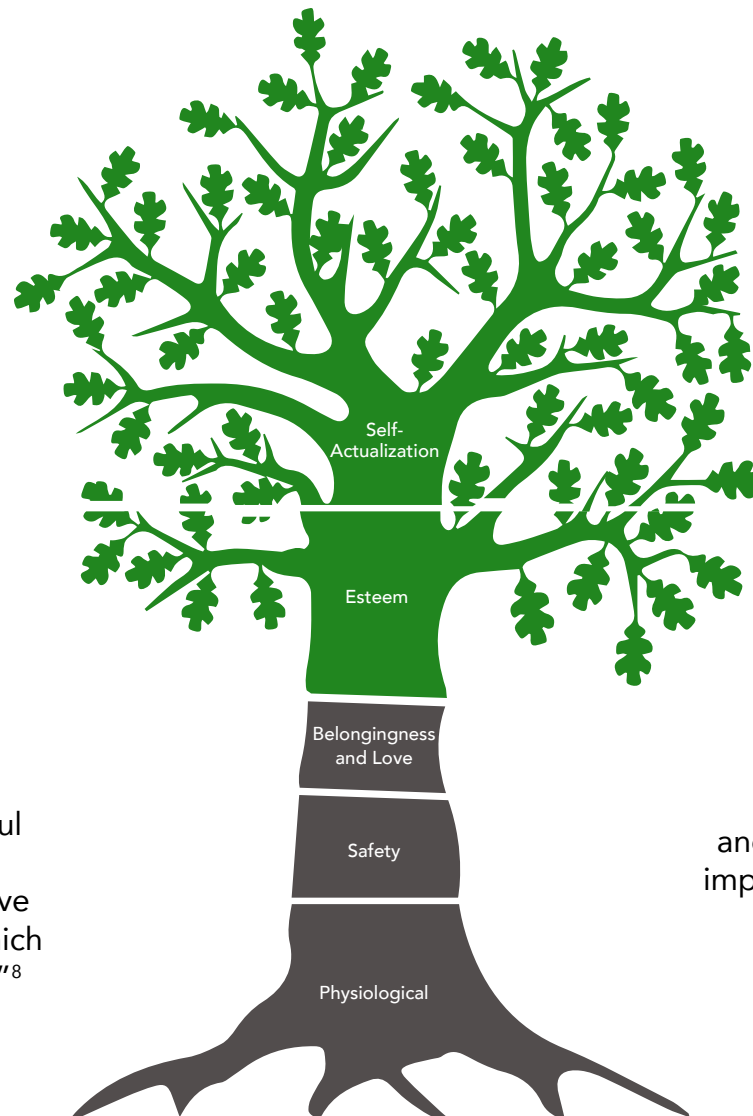
## MASLOW'S HIERARCHY OF NEEDS

The *Do What You Love* campaign emphasizes Esteem and Self-Actualization.

For Millennials, having meaning in their vocation is among the strongest drivers of retention.<sup>6</sup>  
- Gallup 2017

88% of Millennials say their job is more fulfilling when they can make a positive impact on issues.<sup>7</sup>  
- Cone Communications, an Omnicom company 2016

"Doing good. I know that sounds weird, but I want to be an impactful person. Not just in my life, but on other people as well. I want to leave the world better than it is now, which I guess is a Millennial thing to say."<sup>8</sup>  
- Emily, 27, Team 529 Interview



For Millennials, the emphasis has switched from paycheck to purpose.<sup>9</sup>  
- Gallup 2016

"Millennials are choosing not to leave their passion for doing good at the door, but rather integrate it fully into their work."<sup>10</sup>  
- Jean Case, Philanthropist and CEO of the Case Foundation

94% of Millennials agree, and 55% strongly agree, that it is important for a person to set high standards and work towards achieving them.<sup>11</sup>  
- Team 529 Research

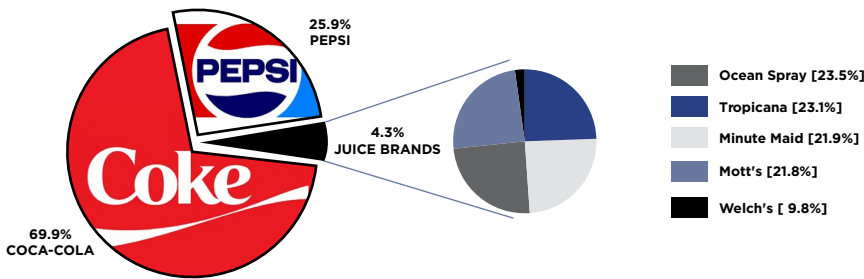
# THE CHALLENGE:

## Ocean Spray has not effectively connected with Millennials.

### EMOTIONAL CONNECTION

No juice brand has established an emotional connection with the target, illustrated by comparing social media followings of Coke and Pepsi to 5 top juice brands.<sup>13</sup>

Social media following of Juice Brands Compared to Coke and Pepsi\*

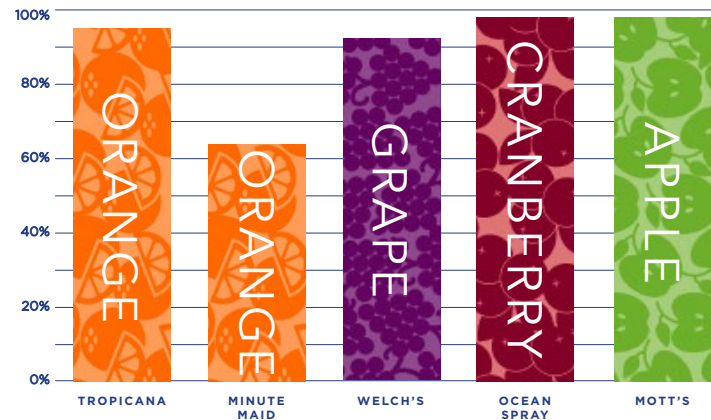


\*Facebook, Twitter, Instagram

There is an opportunity for the juice brand that more effectively engages Millennials.

### ONE BRAND - NOT ONE FLAVOR

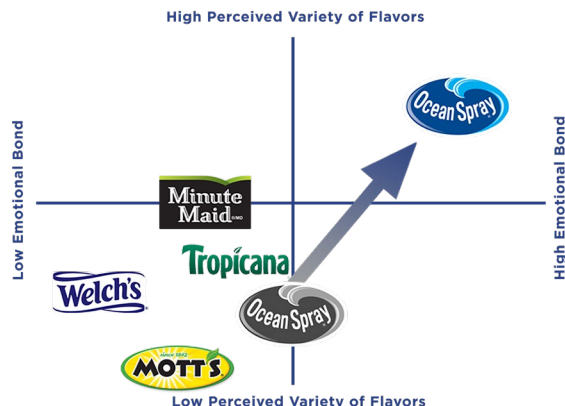
Millennials overwhelmingly associate Ocean Spray with cranberry, *exclusively*.<sup>14</sup> - Team 529 Research



None of these juice brands are significantly associated with more than one flavor.

# THE OPPORTUNITIES:

Show the emotional bond Millennials can have with Ocean Spray growers.  
Increase awareness of Ocean Spray's diverse product line.



The *Do What You Love* campaign addresses Ocean Spray's unique history and cooperative structure. It differentiates itself from the competition by associating Ocean Spray with the values Millennials care about most: passion for their work and pride in the results.

# THE PLAN:

Emphasize the common connection between Millennials and Ocean Spray growers and the diverse line of juices and snacks that they produce.



## KEY INSIGHT

Millennials want to feel a connection to the people behind the products they consume. Furthermore, they are unaware that Ocean Spray is a family of dedicated growers who create a wide variety of healthy juices and snacks, other than cranberries.



## MESSAGE

The over 700 family growers at Ocean Spray put their hearts into creating a wide variety of healthy juices and snacks, and, like you, they derive great joy from a job well done and doing what they love.



## REASONS TO BELIEVE

Ocean Spray grower-owners consider what they do a cherished way of life and labor of love. Their hard work reflects respect, ownership, innovation and collaboration. – *Ocean Spray Website*

For more than 85 years, Ocean Spray farmers have been growing cranberries and grapefruit that are free of genetically engineered ingredients (or GMOs). – *Ocean Spray Website*

"The most beautiful fate, the most wonderful good fortune that can happen to any human being, is to be paid for doing that which one passionately loves to do."<sup>15</sup> – *Abraham Maslow, Psychologist and Philosopher*



## TONE

Warm, Friendly and Sincere



## ORGANIZING IDEA

The *Do What You Love* campaign connects Millennials and Ocean Spray growers by showing that both groups love what they do and take pride in what they accomplish.

Executions feature two protagonists at work: a Millennial and a Millennial Ocean Spray grower. Their shared sense of purpose is demonstrated in videos by enabling the audience to hear the passion and pride that each has for their job by "listening in" on what each protagonist is thinking. Digital ads engage the audience by sending them to owned media platforms.



## CAMPAIGN TAGLINE

Ocean Spray: Do What You Love.



# Digital ads convey Ocean Spray's message to Millennials ...



## ART DIRECTION

The illustration shows Ocean Spray growers and Millennials at their jobs to communicate that they are driven by the same work ethic. Each execution features a different Ocean Spray product.

## HEADLINE

The headline challenges the reader to think about their own life and allows them to identify with the brand on a personal level.

## COLOR

Each execution's color palette matches the Ocean Spray product featured.

## CAMPAIGN LOGO

Designed to be used alongside the Ocean Spray logo, it gives the campaign a personality that Millennials can identify with and differentiates *Do What You Love* from the concurrent *Straight From The Bog* campaign.

## CALL TO ACTION

The call to action sparks readers' curiosity and drives them to owned media where they are more fully engaged.

... by featuring real people who are doing what they love.

Do What You LOVE

CREATIVE EXECUTIONS

**Do What You LOVE**

**WHY DO You LOVE WHAT YOU DO?**

Love makes everything easier. You work hard all day to help your patients. We put all our patience towards growing the juiciest fruit.

Share why you #DoWhatYouLove with us by tagging @oceansprayinc.

LEARN ABOUT  
#OSDoWhatYouDream

Half Page Ad (2x1 ratio): 1800x900 dp

**Do What You LOVE**

**WHY DO You LOVE WHAT YOU DO?**

Share why you #DoWhatYouLove with us by tagging @oceansprayinc.

Tile Ad (1x1 ratio): 450x450 dp

**Do What You LOVE**

**WHY DO You LOVE WHAT YOU DO?**

Share why you #DoWhatYouLove with us by tagging @oceansprayinc.

**DO WHAT YOU LOVE.**

LEARN ABOUT  
#OSProjectPassion

Vertical Ad (1x2 ratio): 450x900 dp

**Do What You LOVE**

**WHY DO You LOVE WHAT YOU DO?**

Love makes everything easier. Share why you #DoWhatYouLove with us by tagging @oceansprayinc.

LEARN ABOUT  
#OSDrinkWhatYouLove

Leaderboard Ad (8x1 ratio): 1200x150 dp

"If I see someone doing something for themselves that's also really good for the world, whether it be treating people in a good way or doing something kind, that's where I find my inspiration the most." <sup>17</sup>

- Brooke, 34, Team 529 Interview



# Video spots feature an Ocean Spray grower and a Millennial at work pouring their hearts into what they do.



CREATIVE EXECUTIONS

"Our traditions and love and respect for the land is a way of life we are proud to pass on to the next generation."  
The Mays,  
3rd Generation Growers



## 30-SECOND SPOT - MILLENNIAL NURSE

TIME	00:02	00:02	00:03	00:02	00:02	00:03
IMAGE						
AUDIO	MUSIC OVER	VO GROWER: Every day, I think as I wake up...	VO NURSE: how did I get this lucky?	VO GROWER: That my work ...	VO NURSE: is my passion.	VO GROWER: Making a difference...
VIDEO	OPENING SHOT: CLOSE-UP Glove reaches down and picks up juice from basket of grapefruits.	CUT to LONG SHOT of GROWER walking to work with sunrise in background while drinking the juice.	CUT to MEDIUM SHOT of NURSE opening double doors into a health clinic.	CUT to CLOSE-UP of GROWER drinking from a bottle of Ruby Red.	CUT to MEDIUM SHOT of NURSE measuring BOY'S height while smiling at him.	CUT to MEDIUM SHOT of GROWERS holding a bucket of grapefruits and a rake while walking on the farm.
TIME	00:02	00:02	00:02	00:02	00:02	00:03
IMAGE						
AUDIO	VO NURSE: is what it's all about.	VO GROWER: It's more than just a job...	VO NURSE: it's what I love to do.	VO GROWER: Ocean Spray...	VO NURSE: do what you love.	SFX: Signature Wave Sound
VIDEO	CUT to CLOSE-UP of NURSE holding stethoscope to BOY's chest as he sits on a chair.	CUT to MEDIUM SHOT of GROWER and GROWER 2 passing a crate of grapefruits to each other.	CUT to MEDIUM SHOT of NURSE bending down and handing an individual Ocean Spray juice bottle to BOY.	CUT to MEDIUM SHOT of GROWER and GROWER 2 nodding at each other and taking a sip of the juice.	CUT to MEDIUM SHOT of NURSE waving goodbye to BOY as he walks away.	FADE TO WHITE. DISPLAY OCEAN SPRAY AND CAMPAIGN LOGO and the copy: "Learn more at Oceanspray.com/DoWhatYouLove".



**CLICK HERE**

to view the 30-second Millennial nurse spot.

**LINK:** <https://vimeo.com/260513906> **PASSWORD:** NSAC18Team529



# Voice overs allow viewers to "listen in" on their thoughts about why what they do is meaningful to them.

## 15-SECOND SPOT - MILLENNIAL TEACHER

TIME	00:01	00:02	00:02	00:02	00:02	00:02	00:02	00:02
IMAGE								
AUDIO	MUSIC OVER	VO GROWER: Every day, I think as I wake up...	VO TEACHER: how did I get this lucky?	VO GROWER: That my work...	VO TEACHER: is my passion.	VO GROWER: Ocean Spray ...	VO TEACHER: do what you love,	SFX: Signature wave sound
VIDEO	OPENING SHOT: CLOSE-UP GROWER opening a bottle of Organic Cranberry Blueberry juice	CUT to LONG SHOT GROWER walking to work with sunrise in background while drinking the juice.	CUT to MEDIUM SHOT TEACHER helping a student with a math problem.	CUT to CLOSE-UP of GROWER sifting through cranberries with her hands.	CUT to LONG SHOT of TEACHER at the board teaching a lesson to the class.	CUT to MEDIUM SHOT GROWER holds the juice bottle and takes a sip.	CUT to MEDIUM SHOT TEACHER sitting next to a student one on one.	FADE TO WHITE. DISPLAY OCEAN SPRAY AND CAMPAIGN LOGO. And the copy: "Learn more at Oceanspray.com/DoWhatYouLove"

## 15-SECOND SPOT - MILLENNIAL ARCHITECT

To ensure the campaign resonates with Millennials of many professions, other executions will feature a variety of careers.



### CLICK HERE

to see the 15-second Millennial architect spot.

LINK: <https://vimeo.com/260514053>

PASSWORD: NSAC18Team529

## All executions build awareness and drive the target to owned media.

### THE DO WHAT YOU LOVE LANDING PAGE ON OCEANSPRAY.COM

All digital ads are hyper-linked to the Do What You Love landing page on the Ocean Spray website. The page features all of the Do What You Love experiential programs and provide the visitor with more information on how to participate.

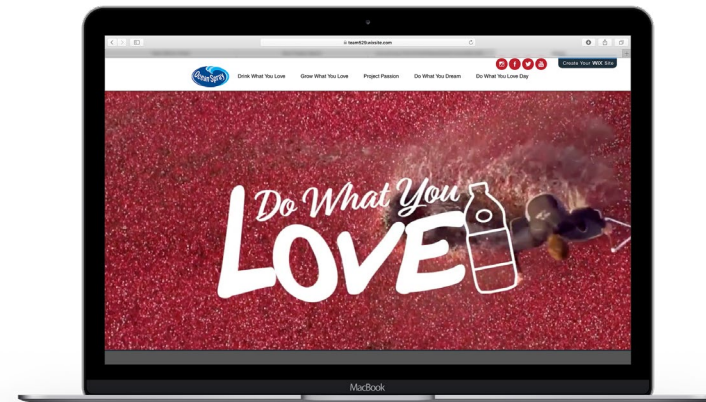


### CLICK HERE

to see the Do What You Love landing page.

LINK: <https://team529.wixsite.com/adteam>

PASSWORD: NSAC18Team529



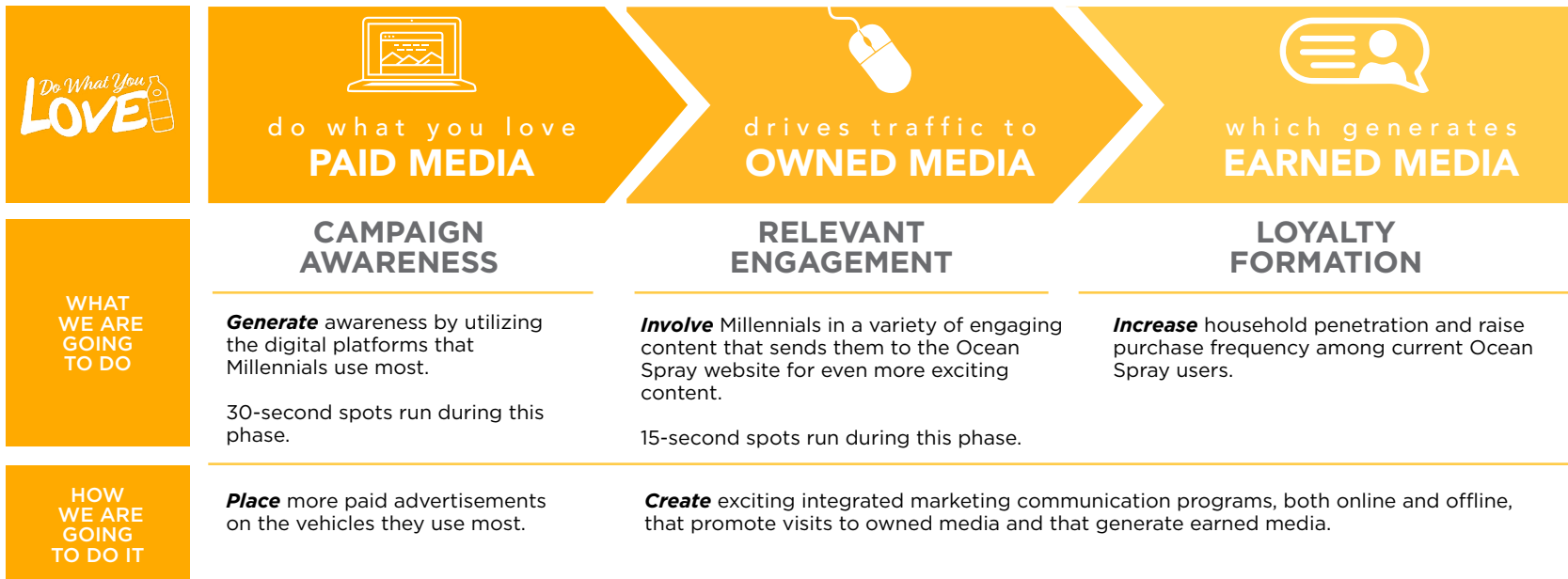
"I always believed that when you follow your heart or your gut, when you really follow the things that feel great to you, you can never lose..."<sup>18</sup>  
- Rihanna, 30, Singer and Founder of Fenty Beauty



# The *Do What You Love* media strategy emphasizes digital and interactive tactics ...

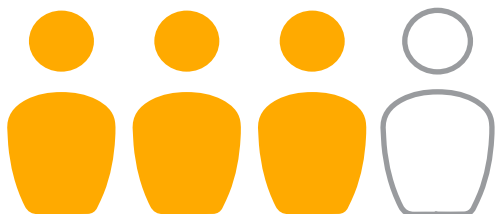
## THE CONSUMER JOURNEY

The three stages include campaign awareness, relevant engagement, and the formation of Ocean Spray brand loyalty, all emphasizing that both Millennials and Ocean Spray growers *do what they love*.



## EXPOSURE

The year-long campaign exposes at least **75%** of the target to the messaging.



## THE COMMON MEDIA

Millennials are not all alike and have different media consumption habits, but **DIGITAL PLATFORMS** reach the target where they spend the most time.





# ... and converts juice drinkers of multiple brands to become loyal Ocean Spray consumers.

## TARGET EMPHASIS

The *Do What You Love* campaign:

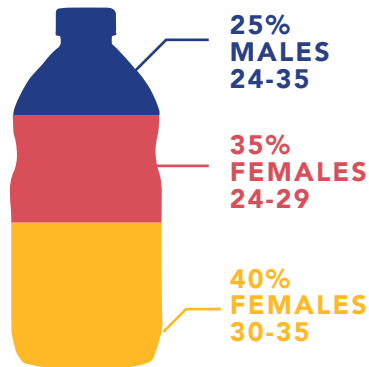
### WEIGHTS 30 TO 35 YEAR-OLDS MORE HEAVILY

Simmons indicates that this cohort consumes more glasses of juice a day than 24 to 29 year-olds.<sup>19</sup>

### WEIGHTS FEMALES SLIGHTLY MORE HEAVILY

According to Simmons, females consume more glasses of juice a day than their male counterparts.<sup>20</sup> Females remain as the primary grocery shopper at 61%.<sup>21</sup> - Food Marketing Institute 2017

## ALLOCATION RECOMMENDATION



## CITIES OF FOCUS

The *Do What You Love* campaign emphasizes the following cities that have a high Millennial population:

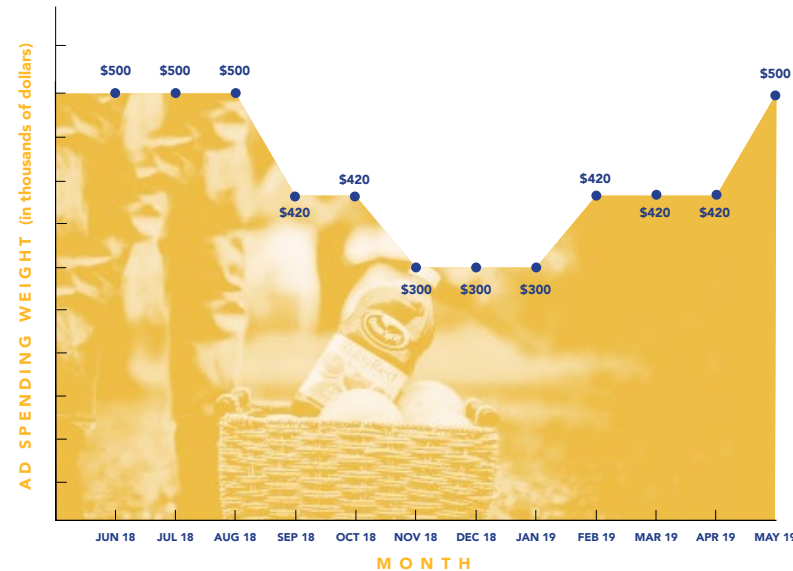
ATLANTA, GA  
BOSTON, MA  
CHICAGO, IL  
DENVER, CO  
LOS ANGELES, CA

MIAMI, FL  
MINNEAPOLIS, MN  
NEW YORK, NY  
SAN FRANCISCO, CA  
WASHINGTON, D.C.

## MEDIA SCHEDULING STRATEGY

*Do What You Love* places an emphasis on the first quarter of the campaign in order to generate awareness. Since the *Straight From the Bog* campaign has an increased share of voice during the holiday season, *Do What You Love* ad spending decreases during those months to make the most effective use of both budgets. With the new year, ad spending increases for the spring to strengthen engagement, preparing for another year of this exciting campaign.

## AD SPENDING STRATEGY



## \$5 MM MEDIA ALLOCATION

PAID MEDIA	50.4%	\$2,520,000	
PROMOTIONAL/ EXPERIENTIAL	44.7%	\$2,235,000	
PRODUCTION	2.4%	\$120,000	
OPPORTUNISTIC BUYS	2.5%	\$125,000	

# Online platforms reduce media waste and include ...

## DIGITAL MAGAZINES

Cost: \$200,000 | Impressions: 12,993,597

### Cosmopolitan, Glamour, & WIRED.com

Females are 33% more likely to visit the websites of the magazines they read.<sup>23</sup> - Simmons 2016

## BANNER SPENDING

Cost: \$250,000 | Impressions: 25,230,262

### TED Talks, Vice Media, Business Insider, eHow.com, CareerBuilder.com

The target is 49% more likely than the rest of the population to respond to banner ads.<sup>24</sup> - Simmons 2016

## AMAZON SPONSORED PRODUCT ADS

Cost: \$150,000 | Impressions: 25,000,000

Keywords that generate an Ocean Spray ad are: Blueberry, Craisins®, Cranberry, Dried Fruit, Flavored Water, Fruit, Fruit Juice, Grapefruit, Mocktails®, Organic Juice, Juice.

56% of 25-34 year-olds visited Amazon in the last 30 days.<sup>25</sup> - Simmons 2016

41% of 25-34 year-olds made a purchase on Amazon in the last 3 months.<sup>26</sup> - Simmons 2016

## IN-APP ADVERTISING

Cost: \$100,000 | Impressions: 12,004,801

### TINDER - The most popular dating app

Out of 50,000,000 users, 80% of them are 18-34 year-olds.<sup>27</sup> - Gale Group 2016

### TRIPADVISOR

75% of Millennials have travel apps on their phone.<sup>28</sup> - Barkley, Inc. and Futurecast 2016

## EMAIL MARKETING

Cost: \$100,000 | Impressions: 12,004,801

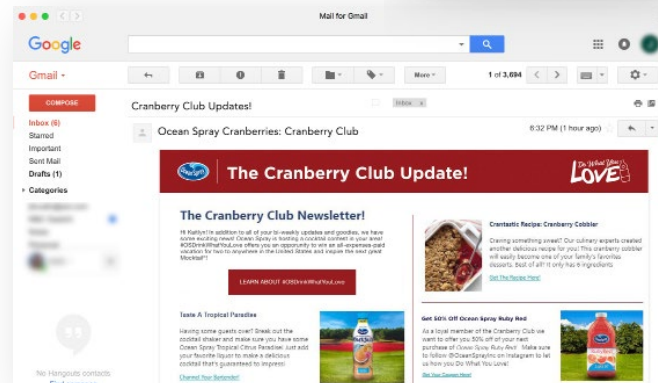
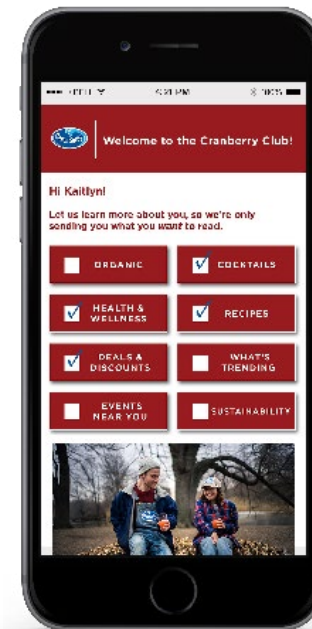
61% of 25-34 year-olds have stated that they prefer brands to contact them via email.<sup>29</sup> - Adobe Consumer Email Survey Report 2017

### CRANBERRY CLUB

The Do What You Love campaign personalizes the Cranberry Club bi-weekly newsletter by allowing subscribers to select from categories that interest them. (See smartphone on right).

#### NEWSLETTER FEATURES:

- Video stories linked to indicated areas of interest
- Featured Millennials discussing why they love what they do
- Vlog from the Bog: get to know the people behind Ocean Spray
- Links to Ocean Spray's social media and website



Do What You LOVE

MEDIA

"I think what sets us apart is our passions for what we do, our thirst for life. One of my passions just happens to be growing cranberries" - Alison Gilmore Carr, 6th Generation Grower



# ... popular Millennial apps, websites, and stations.

## TARGETED STREAMING SERVICES ...

... index high with 24-35 year olds and allow for age-specific and gender-specific targeting, reducing media waste.

### IN-STREAM RADIO

Total Cost: \$410,000 | Impressions: 27,333,332

#### APPLE MUSIC

Cost: \$160,000 | Impressions: 10,666,666

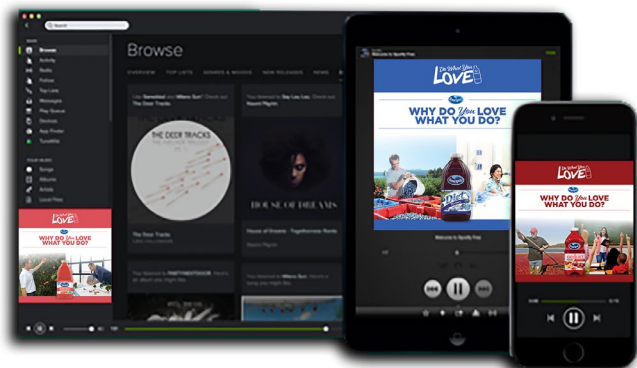
25-34 year-olds are 64% more likely to have visited Apple Music in the last three months than other age cohorts.<sup>30</sup> - Simmons 2016

#### SPOTIFY

Cost: \$250,000 | Impressions: 16,666,666

25-34 year-olds are 85% more likely to have visited Spotify in the past three months than other age cohorts.<sup>31</sup> - Simmons 2016

Only 4% of 25-34 year-olds pay for the ad-free version of Spotify.<sup>32</sup> - Simmons 2016



### IN-STREAM VIDEO

Total Cost: \$610,000 | Impressions: 51,722,487

#### HULU

Cost: \$250,000 | Impressions: 9,090,909

25-34 year-olds are 59% more likely to have used Hulu within the last seven days than the rest of the age cohorts.<sup>33</sup> - Simmons 2016

#### YOUTUBE

Cost: \$210,000 | Impressions: 27,631,578

25-34 year-olds are 48% more likely to have visited the site in the past week than any other age cohort.<sup>34</sup> - Simmons 2016

#### AMAZON

Cost: \$150,000 | Impressions: 15,000,000

The target is 68% more likely to have used Amazon "Pay As You Go" Video and 79% more likely to have used Amazon Annual Fee Video in the last seven days compared to other age cohorts.<sup>35</sup> - Simmons 2016



"If you take time to realize what your dream is ... whether it's sports or in other fields- you have to realize that there is always work to do, and you want to be the hardest working person in whatever you do, and you put yourself in a position to be successful. And you have to have a passion about what you do."<sup>37</sup>  
- Stephen Curry, 29, NBA player

### TERRESTRIAL RADIO

Total Cost: \$100,000 | Impressions: 6,829,308

30-second radio ads

Weekly reach of AM/FM among Millennials is 93%<sup>36</sup> - Nielsen 2017

The Do What You Love campaign advertises on local radio stations in cities where and when promotional/experiential events take place.



**CLICK HERE**

to listen to the 30-second radio spot.

**LINK:** <https://vimeo.com/261041050>

**PASSWORD:** NSAC18Team529

# Paid and owned social media allow Millennials to connect with Ocean Spray.

## PAID SOCIAL MEDIA AD SPENDING

Total Cost: \$600,000 | Total Impressions: 107,621,527

### FACEBOOK

Cost: \$150,000 | Impressions: 37,593,984  
Targeted video and digital ads are placed throughout the newsfeed and in the sidebar.

25-34 year-olds use Facebook the most out of all age cohorts at 25.4%, or 58.3 million, of U.S. Facebook users.<sup>38</sup> - eMarketer 2018

### TWITTER

Cost: \$100,000 | Impressions: 14,306,151

Promoted tweets are placed throughout the target's Twitter feed.  
25-34 year-olds are the largest age group of Twitter users.<sup>39</sup>  
- comScore 2016



### PINTEREST

Cost: \$200,000 | Impressions: 33,333,333  
Promoted pins featuring Ocean Spray's original recipes.

"83% of Millennial pinners have made an in-store purchase after being influenced."<sup>40</sup> - Ed Wong, Former Head of Partners Insights at Pinterest 2016

### INSTAGRAM

Cost: \$150,000 | Impressions: 22,388,059  
Sponsored Instagram posts are placed throughout newsfeeds.

"75% of Instagrammers take action after being inspired by a post, like visiting a website, searching, shopping or telling a friend."<sup>41</sup>  
- Instagram Business Team 2016

## OWNED SOCIAL MEDIA #DOWHATYOULOVE

The Do What You Love campaign includes contests that drive Millennials to these platforms.

### FACEBOOK

Photos and/or videos from each event will be uploaded to Ocean Spray's Facebook page.

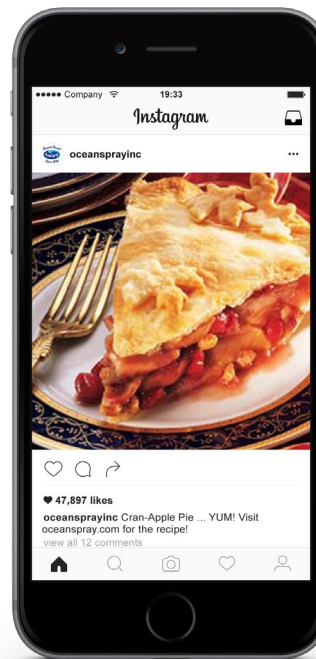
Post 1-2 photos and/or videos a day.

Interact with followers by liking, commenting, and sharing user-generated posts.

### TWITTER

Post on Twitter twice a day.

Interact with followers by liking and retweeting their tweets.



### PINTEREST

Pin Ocean Spray original recipes.

Create different boards for different seasons, holidays, and occasions.

### YOUTUBE

Upload videos such as how to bake a cran-apple pie using Ocean Spray's Craisins®.

### INSTAGRAM

Post original content 1-2 times per day.

Post one Boomerang a week on Instagram feed and stories.

Interact with followers and follow up on comments.



# Experiential programs drive toward - **NATIONAL DO WHAT YOU LOVE DAY ...**

## CRANBERRY CLUB CONNECTION EVENTS

Ocean Spray and Bumble Bizz host a three-city networking festival, bringing Millennials together to celebrate *National Do What You Love Day* on May 31, 2019.\*

Throughout the month of May, the *Cranberry Club Connection* visits Miami, Chicago, and Los Angeles.



Miami and Chicago events feature:

- Ocean Spray beverages and snacks.
- A Mocktail® bar.
- Local Millennial entrepreneur panel.
- Interactive Bumble Bizz kiosks.
- Business cards and professional headshots.
- Redemption center for Play What You Love points.

Los Angeles event features the above, plus:

- Debut of new Mocktail® flavor from *Drink What You Love Cocktail Contest*.
- *Ocean Spray's Project Passion* winners and local entrepreneurs join in a panel, moderated by a well-known Millennial entrepreneur, discussing the highpoints and the pitfalls of starting a business.
- Live stream of street interviews led by the grower characters of Ocean Spray's well-known *Straight From the Bog* campaign with a \$50 prize per interviewee.
- Screening of all *Do What You Dream* episodes.
- Bumble Bizz elevator pitch challenge.
- T-Shirts inspired by vintage Ocean Spray logos.



\*"Experiential build(s) brand awareness through one-to-one connections, [engaging] all five senses, sparking emotions that form lasting memories [that] drive brand loyalty." <sup>42</sup> - Bryan Icenhower, president of WME | IMG's experiential agency IMG Live

## DO WHAT YOU DREAM FACEBOOK SHOW

Ten wishes come true for ten lucky Millennials, and they get to fulfill their dream with an Ocean Spray grower.\*

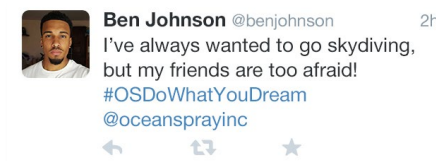
Millennials tweet #OSDoWhatYouDream for a chance to experience something they always wanted to do.

Once a month, Ocean Spray selects a winner based on what would make the most exciting show and finds a grower who would also like to take part in the fun.

Monthly episodes air on Facebook from August 2018 through May 2019.

On *National Do What You Love Day*, all episodes:

- Stream on Facebook.
- Play at *Cranberry Club Connection* in Los Angeles on May 31, 2019.



\*In a study which analyzed 187,000 Facebook profiles and 7.5 million posts, 92% of the analyzed profiles posted a Facebook native video, including Facebook Live, to their Facebook timeline.<sup>43</sup> - Quintly 2017



# ... as Millennials post to social media and expand the buzz ...

## DRINK WHAT YOU LOVE COCKTAIL CONTEST

Micro-influencers inspire Millennials on Instagram to create the next great Mocktail®.\*

### Key Effects:

- Winning cocktail inspires Ocean Spray's next Mocktail® flavor
- Winner receives an all-expenses-paid vacation to anywhere in the USA
- Winner unveils new Mocktail® on *National Do What You Love Day* in Los Angeles in May

### Phase 1: Ocean Spray reposts the top 10 cocktails on Instagram - Summer 2018

Each of 10 micro-influencers from the 10 cities of focus are challenged to use a different Ocean Spray juice flavor as the central ingredient in a cocktail to be posted on Instagram.

Followers are encouraged to post their own creation by tagging Ocean Spray and using #OSDrinkWhatYouLove.

Ocean Spray selects the 10 most inventive cocktail entries and reposts them on their Instagram account.

### Phase 2: The top two most "liked" cocktails compete live at a Millennial frequented bar in each city of focus - Fall 2018

Each week a Millennial micro-influencer hosts a night of revelry where both in-person and online attendees vote for their favorite cocktail via an Instagram Story Poll.

### Phase 3: Ocean Spray promotes winning drink as the inspiration of the next great Mocktail® - Spring 2019

Winner and 10 micro-influencers appear together to announce the new Mocktail® flavor at the *National Do What You Love Day* celebration in Los Angeles.

## OCEAN SPRAY'S PROJECT PASSION

Five \$50,000 grants and a year's worth of free WeWork office space help five Millennial entrepreneurs do what they love.\*

Contestants explain their business idea and rationale through videos posted to Facebook using #OSProjectPassion.

With help from a panel of successful entrepreneurs, Ocean Spray reposts the top 10 submission videos to Facebook.

America decides the winners based on which five entrepreneurs get the most Facebook shares.

*Ocean Spray's Project Passion Entrepreneurs* share monthly vlogs to YouTube to keep the buzz going throughout the year.

On *National Do What You Love Day* at the *Cranberry Club Connection* event in Los Angeles on May 31, 2019, they join local entrepreneurs in a panel discussion on business startups.

\*"74% of [21-39 year olds] say they would be more likely to start a business if they knew where to get help" <sup>46</sup> - *America's Small Business Development Centers, The Center for Generational Kinetics 2017*



Bottleneck tags promote the contest in stores in summer 2018.

wework



**CLICK HERE**

to view a promotional video for Ocean Spray's Project Passion.

**LINK:** <https://vimeo.com/260483567>

**PASSWORD:** NSAC18Team529

\*Over 70% of 21-39 year-olds drink alcohol.<sup>45</sup> - *Simmons 2017*

# ... making Ocean Spray a relevant brand that they want to stay connected with.

## GROW WHAT YOU LOVE

Ocean Spray partners with ScottsMiracle-Gro to grow science education in America's elementary schools.\*

### Bottle Caps for Science

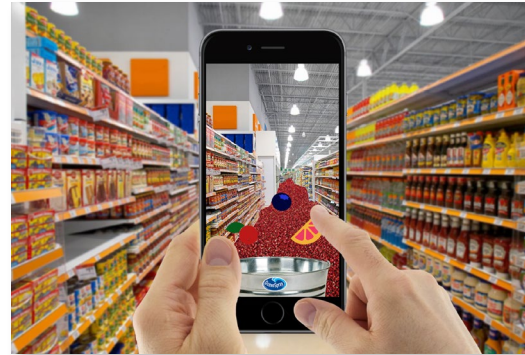
- Ocean Spray attaches branded seed packets to Miracle-Gro products sold in Walmart and Target.
- Packets send Millennial gardeners to the juice aisle in order to retrieve codes found under Ocean Spray bottle caps.
- Codes are entered at oceanspray.com to give points to local elementary schools.
- The top ten schools with the most points win:
  - An Aerogarden set delivered by an Ocean Spray grower.
  - A \$1,000 donation to the school's science program.
  - The opportunity to have an Ocean Spray grower help set up the Aerogarden and discuss life as a grower.
  - A year's supply of Ocean Spray Craisins.®



\*5 out of 6 million Americans that started gardening in 2016 were between 18 and 34 years old.<sup>47</sup> - National Gardening Report 2016

## PLAY WHAT YOU LOVE

An augmented reality game that creates buzz and loyalty in the grocery aisle.\*



### How it works

- Scanning the growers on the back of an Ocean Spray bottle activates the game and turns the grocery aisle into a 360-degree bog.
- To emphasize Ocean Spray's variety of fruit flavors, players have two minutes to find the floating grapefruits, blueberries, strawberries, apples and Craisins® in the bog and drag them into their bucket before a cool-down timer\*\* starts.
- Players must sign-in or sign-up for the Cranberry Club to accumulate points.
- Points can be redeemed for loyalty rewards.

### Loyalty Rewards

- Apparel and accessories featuring vintage Ocean Spray logos
- Invitations to exciting upcoming Ocean Spray events
- Coupons and discounts
- Exclusive samples of Ocean Spray products before they hit the shelves
- Shorter cool-down time

46% of 25-34 year olds used a game app on their smartphones in the last 30 days.<sup>48</sup> - Simmons 2016

\*\*Cool-down timer starts at 4 hours. Points can be redeemed to shorten time. Sharing the game on Facebook or Twitter skips the cool-down period entirely.

# \$5 MM Flowchart and \$10 MM Budget

	Jan -18	Jul -18	Aug -18	Sept -18	Oct -18	Nov -18	Dec -18	Jan -19	Feb -19	Mar -19	Apr -19	May -19	TOTAL	% OF BUDGET
<b>MEDIA</b>														
<b>DIGITAL</b>													\$800,000.00	16.00%
Digital Magazines													\$200,000	
Banner Advertisements													\$250,000	
Amazon Sponsored Product Advertisements													\$150,000	
In-App Advertisements													\$100,000	
E-mail Marketing													\$100,000	
<b>SOCIAL</b>													\$600,000	12.00%
Facebook													\$150,000	
Instagram													\$150,000	
Pinterest													\$200,000	
Twitter													\$100,000	
<b>STREAMING SERVICES</b>													\$1,020,000	20.40%
Apple Music													\$180,000	
Spotify													\$250,000	
Amazon													\$150,000	
Hulu													\$250,000	
YouTube													\$210,000	
<b>TRADITIONAL</b>													\$100,000	2.00%
Radio													\$100,000	
<b>IN-STORE ACTIVATION</b>													\$450,000	9.00%
Play What You Love													\$450,000	
<b>EXPERIENTIAL</b>													\$1,785,000	35.70%
Drink What You Love Cocktail Contest													\$310,000	
Ocean Spray's Project Passion													\$405,000	
Grow What You Love													\$600,000	
Cranberry Club Connection Events													\$400,000	
Do What You Dream Facebook Show													\$70,000	
<b>PRODUCTION COSTS</b>													\$120,000	2.40%
<b>OPPORTUNISTIC BUYS</b>													\$125,000	2.50%
<b>Total</b>													\$5,000,000	100.00%

## \$10 MM BUDGET: ADDITIONAL AD SPEND

### COOK WHAT YOU LOVE ON PLAYFULL

Total Cost: \$2.5 MM

A video series on Playfull that brings parents and kids together in the kitchen.\*

Playfull is a new Facebook platform from NBC Universal and BuzzFeed that helps parents in "nailing this whole parenting thing."

On Playfull, Ocean Spray sponsors five minute videos that feature Millennial culinary influencers and Junior Master Chef winners teaching recipes using Ocean Spray products.

On their social media, viewers can share the reactions of their loved ones to the recipe they followed using #OSCookWhatYouLove. Ocean Spray selects the best captured reactions and sends those viewers coupons for their next *Cook What You Love* recipe.

\*49% of 25-34 year-olds are parents.<sup>50</sup> - Simmons 2016

### ADDITIONAL PAID MEDIA

Total Cost: \$1.2 MM

Supplemental digital Millennial media

#### Display Ads and Video Ads:

Vevo  
Total Cost: \$300,000

Pandora  
Total Cost: \$400,000

#### Search Engine Marketing:

Google AdWords  
Total Cost: \$500,000

### EXPANDING THE CRANBERRY CLUB CONNECTION EVENTS

Total Cost: \$1.3 MM

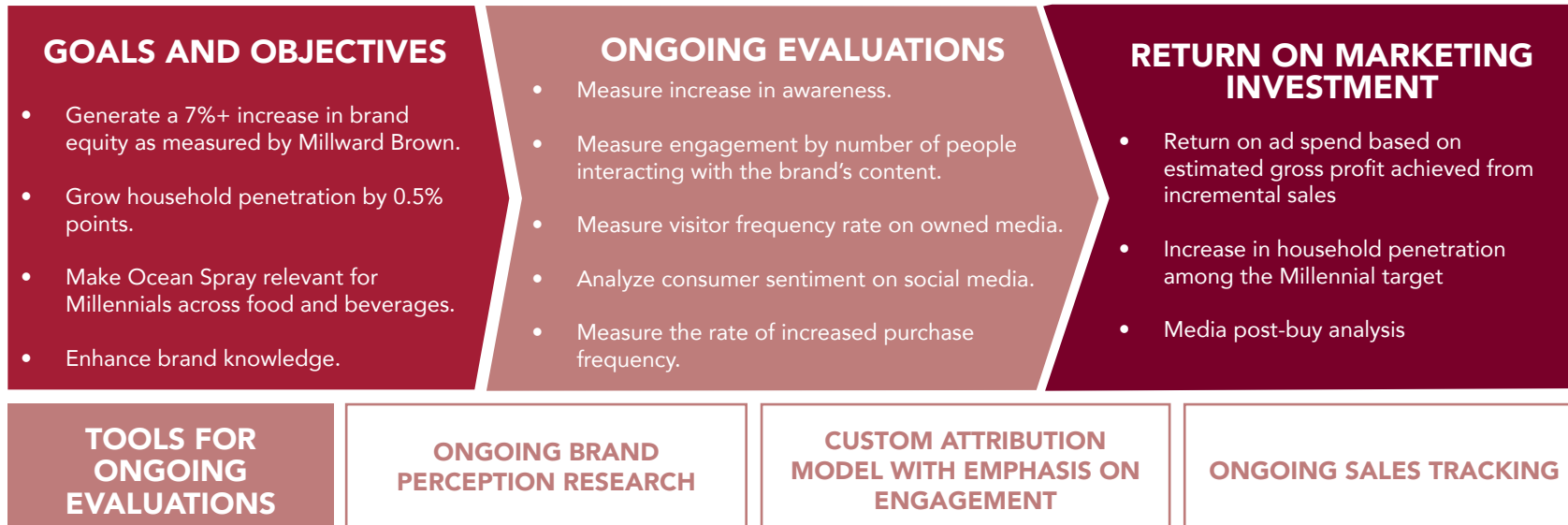
Expand Cranberry Club Connection events to all 10 cities of focus.  
Increase terrestrial radio spending and owned social media promotion.

"People with passion can change the world."<sup>51</sup>  
Brian Chesky,  
36, Co-founder of Airbnb

# "Progress is not progress if it cannot be measured." – W. Edwards Deming

Continued evaluation is necessary throughout the duration of the campaign and beyond. Our approach effectively tracks the success of our outreach through varied research-based measurement tools.

## OUR MEASUREMENT VALUE CHAIN MODEL REFLECTS OUR GOAL TO GAUGE THE SUCCESS OF THE CAMPAIGN.



## RETURN ON MARKETING INVESTMENT

### \$5 MM BUDGET

Based on concept testing of the *Do What You Love* campaign, we estimate that for a \$5 MM budget, the campaign will achieve a 25% point increase in household penetration. This is 24.5% points over the 0.5% point goal for household penetration.<sup>52</sup> Our estimates also indicate a 64% increase in sales, or the equivalent of a \$2.5 MM increase in gross profit. This is due to additional increased product variety awareness, digital engagement levels, and an established emotional bond with Millennials.

The revenue stream and profit levels will continue beyond the first year of the campaign due to the increase in brand loyalty among Millennials. Over a five-year time period we estimate a profit of \$15.8 MM.

### \$10 MM BUDGET

Using the same methodology as the \$5 MM budget, we estimate that a \$10 MM *Do What You Love* campaign will generate a \$4.9 MM increase in gross profit. This increase in profit represents a 49% return on investment.



**CLICK HERE**  
to view the bibliography.

**LINK:** <https://team529bibliography.wordpress.com/>  
**PASSWORD:** NSAC18Team529