

IC Plan: Tropicana

1. **Objective:** Promote the benefits of drinking Tropicana drinks as a healthy option juice for the target audience. Promote especially Tropicana juice line Trop50, which offers 50% less sugar and calories while still maintaining the same vitamin benefits as Tropicana regular line products.
2. **Target Audience:** The target segments are ages 21-30 and the elderly (60 and up). Both segments are concerned about their health. However, the younger segment is also concerned about their outlook. Because of these concerns, the target segments would be more inclined to buy Trop50 than other Tropicana products.

According to [Statista](#), these two segments are the lowest consumers of Tropicana in October 2018.

3. **Evidence-based Approach:** The orange juice consumption in the United States is in decline according to [Statista](#). The leading brand (sales) in 2020 was Tropicana Pure Premium. With Americans consuming less than six gallons of orange juice in 2018, a marketing campaign promoting sales of a healthier option like Trop50 is imperative.

4. Key Message:

- Orange juice with 50% less sugar and calories.
- Made with real oranges and no artificial sweeteners.
- A convenient way to get more calcium and vitamin D in diet.
- Nutrients in Trop50: Vitamin C, D, and E; Potassium; Thiamin; and Calcium.
- Offered in Some Pulp, No Pulp, and Orange Mango.
- Size options: 12, 52, and 89 ounces.

Source: [Tropicana](#)

5. Barriers to Overcome:

- Segmentation of market: Other brands competing for the market are Simply Orange, Florida's Natural, and Minute Maid Premium.
- Even though orange juice provides a good source of Vitamin C, it also has a high concentration of sugar, which leads to health concerns.
- Low consumption of orange juice in the United States.

6. **Tactics-Communication Tools:** Considering the target audience, the form of communication should be a mix of TV and social media ad campaigns:
- Short commercials that empathize with the needs of the audience. The limit of time for the ad should be 30 to 45 seconds.
 - Sponsored ads in social media showcasing the life of the target audience:
 - Instagram, Twitter, and Facebook: Quick videos (less the 10-20 seconds) showing the target audience engaging in activities they would do; pictures relevant to the target audience; provide recipes for other drink options using Trop50; use the target audience language.
 - The information provided should not be limited only to Trop50 and other healthy option foods that pair well with it.
7. **Evaluation:** To evaluate the campaign's success, the social media metrics (engagements) are a good starting point. Another parameter would be the sales (weekly) and correlate them with and without marketing campaigns. Also, a sound meter would be city consumption data to know which consume more and which consume less.

EVENT

Considering the states (bottom 5) with less consumption of Trop50, cities that offer green markets would be selected for the event. A Tropicana crew will participate in the green market promoting Trop50 by giving free samples and chatting with potential customers about the benefits of Trop50. These pop-up events will feature the TropiTruck and with dates/times/places promoted on the Tropicana website. People who assist these green markets care about their health and want fresh produce and healthy artisanal food options and are generally in the age brackets of the target audience.

CONTEST

The contest will be related to pop-up events. People will be asked to find the TropiTruck and submit a social media post, video or picture explaining why they prefer Trop50 over the other market options. The post should feature a Trop50 product, Some Pulp, No Pulp, or Orange Mango. Also, the participants should use the hashtags #TropiTruck and #Trop50 and tag @Tropicana. The participants should be age 18 or older and comply with all legalities. The prize will be a Tropicana TV ad and website feature, plus one year of free product (limit \$1,000).

Featuring actual users in the TV Ads will show the target audience that real people like them benefit from drinking Trop50.