



Client: Naked Juice

Brand History: Naked Juice was first sold towel to towel in Santa Monica, CA in 1983 to promote a blended drink that contained only the natural ingredients found in fruit. The drinks contained blended fresh fruit from local farmers markets. Soon distribution grew across the nation, and today the drinks are made with the same philosophy which it was created, to make drinks out of 100% natural fruits and vegetables.

They do not add any sugar or preservatives to their juice and a pound of fruit is said to be in every bottle. A 15.2oz drink contains over three servings of fruit. The fruit comes from all over the world and each batch of fruit is hand inspected. The fruit is kept cold and shipped cold.

Advertising Objective: Naked has a unique selling position of being a juice product that truly contains 100% natural ingredients without added sugar or preservatives. The back of the label can be read and recognized as real natural ingredients and doesn't contain supplement names that are really sugars. The objective is to create awareness that this brand is truly natural and the name "Naked" is for the consumer to really understand what is in the product and its health benefits.

Current Brand Status: Even though they have grown significantly in the last year, they are relatively new and are trying to grow in the market. However, they have only relied on a word of mouth and grassroots approach to marketing.

Target Audience: The target audience is women, aged 20-45, who are middle class. These women have 2 young children and lead a busy, active lifestyle and care about their health, the health of their family, about preserving the environment and about sustainability.

Proposition: Naked Juice promises each drink contains 100% natural ingredients, a significant serving amount of fruit, and no added sugars or preservatives. They are an environmentally friendly brand as they are making promises to have a smaller carbon footprint, reincarnate their bottles and team up with environmental organizations.

Tone of Voice: The tone of the advertisement is shocking, yet down to earth to reveal the truth and natural qualities about this brand in correlation with other drink brands' ingredients.

Media Assignment: The campaign will produce one full print advertisement in *Women's Health* magazine and one full print advertisement in *Better Homes and Gardens* magazine. The alternative advertisement will be in grocery stores across the United States where the juice would be sold.

Mandatory: The Naked Logo, the renewable bottle logo, and the "Nothing to Hide" mantra, which helps define their promise and philosophy, should all be involved in the advertisements.