



Developing a Strategy:

Heritage

Benefit/Feature: Naked Juice has a unique history to its creation as it was first sold towel to towel using fruit from the local farmers market. While it is now distributed across the country in stores, the philosophy and value of using 100% natural fruits and vegetables still exists in every drink.

Target Demographic: Adults from age 30-60. Focusing on history and how values do not have to change when a product grows, targets an older group but any aged adult also applies because it focuses on a value that interests everyone. This group is middle class and cares about healthy eating.

Ad Proposition: Naked Juice may be growing but its philosophy and values never change.

Copy Points: Each juice contains hand inspected fruit and is kept cold and shipped cold. There is no added sugar or preservatives. It still contains 100% natural fruits and vegetables.

Tone of Voice: Sincere and down to earth.

Brand Transparency/Before and After

Benefit/Feature: Naked Juice not only contains ingredients that are natural, but the brand itself has “nothing to hide” as it strives to reduce its carbon footprint.

Target Demographic: Although environmentally friendly values apply to all ages, I am focusing on younger adults aged 18-40 because the younger adult generation has grown up realizing the importance of sustainability and caring for the environment. The group cares about the environment and brands that are transparent in their actions. They are also, middle to higher class.

Ad Proposition: Naked Juice is transparent in its business practices and values the environment.

Copy Points: The brand is making promises to have a smaller carbon footprint. They are reincarnating their bottles and are teaming up with environmental organizations.

Tone of Voice: Sincere and genuine.



Healthy /Comparison

Benefit/Feature: Naked Juice is a healthy drink that contains servings of fruits and vegetables in each bottle. When needing to get full servings of fruits and vegetables, Naked Juice makes it easy and tasty.

Target Demographic: Younger adults from age 18-40. This group may or may not have children that they are hoping will eat more fruit. This group has an active lifestyle and is too busy to make healthy meals. Also, they are middle class.

Ad Proposition: Naked Juice is a healthy drink choice compared to its competitors.

Copy Points: A 15.2oz drink contains over three servings of fruit. There is no added sugar or preservatives in the juice. There is a pound of fruit in every bottle. It is made out of 100% natural fruits and vegetables.

Tone of Voice: Humor/ Sincere

Natural/Product and Proposition Personified

Benefit/Feature: Naked Juice has nothing to hide as it is 100% natural and naked because the consumer can really understand and see into every ingredient inside.

Target Demographic: All adults apply but the target demographic is middle aged adults because they really understand that natural is better for their health. They may also have children and feel that it is important for their children to start eating natural things at a young age. This group is middle to upper class and lives an active lifestyle.

Ad Proposition: Naked Juice is naked because it is completely natural and it's easy to understand what ingredients it's made out of.

Copy Points: There are no added sugars or preservatives in the juice. The back of the label can be read and recognized as real natural ingredients and doesn't contain supplement names that are really sugars. It contains 100% natural ingredients compared to soda drinks which, on the label, present names of ingredients that are unrecognizable.

Tone of Voice: Shock effect/serious.