



Creative Development Focus Groups

Presented to the Florida Citrus Commission
Wednesday, May 21, 2008



www.floridajuice.com





Agenda

- Focus Group Learning and Implications
- Millward Brown Copy Test Results
- Request Approval for Production





Opportunity

- Create new executions to extend the campaign
 - Maximize the impact of the pour
- Celebrate what OJ alone can offer
 - Healthy – full of essential vitamins and minerals
 - Pure – 100% all-natural
 - Simple - the power of just one glass



Focus Group Objectives

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 - Build on and evolve our messaging
 - Explore reaction to four executions
 - Strengthen the most powerful and engaging executions for copy testing
- Focus Group Methodology
 - Focus Groups conducted among target consumers
 - 6 groups in Atlanta



Focus Group Respondents

- Focus Group Respondent Profile
 - Adults, 35-55, female skew
 - Commonsense approach to diet and nutrition (Moderates)
- Three OJ consumption segments
 - Current light OJ drinkers (1-2 glasses/week)
 - Current medium OJ drinkers (3-6 glasses/week)
 - Current heavy OJ drinkers (7+ glasses/week)



Focus Group Findings

- Reminder that OJ is part of a healthy lifestyle
 - OJ is a simple way to stay healthy – but not a silver bullet
- The pour visual continues to be motivating
 - Has high visual impact for consumers
 - Reinforces the “simplicity” of orange juice
 - Aids in recall of Florida orange juice



Concepts Moving Forward

“Discover Another Reason”



“Every Drop”



- Main message is simple and focused
 - Reinforces “Healthy. Pure & Simple.”
- Guidepost for future development
 - Keep copy conversational and less scientific
 - Keep tone upbeat, energetic and “sunny”