



The Original Wellness Drink.™



FY2020–2021 U.S. Florida OJ Marketing Activity	\$0.07 + \$2.6M FB	\$0.12 + \$1M FB
	\$7.9M	\$9.5M
eCommerce – Instacart Search	Reduced	✓
eCommerce – Instacart Banner Ads and Customized Page		2 Ad Flights
eCommerce – Walmart Search	Reduced	✓
eCommerce – Kroger Search	Reduced	✓
Creative Content Development	Reduced	✓
Issues Management	✓	✓
Earned Outreach (Proactive / Reactive)	✓	✓
Influencer Engagement (RD / Industry / Consumer)	Reduced	✓
Influencer Partnerships (Feedfeed)		✓
Social – Facebook / Instagram	Reduced	✓
Programmatic Display – Video and Images	Reduced	✓
Video – Pre-roll / OTT (Online / Streaming TV)	Reduced	✓
Search (Google, Bing)	Reduced	✓
Earned Amplification (Outbrain)	Reduced	✓
Estimated Campaign Impressions	500 Million	750 Million
Estimated Attributed Sales	\$5 - \$6 Million	\$8 - \$10 Million

Florida Department of Citrus \$0.12 + \$1M Fund Balance* plan includes:

- \$8 - \$10 Million in Attributed OJ Sales
- 750 Million Impressions
- Expanded consumer audience from 37 million Lapsed OJ Buyers to 56 million Light/Lapsed OJ Buyers
- Full proposed ad spend for Search Programs on Instacart, Walmart and Kroger: When a consumer types in a keyword purchased as part of the campaign, a list of 100% OJ products (inclusive of Florida-sourced juice) will appear in their “featured products” section (shows up first couple of rows of products on screen/laptop)
- 2 Ad Flights during Cold & Flu season on Instacart with display banner ads that send consumers to customized landing pages with a list of 100% OJ products (inclusive of Florida-sourced juice) to drive purchase
- 15+ new videos/commercials and additional photography and creative designs to engage consumers
- 10-12 influencer/blogger partnerships with expanded activations with the top 5 RD/Nutrition/Lifestyle influencers
- Feedfeed partnership, largest crowdsourced food publication, to generate Florida OJ content
- Full proposed spends in Social (Facebook/Instagram), Display (Video & Banner Ads), Search (Google/Bing), OTT (Streaming/ Online Video), Earned Amplification (Outbrain)

* The entire \$0.05 box tax increase will directly fund proposed marketing programs. It will not fund salaries or administrative costs.