

Global Marketing

*Staff presentation to the
Florida Citrus Commission*

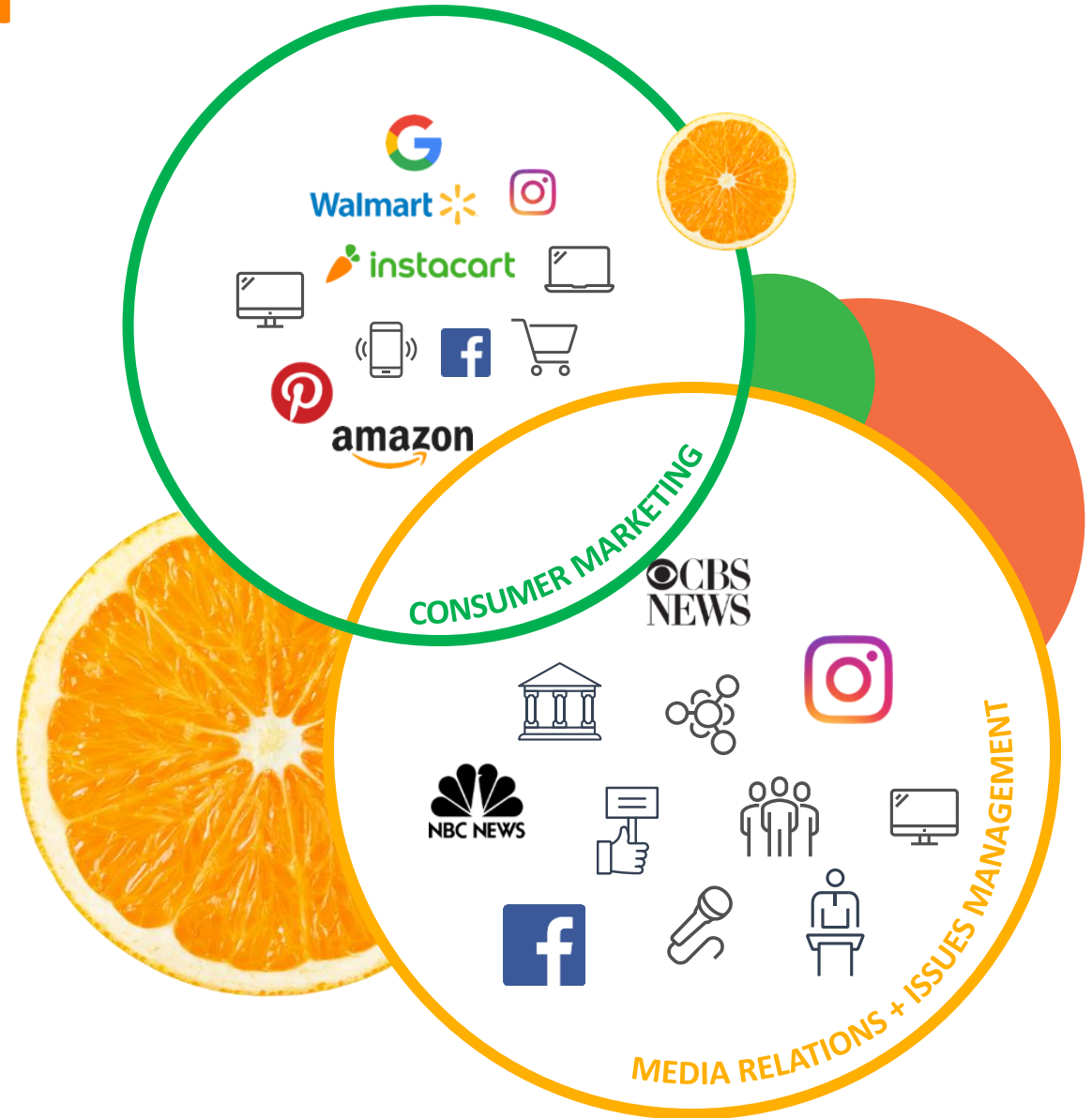
Samantha Lane
Director, Global Marketing
May 26, 2021

Today's Agenda

- FY2020 – 2021 Recap
- FY2021 – 2022 Domestic OJ Marketing Overview
Jackie Hopkins and Alex Armentano, Edible
- FY2021 – 2022 Fresh Florida Citrus Marketing Overview

**FY2020-2021
Domestic OJ
Recap**

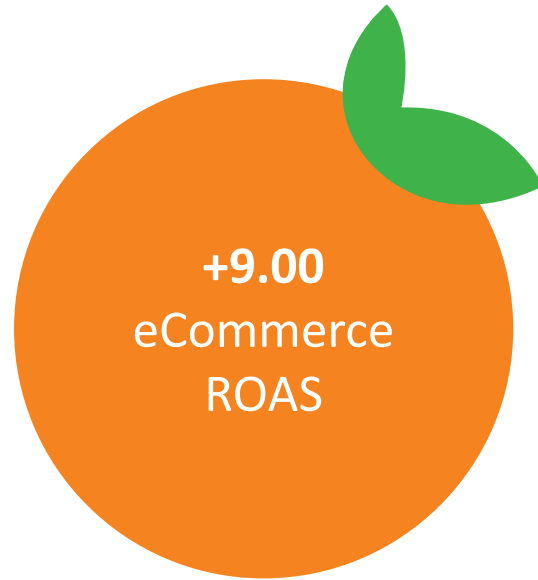
FY2020 – 2021 Approach



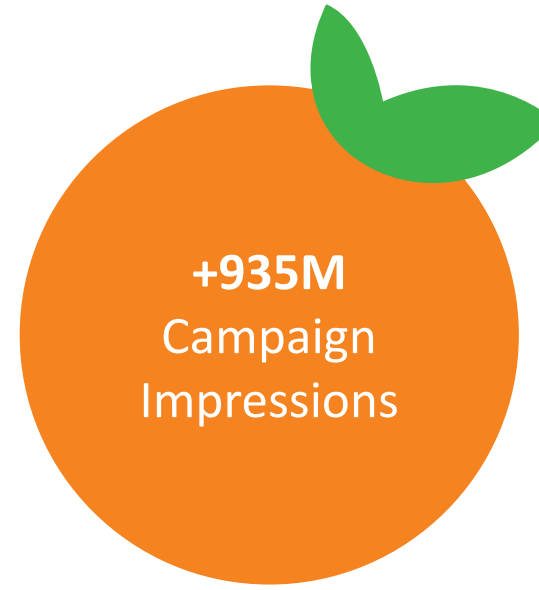
FY2020 – 2021 Results



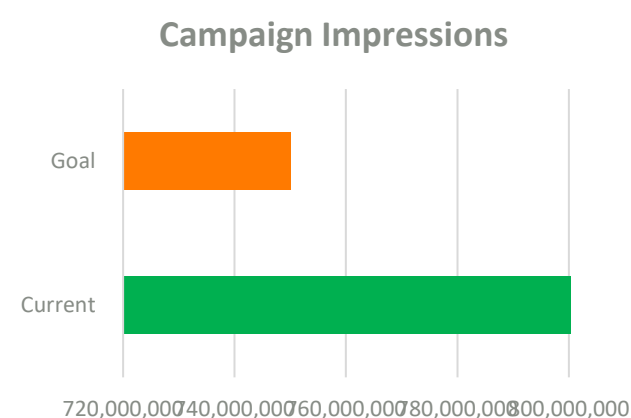
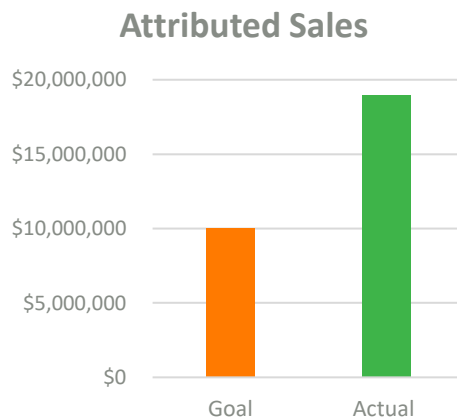
Goal: \$10M



Goal: \$3.00



Goal: 750M



- **Social Media:**
Achieved **80 million impressions with 1.34% CTR and a .14% engagement rate** across social channels, demonstrating a high consumer preference for Florida Orange Juice
- **Influencer Activities:**
Strategically partnered with **26 influencers and 1 community partnership (FeedFeed) with 15.5 million impressions** to promote and protect Florida Orange Juice through both social and earned media
- **Earned Media:**
Drove more than **500 million earned media impressions from SRD nutrition research** promoting the nutritional benefits of Florida Orange Juice through consumer-facing media outlets
- **Search:**
Achieved more than **19 million impressions with a 1.47% CTR** in Search activities
- **Issues Management:**
Protected the Citrus Industry by managing issues and supporting consumer activations

As of 5/21/21

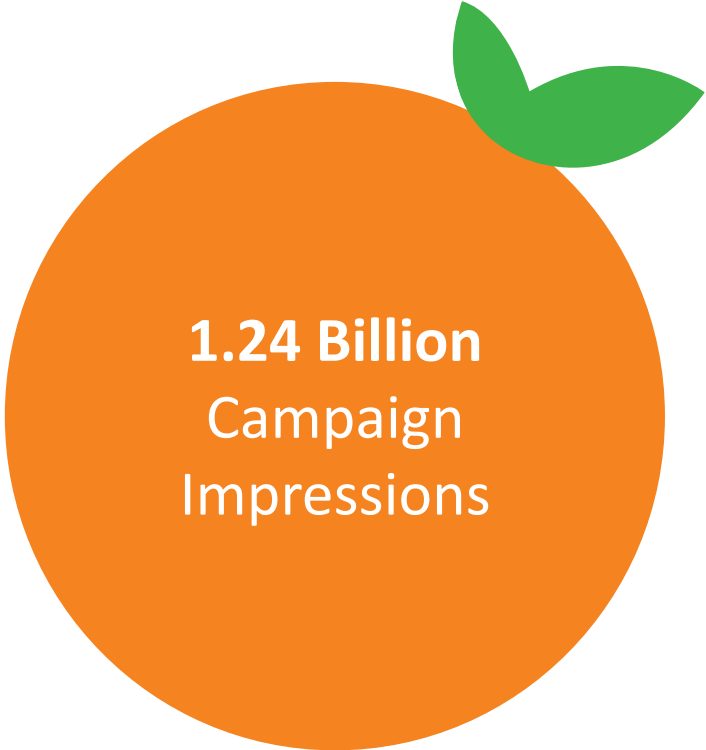
eCommerce Results Since January 2020 Launch



+\$26.1 M
eCommerce
Attributed OJ
Sales



+7.21
eCommerce
ROAS



1.24 Billion
Campaign
Impressions

FY2021 – 2022 Funding Allocation



Propose
90% of budget



Propose
6% of budget



Propose
3% of budget



Propose
1% of budget

An abstract graphic featuring a large, flowing orange shape that curves from the top right towards the bottom left. A grey shape is positioned on the left, partially overlapping the orange shape. The text is centered within the orange area.

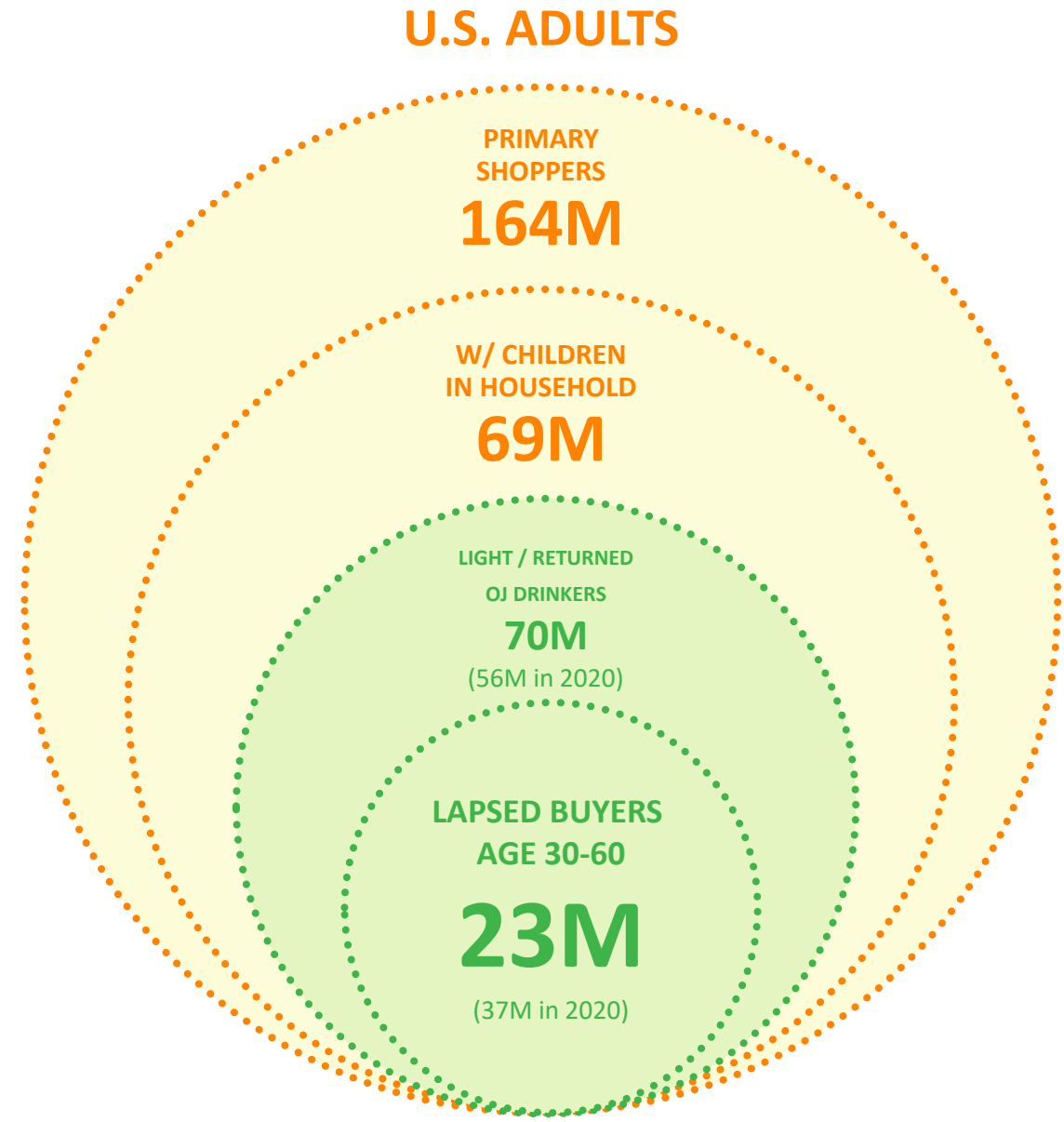
FY2021-2022 Domestic OJ Marketing Overview



Florida Orange Juice Consumer Behaviors

Our Focus

1. Retain & increase purchase frequency with the 70 million light & “returned” buyers
2. Bring the 23 million lapsed buyers back to purchasing Florida Orange Juice



Base Budget Target Audience: Lapsed Buyers and Light/Returned OJ Drinkers
+\$12M + Base Budget: Lapsed Buyers, Light/Returned OJ Drinkers, W/
Children in Household and Primary Shoppers

Consumer Lifestyles Have Changed Since Last Year

Finding more **enjoyment**
planning vacations, even while
keeping travel domestic.

Planning is just as much fun as the trip
[49.7% → 52%]

Plan to **travel inside the U.S.**
[39.9% → 42.1%]

Plan to **visit Florida**
[26.6% → 27.7%]

[New Englanders] plan to **visit theme parks**
[17.4% → 26%]

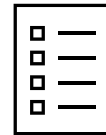


Seeking **savings & safety**
when grocery shopping

Increases

Walmart

COSTCO WHOLESALE Publix



Grocery
lists



Loyalty
cards



Online
groceries

Creating **new rules and rituals** in the kitchen.

More time spent **cooking for fun**
[20.1% → 21.9%]

Not picking up **quick meals** or
eating on the go as often
[43.8% → 41.8%]

More open to **junk food** in the home
[33.9% → 31.8%]



Amplified Focus on Essential Health and Life Benefits



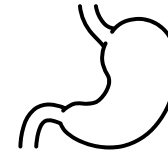
Immune Health



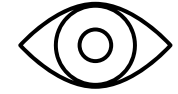
Brain Health



Stress Relief



Microbiome



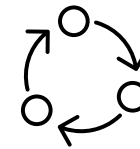
Eye Health



Value



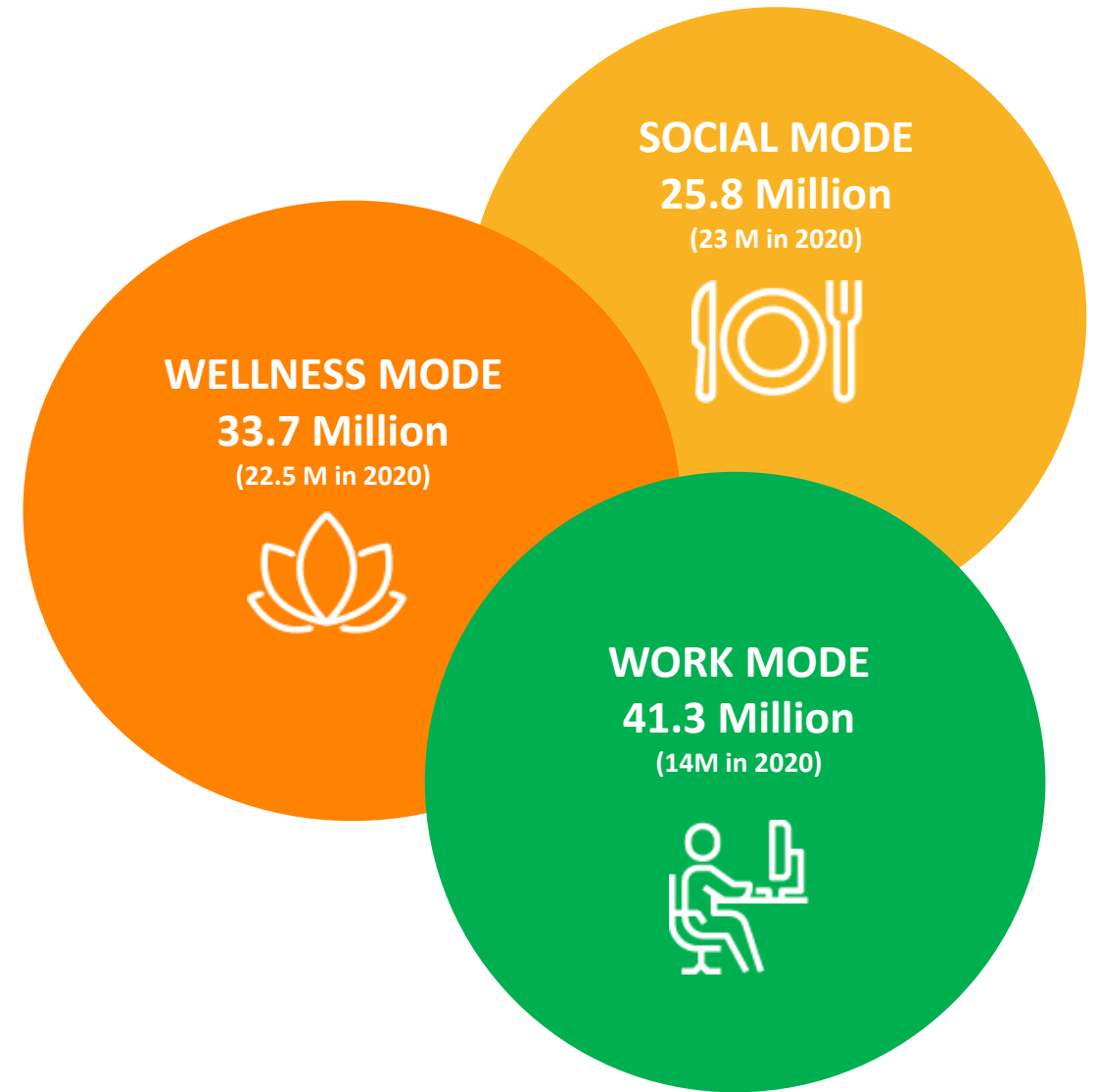
Convenience



Transparency

To maintain and grow our role in the “next normal,” we must identify:

Mindsets & behavioral triggers that inspire purchase amongst our returned audience.



Shifts in Behavior Since Last Year



SOCIAL MODE

- Gathering in new ways
- Continuing to celebrate life moments
- Increased focus on experiences within the home



WELLNESS MODE

- Increased focus on tried-and-true wellness methods
- Split on getting the COVID vaccine
- Making efforts to support wellbeing amid-COVID



WORK MODE

- Increased importance of having a job
- Value having wealth & money
- Increase in work-from-home as well as evolving work-from-home space / renovations



Florida Orange Juice FY2021 – 2022 Approach

FY2021–2022 Objective:



Drive sales of
Florida Orange
Juice

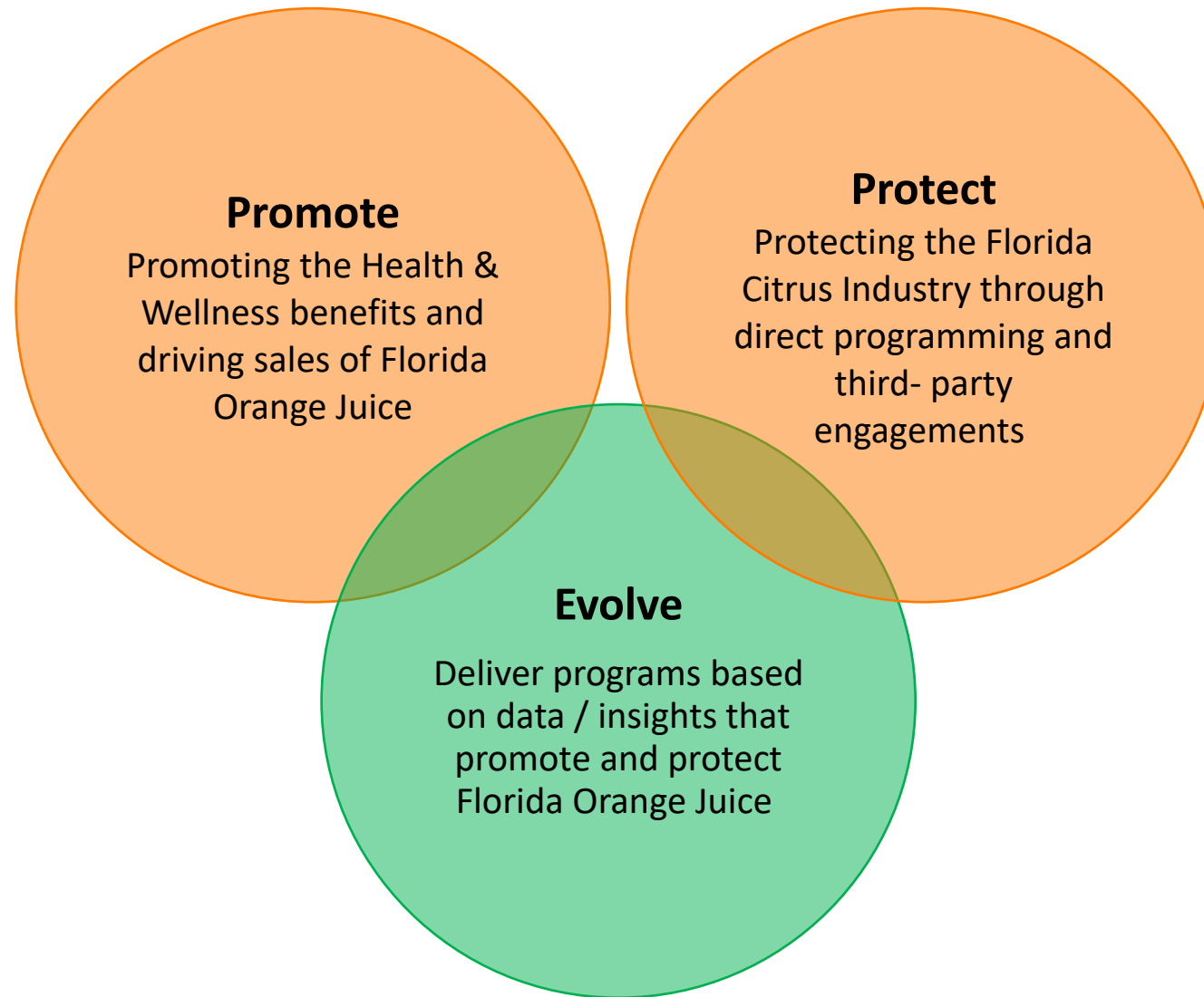


Create
preference for
Florida Orange
Juice

Driving Florida Orange Juice Sales

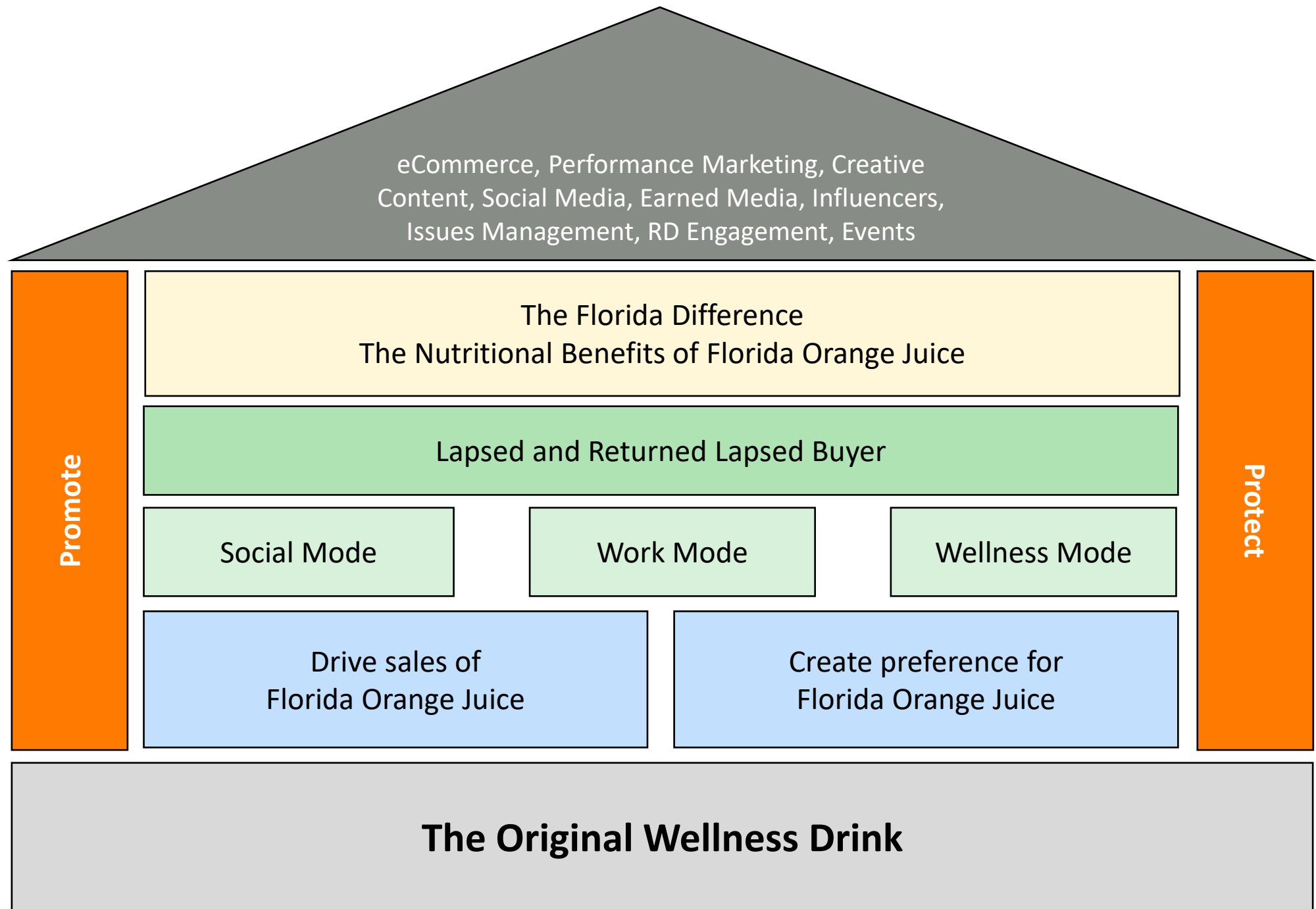


Promote, Protect & Evolve





Florida Orange Juice Messaging and Content Strategy



The Florida Difference

Every time you enjoy a glass of Florida Orange Juice, you are drinking in those happy family memories of Florida vacations. The gorgeous weather, the palm trees, the amusement parks, the golfing and of course the miles of sandy beaches remind us of the goodness that can only come from the Sunshine State.

The abundant sunshine and rainfall, sandy soil, and the subtropical climate are all things that contribute to making Florida Orange Juice so special. Thanks to the expertise of generations of Florida Citrus Growers, Florida OJ is full of the refreshingly delicious, naturally sweet taste you know and love. No matter where you are, starting the day with Florida OJ helps bring those special family memories to the table.



The Nutritional Benefits of Florida Orange Juice

Choosing what supports you on your health and wellbeing journey can be overwhelming with the number of quick fixes and trends that constantly pop up. Thankfully, Florida OJ supports your health and wellness goals while offering nutrients that help keep your immune system strong.

Along with being an excellent source of vitamin C, Florida OJ is full of beneficial electrolytes, vital nutrients, and powerful minerals that all work together to help you stay healthy and hydrated.





Florida Orange Juice Creative Concepts

Florida Orange Juice: Creative Approach

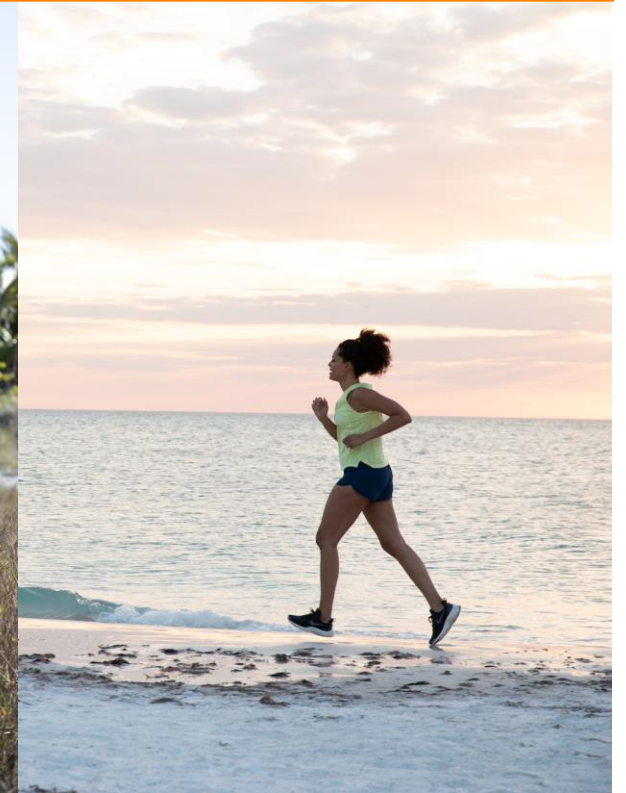
Whether or not you've felt the Florida Sunshine, every sip of Florida OJ should feel like you're bringing home a slice of paradise. That's because the naturally sweet taste of Florida Orange Juice reminds us of those happy Florida memories that bring out the best in all of us.



WORK MODE



SOCIAL MODE

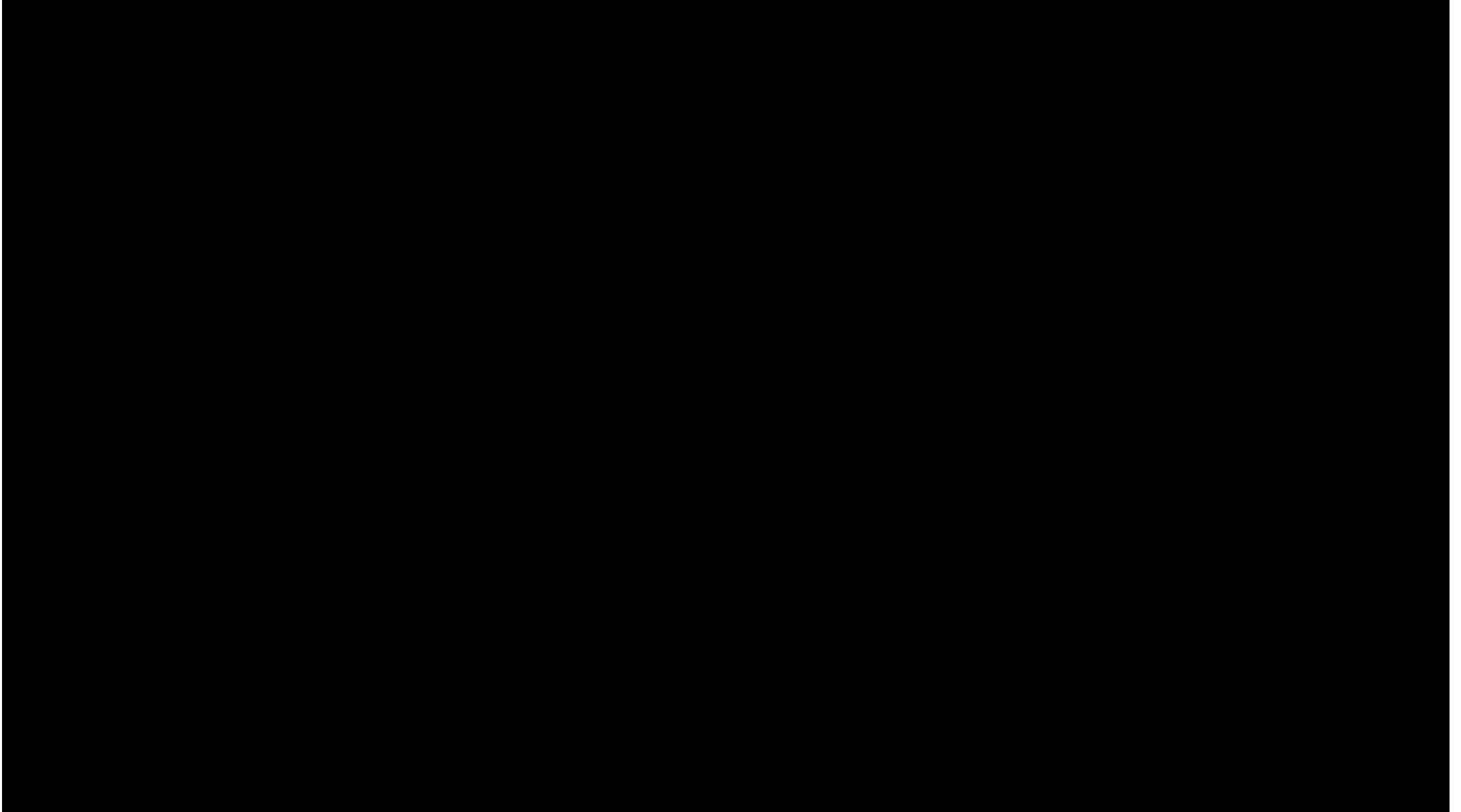


WELLNESS MODE

Florida Difference Video 1



Florida Difference Video 1

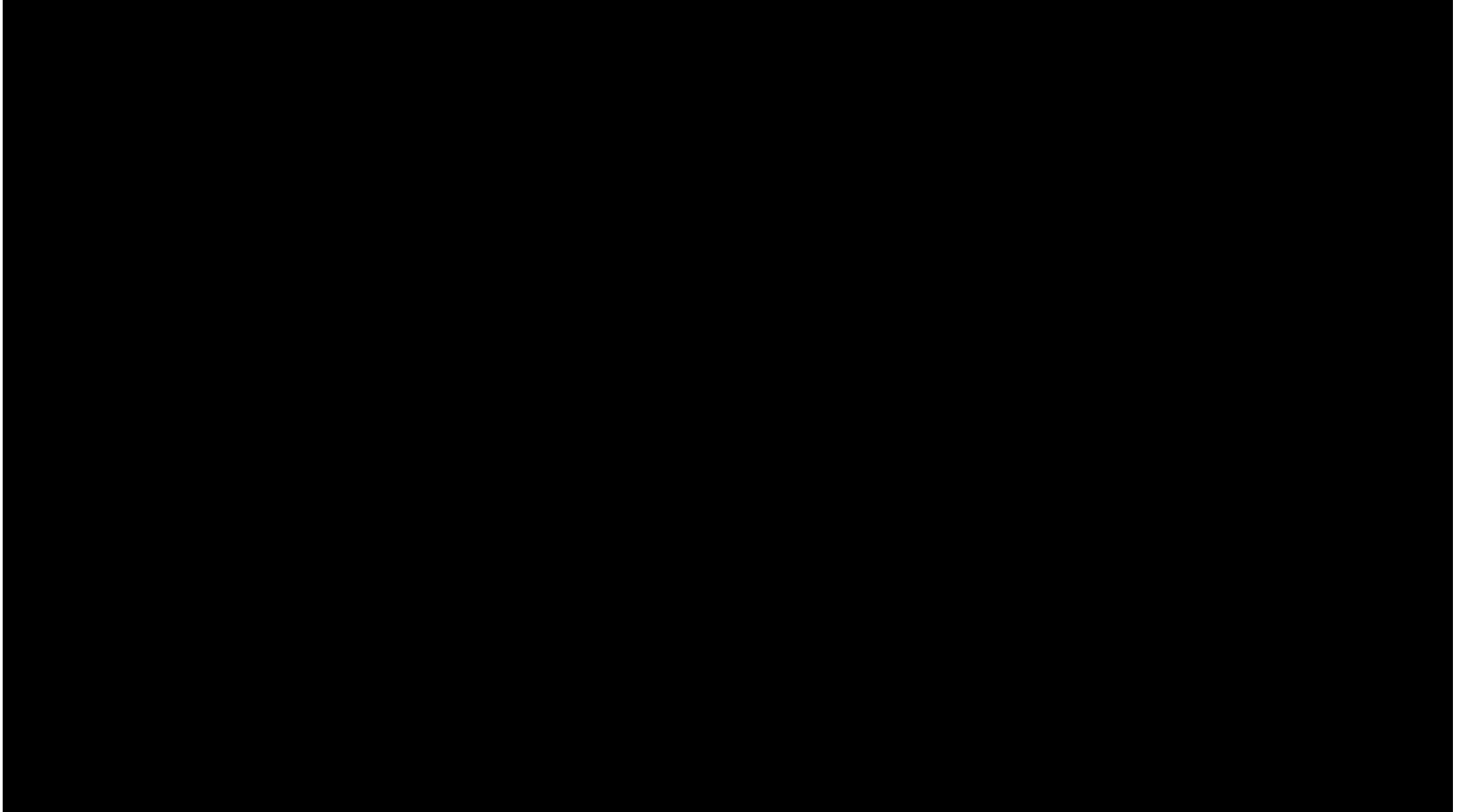


Florida Difference Video 2



Make the most of your morning with Florida Orange Juice.

Florida Difference Video 2



FY21-22 Video Script #1

Open on a beach as a family is enjoying their day, drinking Florida OJ.

VO: This is a feel-good story, full of happy Florida memories.

Cut to groves. Cut to close-up of Florida Oranges on trees.

VO: It's an origin story really, made from the juiciest oranges picked straight from the Florida groves.

Cut to family drinking OJ in the kitchen.

VO: So that every sip tastes like a little slice of paradise.

Cut to beauty pour of Florida OJ. Cut to someone drinking Florida OJ after an afternoon playing golf.

VO: It's 100% pure happiness in a glass that really packs a nutrition punch.

Shot of family walking down the path towards the beach.

VO: So that you can feel refreshed and keep living life to the fullest.

Cut to girl jumping in the pool. See mom and dad watching as they sip Florida Orange Juice.

VO: Because life is better when you see it through orange-colored glasses.

VO: Florida Orange Juice, The Original Wellness Drink.

Fade to black. Cut to OWD logo.



FY21-22 Video Script #2

Open on a bedroom in the early morning hours.

VO: Whether you're an early riser

Cut to a woman pressing "stop" on her alarm.

Cut to a man sitting at the breakfast table looking sleepy while typing on his computer.

VO: Or a "coffee first" kind of person.

Cut to a woman walking outside, the sun shining on her face as she closes her eyes.

VO: We all could use something to make our day just a little brighter —

Cut to a husband bringing his wife breakfast in bed..

VO: A boost of sunshine to help us get our creative juices flowing.

Cut to a man dressed for work before taking a sip of FLOJ.

Cut to a woman getting in her car with her work bag, a to-go bottle of FLOJ in her hand.

VO: Thankfully, Florida Orange Juice is packed with vital nutrients

Cut to a family enjoying a meal on the patio.

Cut to a close-up of the FLOJ carafe on the table.

VO: That help you to feel good

Cut to a husband and wife walking along the beach with FLOJ in hand.

VO: Inside. And out.

VO: So, wherever your day takes you, Don't forget to start it with a dose of Florida Sunshine.

Cut to logo and OWD treatment.



Campaign Creative Executions



floridaorangejuice Nourish your body with vitamins and minerals by enjoying an 8-ounce glass of Florida OJ.



Wellness Wednesdays

Every Wednesday, we'll showcase FLOJ's many amazing health benefits by:

- Creating FLOJ Hydration Hacks so people can stay hydrated and prepped for whatever the day brings.
- Partnering with health and wellness influencers to show how FLOJ works into their routine.
- Highlighting innovative recipes to incorporate FLOJ as into consumers' favorite dishes via social posts.
- Designing Instagram Reels, TikTok videos and social posts that allow viewers to quickly grasp some of FLOJ's most important health benefits in a way that's eye-catching and engaging. We'll include content like:
 - Easy-to-make FLOJ-inspired recipes
 - Links to FLOJ landing pages detailing the many nutritional benefits
 - Gifs that highlight the vital nutrients found in FLOJ
 - Short videos that highlight the reason why it's so important to receive the right amount of nutrients per day



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Base +\$12 Million: Take a Florida OJ Break

In a world full of constant stimulation, it's important to find moments to clear your head. About 1/3 of Americans now report sleeplessness and anxiety on a weekly basis and over half of Americans worry they spend “too much time on their phone” ([Pew Research](#))

We'll create spaces and moments of peace for people by:

- Creating short form videos that feature slow-motion FLOJ pours to showcase how it not only tastes amazing, but also offers a mesmerizing way to unwind into wellness mode.
- Developing social content that showcases the benefits of taking breaks throughout the workday while also highlighting the health benefits of FLOJ
- Partnering with a relaxation app like Calm to give people a moment to decompress while enjoying their FLOJ
 - Note: 60 million Americans have downloaded Calm; median age is 30-35 (TechCrunch)
- Sponsoring office relaxation stations that provide the comforts of working from home.
 - Ex. vending machines that offer FLOJ, chair pillows, a scalp massager, a yoga mat, etc.



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Base + \$12 Million: Out Of Home + Partnership

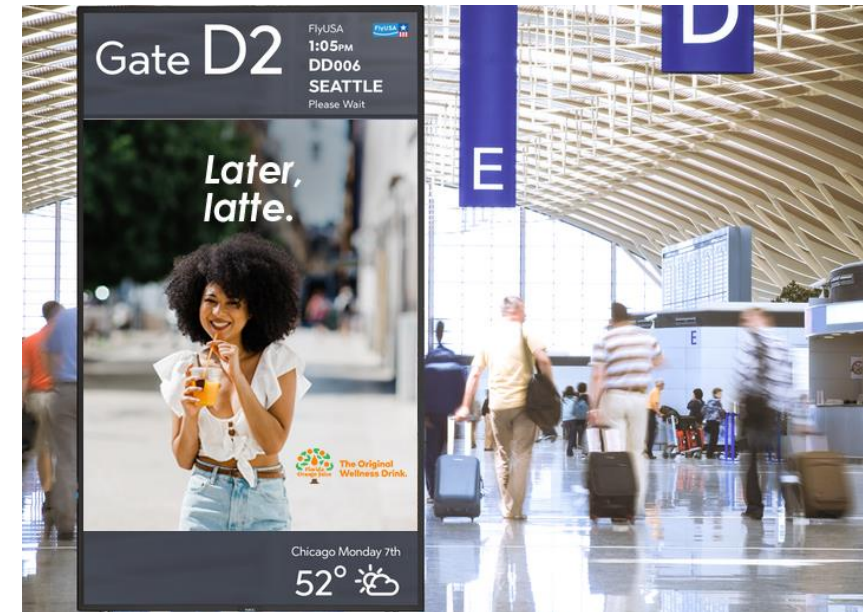
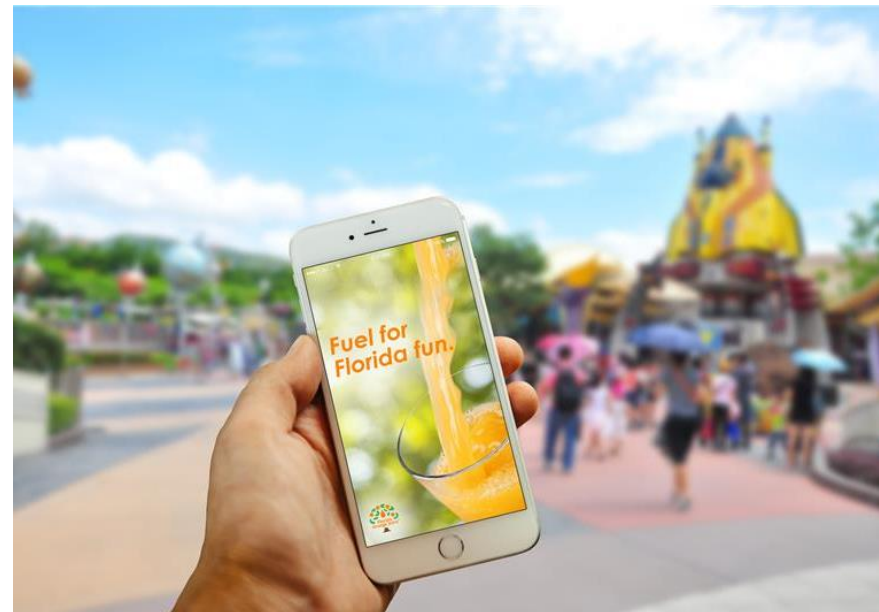
The daily commute to work can be a major point of stress and frustration. But over the past year, many of us have missed the moments of solitude that separated work from home. That's why we'll transform the commute into a place of peace before taking on what the day has in store. By encouraging people to grab their FLOJ to-go to enjoy during their commute, we're giving them something to look forward to while also supporting their cognitive function and overall wellness.

- Create a "Morning Mindful Playlist" on Spotify for people to listen to during their commute while enjoying their FLOJ.
- Partner with podcasts like [Happier](#) to sponsor episodes about mindfulness and creativity while inspiring listeners to reset with a glass of FLOJ.
- Reach people on their commutes via billboards, bus ads, etc. that reminds them to take a deep breath in traffic. (Ex: Traffic is just an excuse to hit replay one more time.)



Base +\$12 Million: Geotargeted ads, outdoor and the commute

Reaching new customers with geotargeted ads at amusement parks, airports and coffee shops and using outdoor to reach customers on their commute.





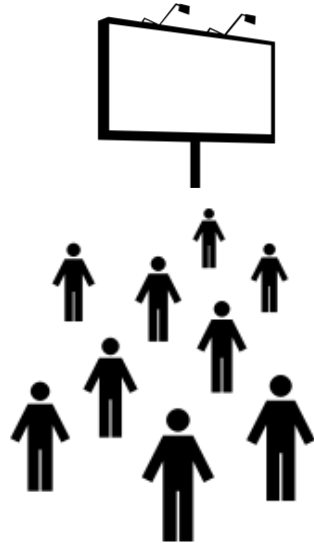
Florida Orange Juice Approach

What's New in FY2021 – 2022

eCommerce



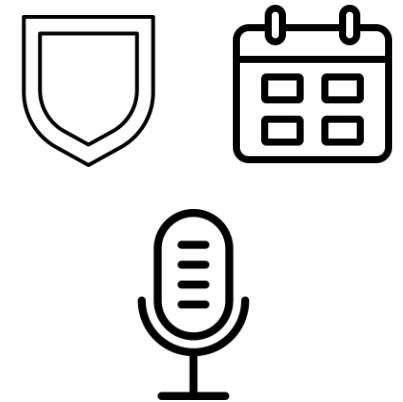
Performance Marketing



Influence + Social



Issues, Earned + RDs





Florida Orange Juice Performance Marketing / eCommerce

FY21-22 Plan Overview





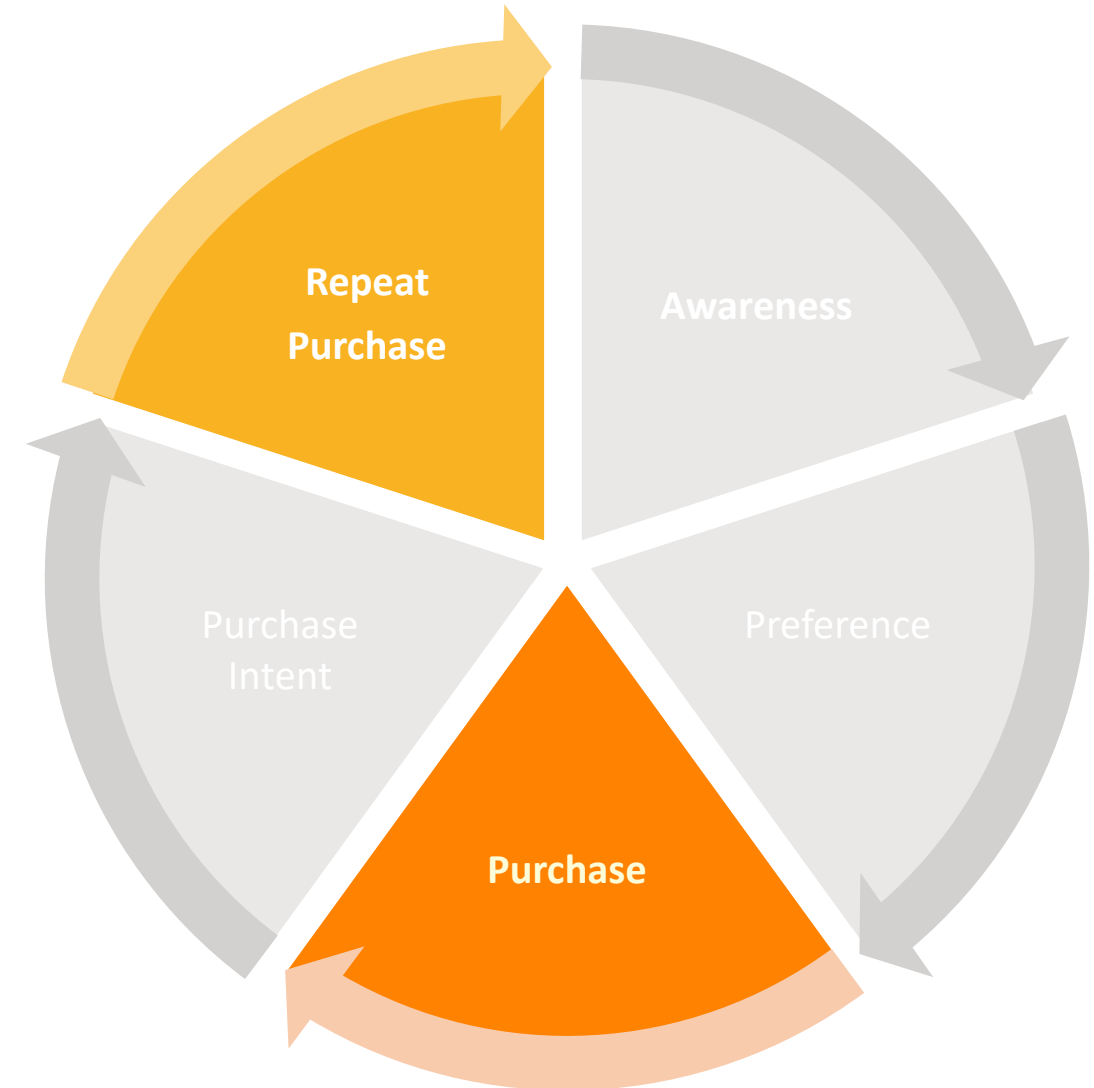
Florida Orange Juice eCommerce

eCommerce Strategy



Role of eCommerce:

- Connect with consumers in online retail environment to convert them from Awareness to Purchase.
- **Objectives:** Purchase & Repeat Purchase
 - **Primary Objective – Purchase:** Drive lapsed buyers to purchase Florida Orange Juice.
 - **Secondary Objective – Repeat Purchase:** Reengage consumers who have shown interest in Florida Orange Juice and bring them back through the purchase cycle.
- **Key Areas of Opportunity**
 - National Grocery & Retail, Regional Grocery and Mobile/Online
 - Integrated in-store retail and ecommerce solutions
 - Data driven strategy to understand customer acquisition and path to purchase



Base Budget: eCommerce Activities

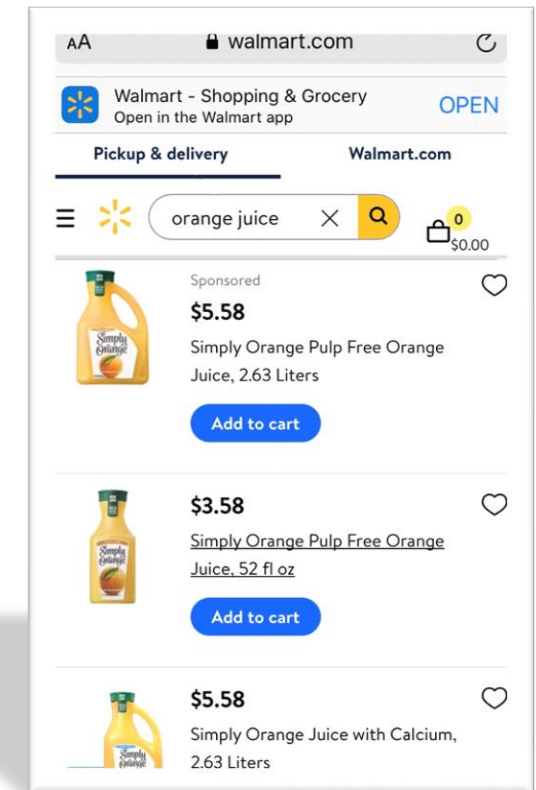


National Grocery & Big Box	Regional Grocery	Mobile
	 	
Role: Drive Sales Purchase Journey Phase: Purchase and Repeat Purchase Objective: Build national category visibility with Lapsed and Light Lapsed Buyer audiences to drive them to purchase FLOJ. Primary Audiences: Lapsed and Light Lapsed Buyers Ad Units/Format: • Display • Platform Search	Role: Drive Sales Purchase Journey Phase: Purchase and Repeat Purchase Objective: Build regional category visibility with Lapsed and Light Lapsed Buyer audiences to drive them to purchase FLOJ. Primary Audiences: Lapsed and Light Lapsed Buyers Ad Units/Formats: • Display • Platform Search	Role: Drive Sales Purchase Journey Phase: Purchase and Repeat Purchase Objective: Reach Lapsed and Light Lapsed Buyer audiences with online retailers driving them to purchase FLOJ and increase category sales lift. Primary Audiences: Beverage categories Ad Units/Formats • Display • Platform Search

Base Budget: National Grocery & Retailers

We'll leverage national grocery and retail partners to reach a wide consumer audience on a national scale, both online and in brick-and-mortar locations.

- **Walmart:** As the second largest online seller in the U.S., Walmart's customer data includes 90% of U.S. households.
 - Walmart will leverage its 1st party proprietary data to reach the Lapsed and Light Lapsed Buyer audiences through both contextual and behavioral targeting.
 - Consumers will also be reached through sponsored product listings and display ads that target consumers right at the point of purchase.



Base Budget: Regional & Local Retailers

Regional and local retailers will be activated on a regional and local scale, but still include a wide audience reach.

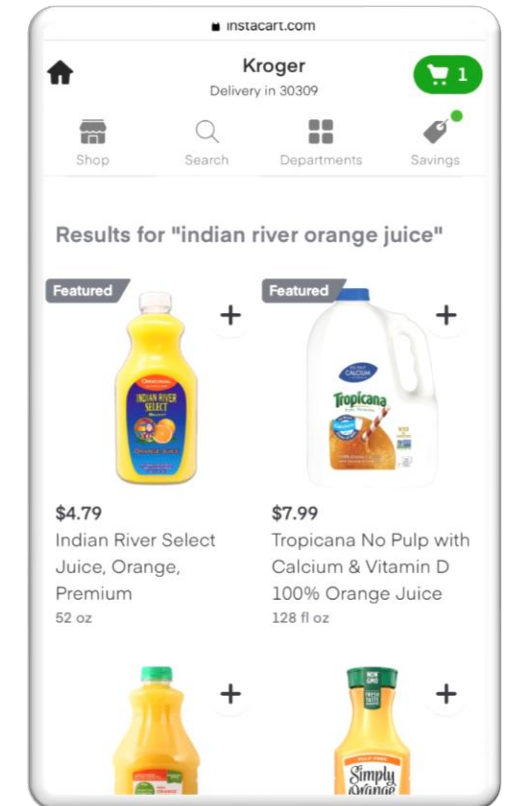
- **Kroger** is present in 35 states, reaching 11MM customers daily and the retailer's digital engagement has grown 40% YoY
 - Kroger will leverage data profiles and engage consumers at the purchase level to reach and drive purchase to HH's searching specific keywords.
 - Display and targeted onsite ads will be used to engage with shoppers.
- **Publix:** We currently engage with Publix through Instacart, but we will also work closely with the retailer this year on new opportunities.



Base Budget: Mobile & Online Retailers

Mobile and Online Retailers function solely in the eCommerce space and have the capabilities to reach wider audiences through online platforms.

- **Instacart** is the largest North American online grocery delivery marketplace with more than 600 retail partners and 45k stores.
 - Instacart will use new customer data to reach Lapsed and Light Lapsed Buyers with featured products listings (search).
 - We will also use Instacart's Hero Ads at key moments throughout the year.



Base +\$12 Million: eCommerce Activities

National Grocery & Big Box	Regional Grocery	Mobile
		
Role: Drive Sales, Drive Consideration Purchase Journey Phase: Awareness, Consideration, Purchase, and Repeat Purchase Objective: Build national category visibility with Lapsed and Light Lapsed Buyer audiences to drive them to purchase FLOJ. Primary Audiences: Lapsed and Light Lapsed Buyers; Beverage categories Ad Units: • Display • Featured Products • Target Search • Target Category • Pinterest Promoted Pins	Role: Drive Sales, Drive Consideration Purchase Journey Phase: Awareness, Consideration, Purchase, and Repeat Purchase Objective: Build regional category visibility with Lapsed and Light Lapsed Buyer audiences to drive them to purchase FLOJ. Primary Audiences: Beverage categories Ad Units: • Instore • Sponsored products, • Hero Ad • Storefront Banner • Targeted Email	Role: Engage, Inform, Drive Consideration, Drive Sales Purchase Journey Phase: Awareness, Consideration, Purchase, and Repeat Purchase Objective: Reach Lapsed and Light Lapsed Buyer audiences with online retailers driving them to purchase FLOJ and increase category sales lift. Primary Audiences: Lifestyle personas & beverage and breakfast categories Ad Units: • Streaming / embedded video • Display • Fire Tablet

Base +\$12 Million: National Grocery & Retailers

Expand our activations by adding custom programs with Walmart and Target:

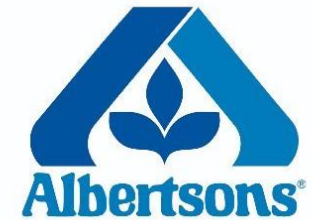
- **Walmart:** With incremental spend, we will reach more consumers through sponsored products and targeted display ads, as well as opt into shopping events throughout the year that align with campaign goals and objectives.
- **Target:** we will expand our audiences and amplify our activation through keyword search, contextual targeting, Pinterest Promoted Pins, and display tactics.



Base +\$12 Million: Regional & Local Retailers

An increased budget will allow us to add Quotient to our existing Kroger activities:

- **Quotient** is the Marketing network that leverages major regional retailers to reach consumers. Their primary source of 1st-party data comes from Albertsons Cos., Ahold Delhaize, Dollar General, Giant Eagle, Hyvee, and RiteAid.
 - Quotient uses efficient targeting to drive sales through mobile banners and executed digital out of home ads
- Kroger – expanding our efforts with Kroger by reaching more audiences and leveraging key moments for search and promotions.
- We are also exploring instore activations on the regional level and will be identified through each retailer.



Base +\$12 Million: Mobile & Online Retailers

Expand our Instacart activations with new activities and add programming with Amazon:

- **Instacart:** With incremental spend, we will run storefront banners, keyword banners, and leverage targeted emails.
- **Amazon:** The world's largest online retailer with 215MM monthly unique visitors in the U.S. and more than 150MM prime members globally.
 - Amazon's supports ad-attribution for purchases made at Whole Foods Markets in the US. allowing the team to view overall campaign performance and effectiveness for both online and in-store impact.
 - We will reach consumers through OTT as they stream their favorite content through the Amazon Firestick, using Demo & Behavioral targeting.
 - Amazon also uses targeted display ads to drive audiences to a custom Browse Node Page, reaching consumers at the point of purchase.





Florida Orange Juice Performance Marketing

Base Budget: Performance Marketing

	 Discovery	 SEM	 Display & Video 360 Programmatic Video and Display	 SEO
Role: Reach, Persuade and Sustain Purchase Journey Phases: Awareness, Consideration, Post Purchase, Repeat Purchase Objective: Reach the Lapsed Buyer audience to influence preference for FLOJ and drive consideration. Foster loyalty for FLOJ post purchase. Primary Audiences: Lapsed Buyers, Retargeting Ad Units: News Feed, Marketplace, In-Stream Videos, Video Feeds, Explore, Search, and Stories	Role: Reach, Drive Consideration and Inspire Loyalty Purchase Journey Phases: Consideration, Repeat Purchase, Awareness Objective: Drive traffic to retailer site and create preference for FLOJ. Primary Audiences: Light Lapsed Buyers, Retargeting Ad Units: Static Image Ads on YouTube, Gmail, and Google Discover	Role: Inform and Promote Purchase Journey Phases: Consideration, Post Purchase, Repeat Purchase Objective: Educate and guide consideration with custom messaging based on search behavior. Primary Audiences: Light and Lapsed buyer demographics Ad Units: Expanded text ads, Responsive search ads and ad extensions	Role: Drive efficient reach and frequency Purchase Journey Phase: Awareness, Repeat Purchase Objective: Educate audiences and prime them for purchase. Primary Audiences: Lapsed Buyers, Light Lapsed Buyer, Retargeting Ad Units: Banner ads, Pre-roll video (:15s), Native	Role: Defend and Engage Purchase Journey Phases: Awareness, Consideration, Repeat Purchase Objective: Drive awareness and traffic with optimizations. Defend keywords from competition. Primary Audiences: Organic searchers on Google, with emphasis on mobile Ad Units: N/A

Base Budget: Facebook/IG Strategy



Role of Channel: Social extends our reach as we integrate purchase data to meet the Lapsed Buyer across social channels and encourage FLOJ consumption. Additionally, we will connect with those consumers in their post purchase journey with relevant content to encourage FLOJ loyalty.

- **Primary Objectives:** Awareness and Consideration
 - **Purpose:** Influence purchase decisions by engaging with Lapsed Buyers on an active channel.
- **Secondary Objectives:** Post Purchase and Repeat Purchase
 - **Purpose:** Retain purchaser interest in FLOJ through meaningful Post-Purchase connections.

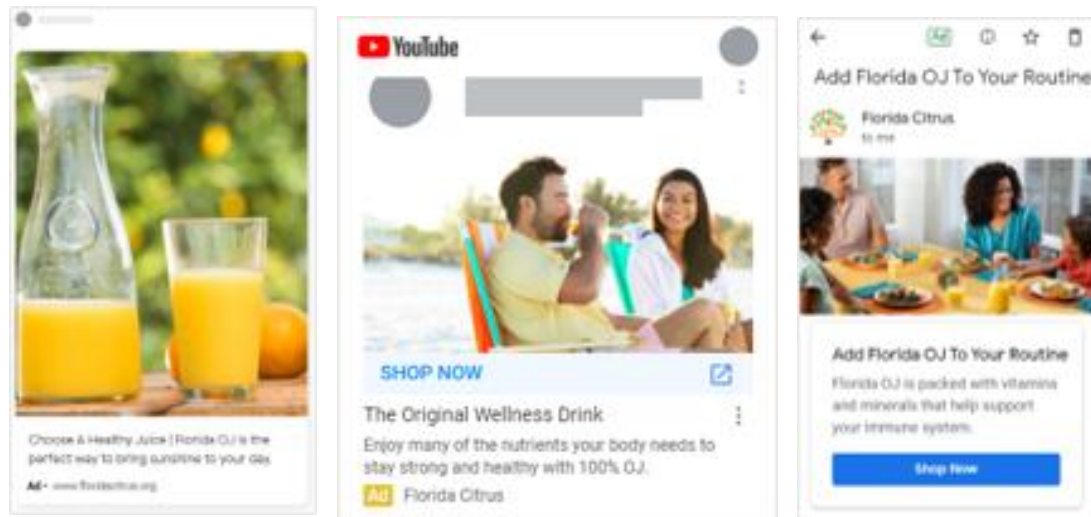


Base Budget: Discovery Strategy



Role of Channel: Use data to push Light Lapsed Buyers through the path-to-purchase as they visit Google's properties in real time.

- **Primary Objectives:** Consideration and Repeat Purchase
 - **Purpose:** Drive Light Lapsed Buyers to retailer sites and encourage repeat purchases using in-market audiences.
- **Secondary Objective:** Awareness
 - **Purpose:** Create loyalty to FLOJ using affinity audiences.



Base Budget: Paid Search Strategy



Role of Channel: Search plays a critical role in protecting FDOC messaging, promoting preference and driving Consideration for in-market consumers. Paid search can reach every mode, based on search intent and custom ad copy messaging.

- **Primary Objective:** Consideration
 - **Purpose:** Educate decision-making consumers on benefits of FLOJ and drive Consideration with custom messaging based on Google search behavior.
- **Secondary Objective:** Repeat Purchase
 - **Purpose:** Encourage FLOJ loyalty by re-engaging with consumers who have previously shown Consideration.



Ad · www.floridacitrus.org/florida/oj ▼

Choose Florida Orange Juice | Buy Orange Juice Online

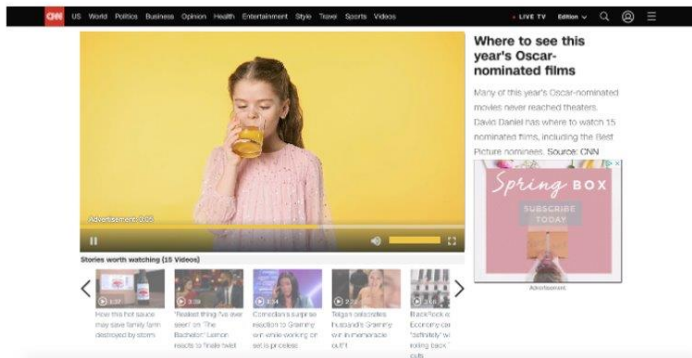
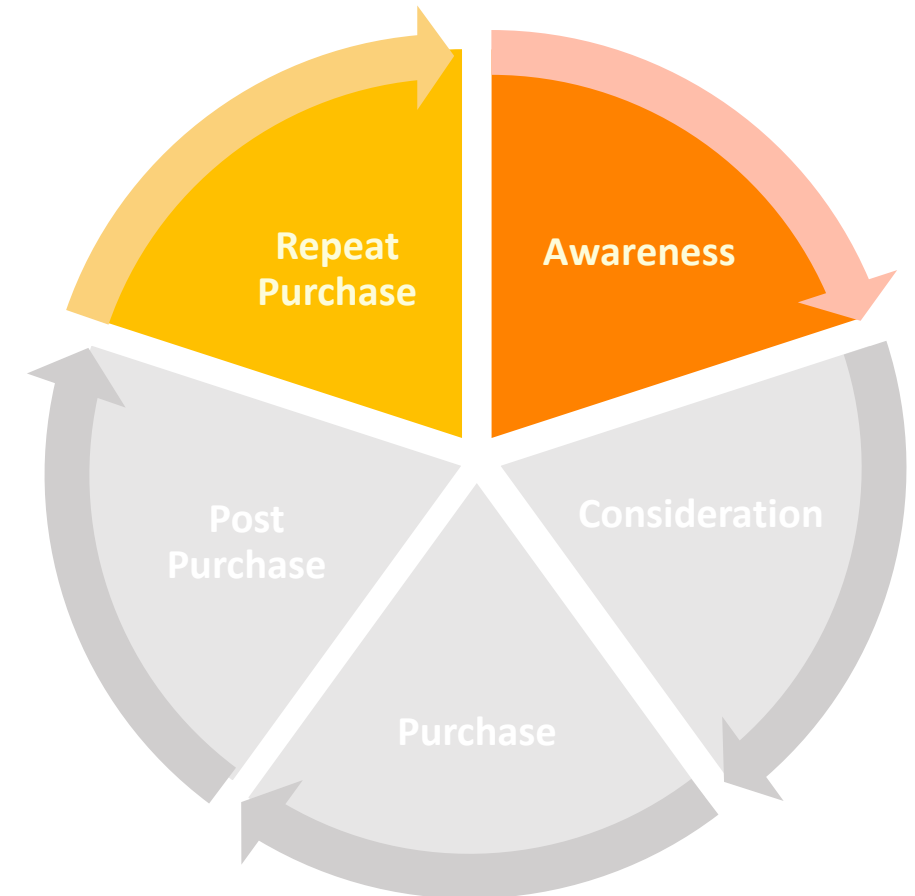
Shop Florida Orange Juice - Great Taste, Vitamin C, Potassium & No Sugar Added! Raise a Glass to the Great Taste & Nutritional Benefits of Florida OJ! 100% Florida Orange Juice. 100% Florida OJ. Original Wellness Drink. Rich in Vitamin C.

Base Budget: Display and Video Strategy



Role of Channel: A mix of Display position targeting allows us to reach Lapsed Buyers with FLOJ messaging as they navigate their favorite websites across all their devices. Display content resonates with the Work Mode audience as this mode spends the most time online.

- **Primary Objective:** Awareness
 - **Purpose:** Target audiences with customized creative to keep FLOJ top-of-mind along their purchase journey.
- **Secondary Objective:** Repeat Purchase
 - **Purpose:** Re-engage with consumers to promote FLOJ loyalty.



Base Budget: SEO Strategy



Role of Channel: Increase organic rank and traffic while integrating with other channels, including paid search, content, and earned media. Focus on larger, more expensive keywords to drive traffic through organic search as opposed to paying for them using paid search.

- **Implementations**

- Audit U.S. website for content and link relevant SEO elements
 - Integrate findings on webpages and YouTube channel
- Focus on certain areas of the website to improve based on traffic and level of importance

70%

of the links search users click are organic

75%

of the users never scroll past first page of results

93%

of online experiences begin with a search engine

#2

driver of traffic to the FDOC site was organic search (behind social)**

Source: [SearchEngine Journal](#)

**April 2020 – March 2021

Base +\$12 Million: Performance Marketing

Increase investment and audience reach					Investment in promoted channels	
	 Discovery	 SEM	 SEO	 Display & Video 360 Programmatic Video and Display	 YouTube	
Role: Reach, Persuade and Sustain Purchase Journey Phases: Awareness, Consideration, Post Purchase, Repeat Purchase Objective: Reach Lapsed Buyer audience to influence their preference for Florida OJ and drive Consideration. Foster loyalty for FLOJ post purchase. Primary Audiences: Lapsed Buyers, Light Lapsed Buyer, Retargeting Ad Units: News Feed, Marketplace, In-Stream Videos, Video Feeds, Explore, Search, and Stories	Role: Reach, Drive Consideration, and Inspire Loyalty Purchase Journey Phases: Consideration, Repeat Purchase, Awareness Objective: Drive traffic to retailer site and create preference for FLOJ. Primary Audiences: Light Lapsed Buyers, Retargeting Ad Units: Static Image Ads on YouTube, Gmail, and Google Discover	Role: Inform, Promote Purchase Journey Phases: Consideration, Post Purchase, Repeat Purchase Objective: Educate and guide Consideration with custom messaging based on search behavior. Primary Audiences: Light and Lapsed Buyer demographics Ad Units: Expanded text ads, Responsive search ads and ad extensions	Role: Defend and Engage Purchase Journey Phases: Awareness, Consideration, Repeat Purchase Objective: Drive Awareness and traffic with optimizations while defending keywords from competition. Primary Audiences: Organic searchers on Google, with emphasis on mobile	Role: Drive efficient reach and frequency against target audiences Purchase Journey Phase: Awareness Objective: Educate audiences and prime audiences for purchase Primary Audiences: Lapsed Buyers, Light Lapsed Buyer, Retargeting Ad Units: Banner ads, Preroll video (:15s), Native	Role: Reach, Engage and Influence Purchase Journey Phase: Awareness, Consideration Objective: Generate Awareness with in-stream videos and drive Consideration. Primary Audiences: Light and Lapsed Buyer demographics, Paid Traffic Ad Units: Skippable In-Stream Video	Role: Meet, Familiarize, and Influence Purchase Journey Phase: Awareness, Consideration Objective: Meet the Lapsed Buyer where they are, familiarize them with FLOJ to influence preference for FLOJ and drive Consideration. Primary Audiences: Lapsed Buyer, Light-Lapsed Buyer Ad Units: Standard Width Pins, Max Width Video Ads, and Carousel Pins

Base +\$12 Million: YouTube Strategy

Role of Channel: YouTube allows for additional reach where consumers are viewing and enjoying content, specifically the Work and Wellness modes, which index high for this channel. Through relevant audience targeting, FLOJ can be part of the video with skippable in-stream ads and banner ads.

- **Primary Objective:** Awareness
 - **Purpose:** Target relevant audiences on YouTube to reach potential consumers that fit the Light Lapsed Buyer demographic.
- **Secondary Objective:** Consideration
 - **Purpose:** In-stream video allows for customized messages to reach audiences and drive clicks to the FLOJ website. YouTube also gives us the opportunity to retarget across Search and Discovery.

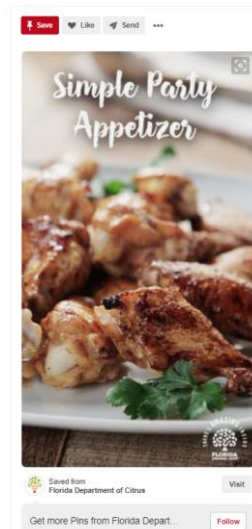
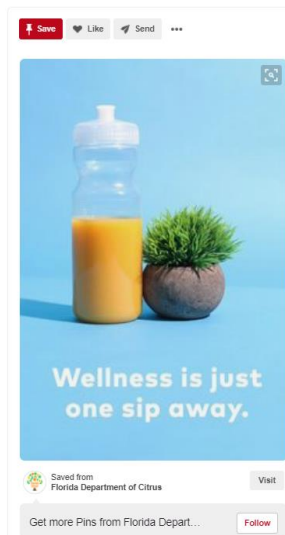
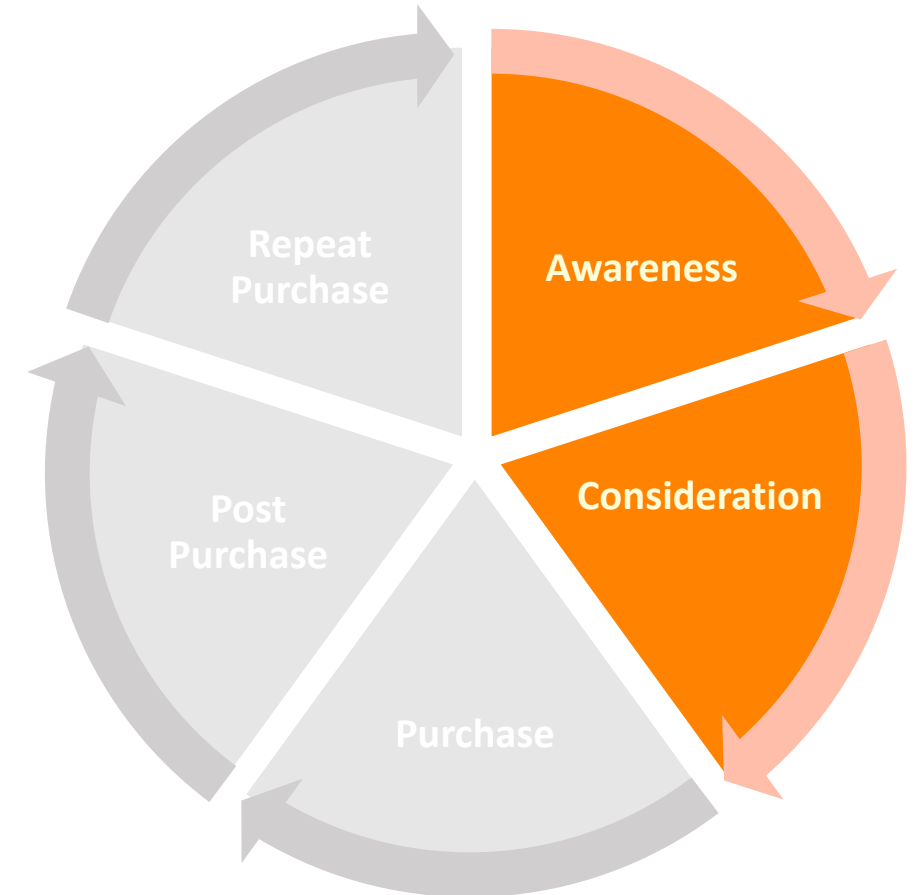


Base +\$12 Million: Pinterest Strategy



Role of Channel: Meet Social Mode consumers when they are in their planning phases surrounding key points in time (i.e Flu Season and Back to School) through Awareness and Consideration tactics.

- **Primary Objectives:** Awareness and Consideration
 - **Purpose:** Educate the Lapsed Buyer on benefits of FLOJ on a platform where they are over-indexing.
 - Influence consumer Consideration by showcasing FLOJ Recipes and social gathering content to the Lapsed Buyer in a space where they are planning for events and gatherings.

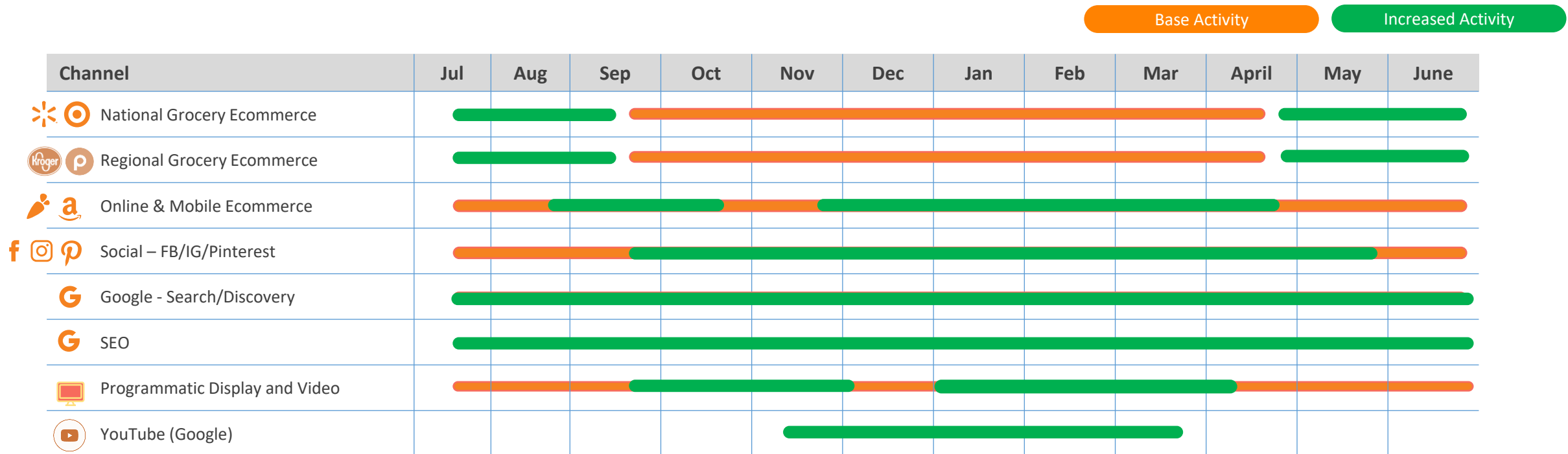


Florida Orange Juice – Base Budget*

Base Activity

Channel	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
 National Grocery Ecommerce												
 Regional Grocery Ecommerce												
 Online & Mobile Ecommerce												
 Social – Facebook/Instagram												
 Google – Search/Discovery												
 SEO												
 Programmatic Display and Video												

Florida Orange Juice: Base +\$12 Million*





Florida Orange Juice Social and Community Management

Social Strategy



FDOC organic social channels educate and engage both cold and warm audiences while building a brand community.

Social Strategy

- Building on the momentum of paid social campaign, social channels provide brand followers with organic content that promotes FLOJ messaging.
 - Leverage each channel's strength to nurture the FLOJ online community allowing platforms to serve their specific purpose.
 - Relevant and timely lifestyle photos and accompanying copy provide real-time settings that allow the audience to visualize life with FLOJ.
 - Analyze conversations and insights across social channels to further understand brand sentiment and engage where appropriate.



Social Channels & Content



Florida Orange Juice organic social channels play a critical role in brand awareness and lower funnel audience behaviors. These channels educate and engage audiences, while building a community with relevant and timely content.

				
Role: Inform and Engage Primary Audiences: Light/Lapsed Buyers, Followers, Paid Traffic Content Focus: Nutrition and Wellness Information, Recipes, Tips, Partnerships, Florida Vignettes, DIY Content Types: • Organic In-Feed • Organic Stories • Boosted Posts • Influencer Shares	Role: Inform and Engage Primary Audiences: Light/Lapsed Buyers, Followers, Paid Traffic Content Focus: Nutrition and Wellness Information, Recipes, Tips, Partnerships, Florida Vignettes, DIY Content Types: • Organic In-Feed • Organic Stories • Story Highlights • Boosted Posts • Influencer Shares IG Reels will be utilized to garner additional organic engagement and activate influencers in a new way.	Role: Inform and Support Primary Audiences: Light/Lapsed Buyers, Followers, Industry Content Focus: Nutrition and Wellness Information, Recipes, Tips, Studies, Partnerships, Florida Vignettes, DIY Content Types: • Organic In-Feed • Influencer Shares	Role: Inform and Inspire Primary Audiences: Light/Lapsed Buyer, Follower Content Focus: Nutrition and Wellness Information, Recipes, Partnerships, DIY Content Types: • Organic Pins • Influencer Pins	TikTok will be used for influencer activations to further gauge platform interest in Florida Orange Juice. After testing the platform, an organic TikTok profile can be created to house our new IG Reels content. Role: Inform and Entertain Primary Audiences: Millennial Moms, General Consumers Content Focus: Nutrition and Wellness Information, Recipes, Partnerships Content Types: • Influencer Videos • Future In-Feed Videos

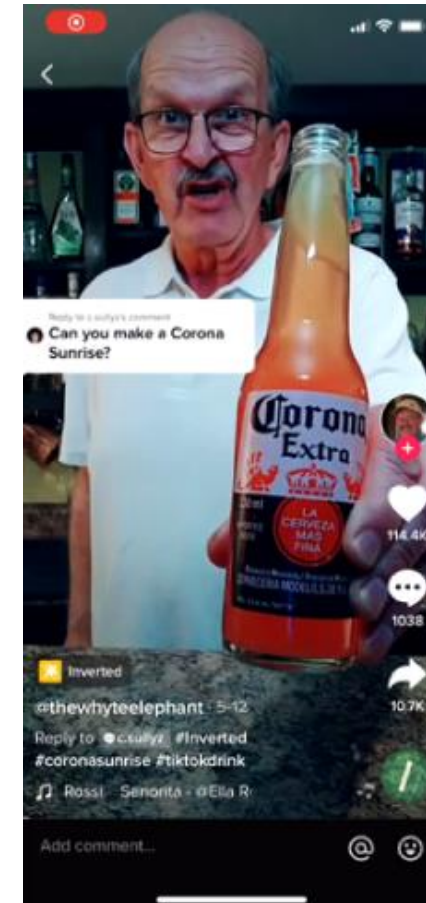
Leveraging New Social Opportunities



Instagram



TikTok



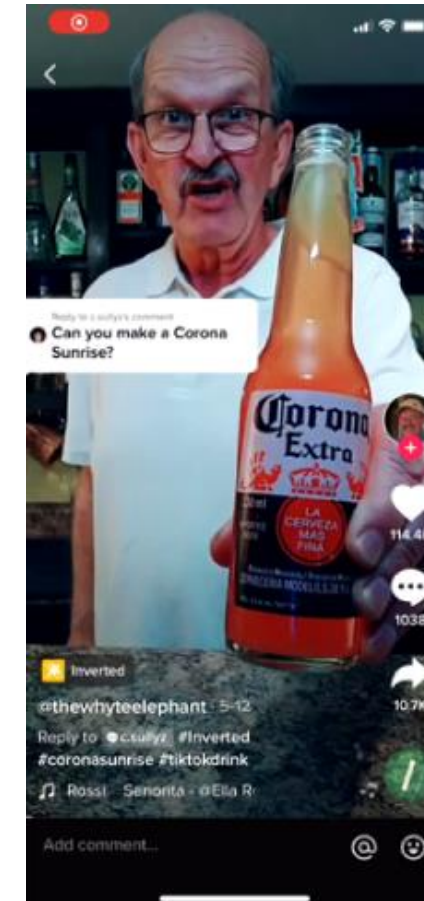
Leveraging New Social Opportunities



Instagram



TikTok



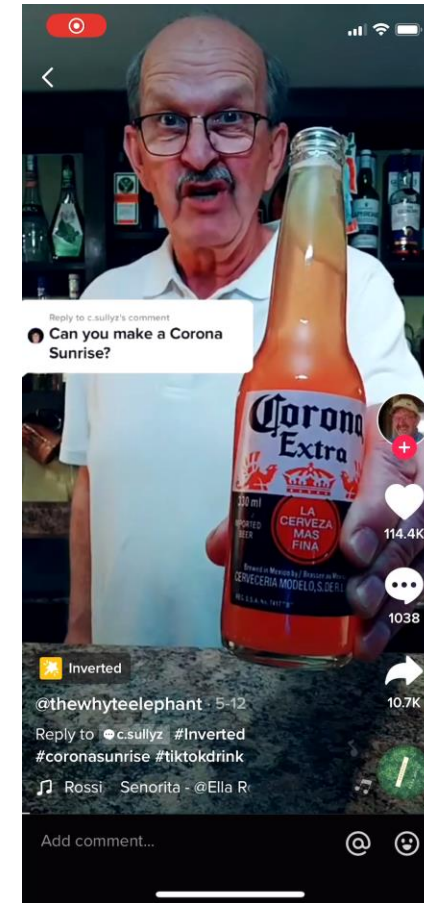
Leveraging New Social Opportunities



Instagram



TikTok

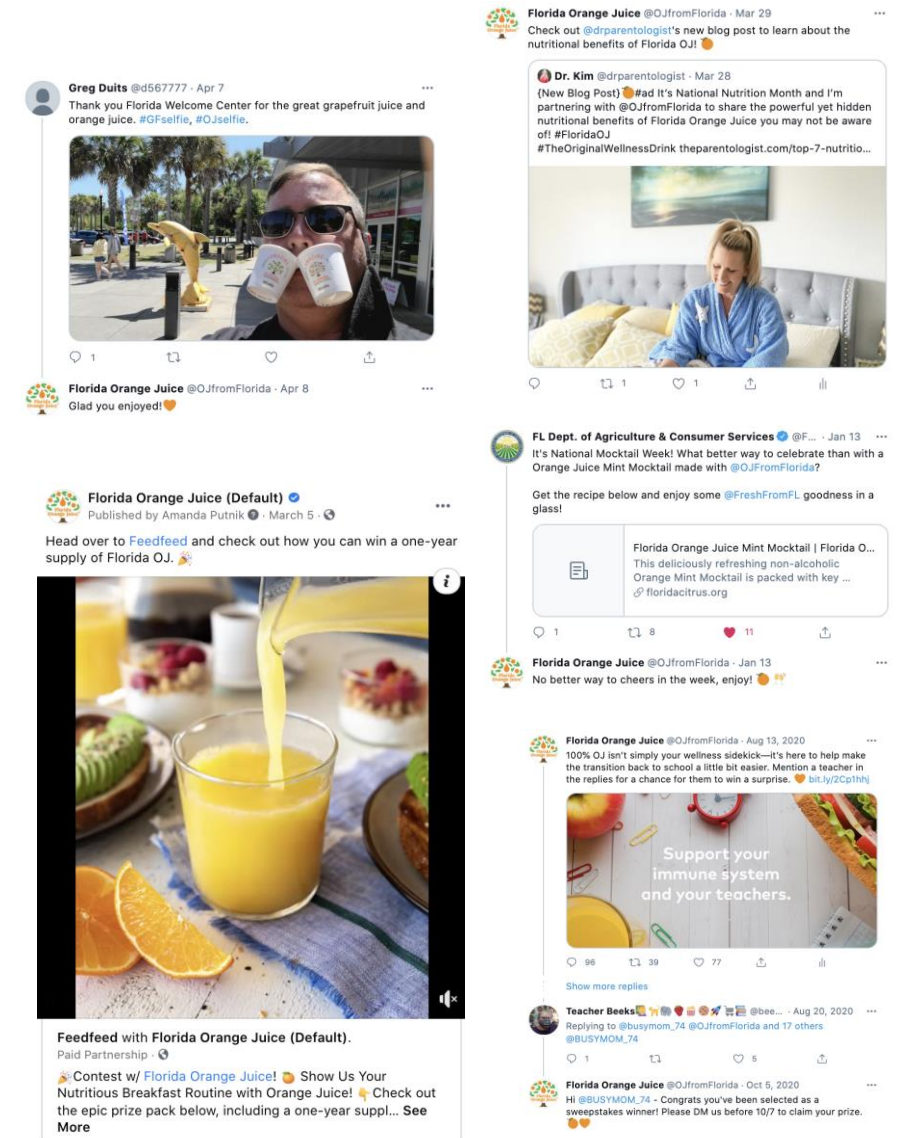


Social Media Community Building



Monitor and Engage

- Monitor social media conversations surrounding FLOJ to gauge category and brand sentiment.
- Analyze social media trends and proactively FLOJ into the conversation through influencers, organic posts, earned article promotion, targeted ads, etc.
- Interact with audiences and prospects through social engagement, surprise and delight activations, influencer relationships, and proactive messaging.
- Leverage community management on social channels to:
 - Drive eCommerce sales
 - Grow affinity for FLOJ
 - Combat unfavorable OJ news and information
 - Increase overall website traffic

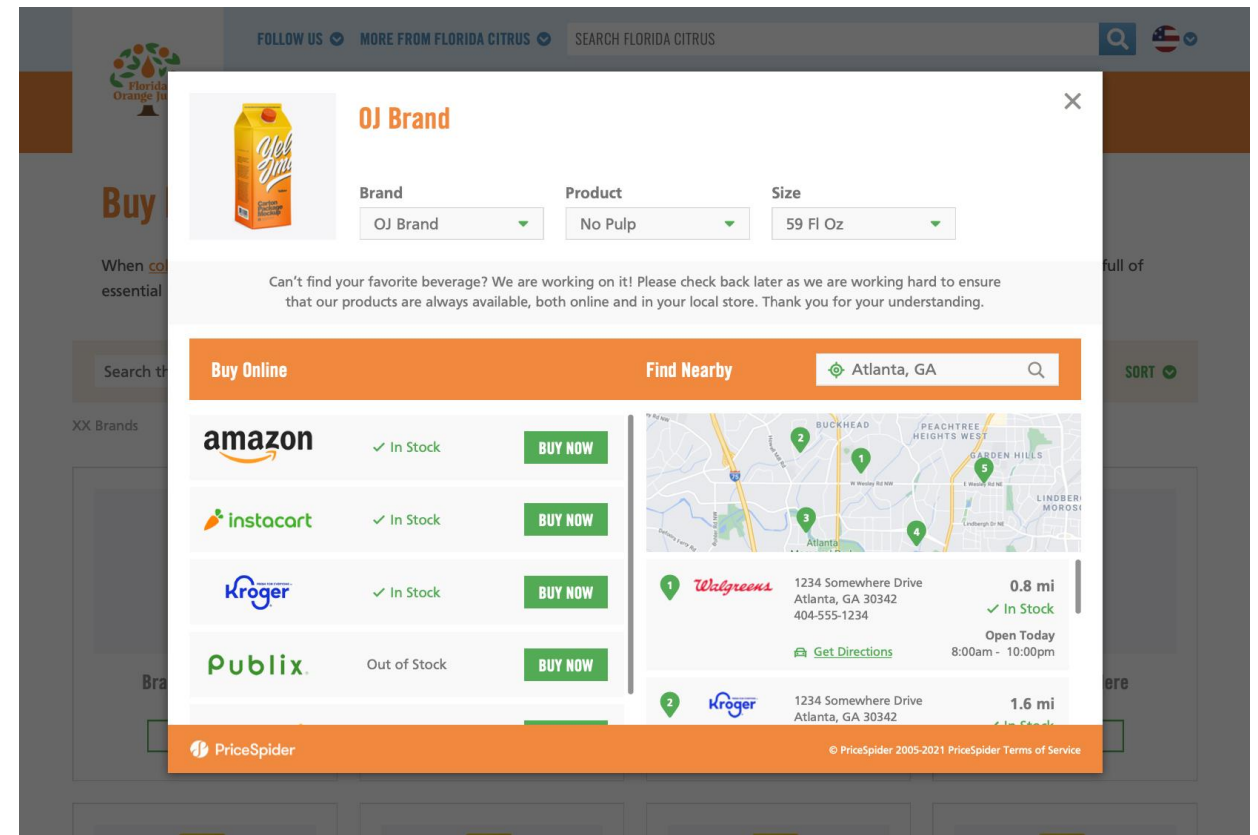




Florida Orange Juice Website

Price Spider

- Revamp the “Buy Florida Orange Juice” page to act as an on-site eCommerce option.
- Leverage Price Spider to connect and integrate our retail partners and SKUs directly onto www.floridajuce.com to assist the consumer path to purchase.
- The platform will highlight only FLOJ brands, providing a variety of online and in-store retail options for every SKU.
- Allows us to track sales lift and additional consumer information to guide programs.



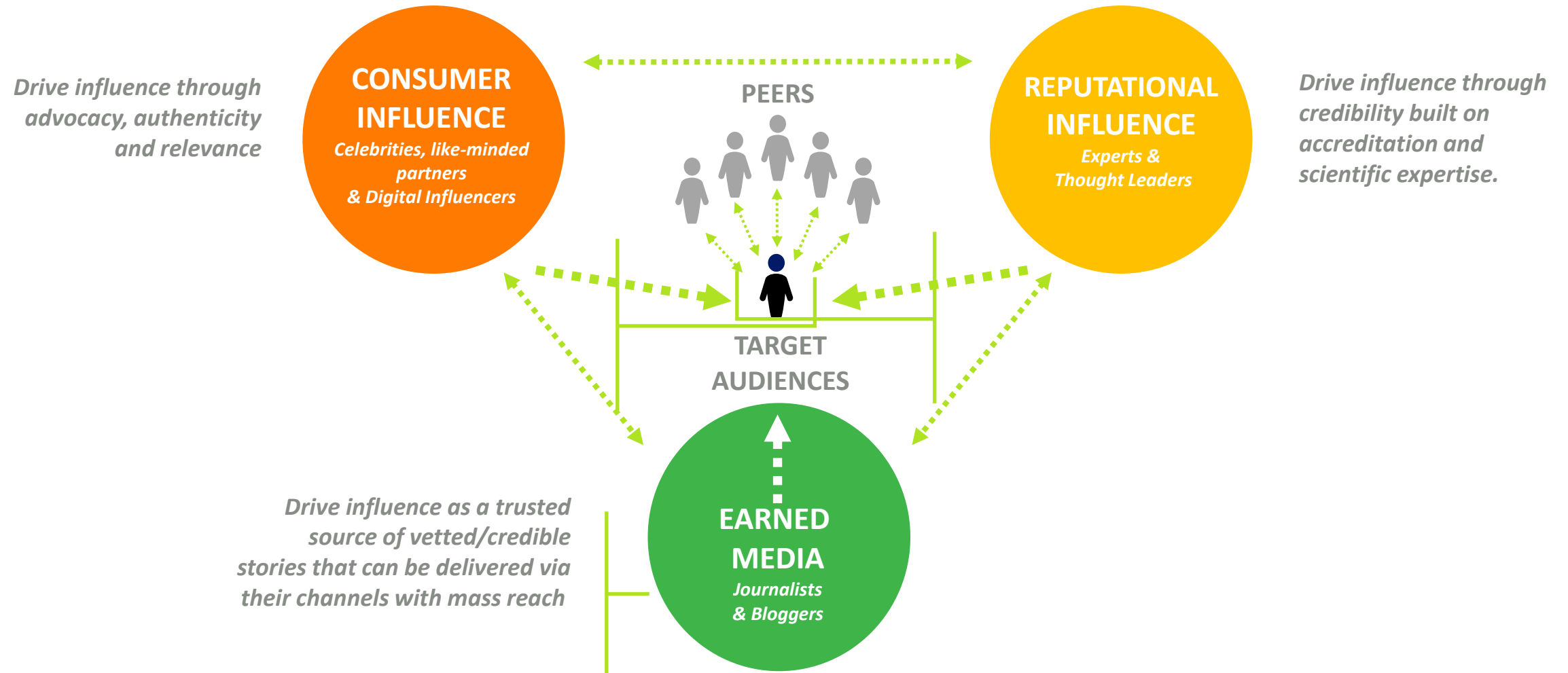


Florida Orange Juice Influencer Activities

Leverage Influence to Build Trust, Driving Awareness & Sales



Activate the benefits of an integrated model with relevant, influential personalities to engage key audiences and promote Florida OJ messaging to drive awareness, engagement and intent to purchase



Consumer Influencers & Content Creators



Through a two-tiered approach, FDOC will partner with influencers to tell authentic stories and create relevance around FLOJ.

- A large group of micro influencers who serve as trusted brand ambassadors to create content at scale and drive meaningful engagements
- Select macro, mid-tier influencers with credibility and rising name cache to create unique custom content (particularly across new channels such as TikTok)

Expand reach through mega influencer partnerships such as:

- Increase FLOJ relevance, inspire audiences and leverage name cache via eCommerce channels
- Lead F&B communities to capitalize on food trends and engaged audiences to further persuade purchase. Including:
 - UGC Contest
 - Follower Growth Campaign
 - Virtual Cooking Event
 - Member Engagement

Maximize investment and move audiences from Awareness to Purchase by integrating influencer content into paid media campaigns:

- Whitelist influencer accounts to reach target audiences via trusted voices.
- Move consumers that were driven to the website via influencer initiatives down the funnel and further inform our Lookalike strategies.

Micro Influencers



Butter Be Ready **45K**



Andy the RD **23K**



Cooking Therapy **11K**

Macro Influencers



Green Kitchen **399K**



No Food Rules **215K**



Jessica in the Kitchen **157K**

Mega Influencers



Amanda Rocchio **1.4M**



Kevin Curry **1.7M**



Rosanna Pansino **4.3M**

Influential Communities



Delish **2.5M**



Feedfeed **1.9M**



Yummly **90K**

Reputational Influencers: FLOJ Squad

Promote

Protect

Evolve the current FLOJ Squad program to deliver more earned media coverage. This will help us both promote and protect FLOJ by communicating the benefits of 100% OJ through top-tier consumer media stories.

Next year's FLOJ Squad will include:

- Revised criteria for selecting squad members
- Expanded partnerships, with a 12-month program
- More opportunities for strategic engagement
- Increased number of earned media placements



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HEALTHY EATING

✓ Expert-Recommended

One Major Side Effect of Drinking Orange Juice, Say Experts

And it has nothing to do with vitamin C!

V News • HEALTH NEWS

6 Ways To Cut Back on Your Added Sugar Intake



By Lauren Manaker MS, RDN, LD, CLEC

✓ Fact checked by James Lacy



verywellhealth

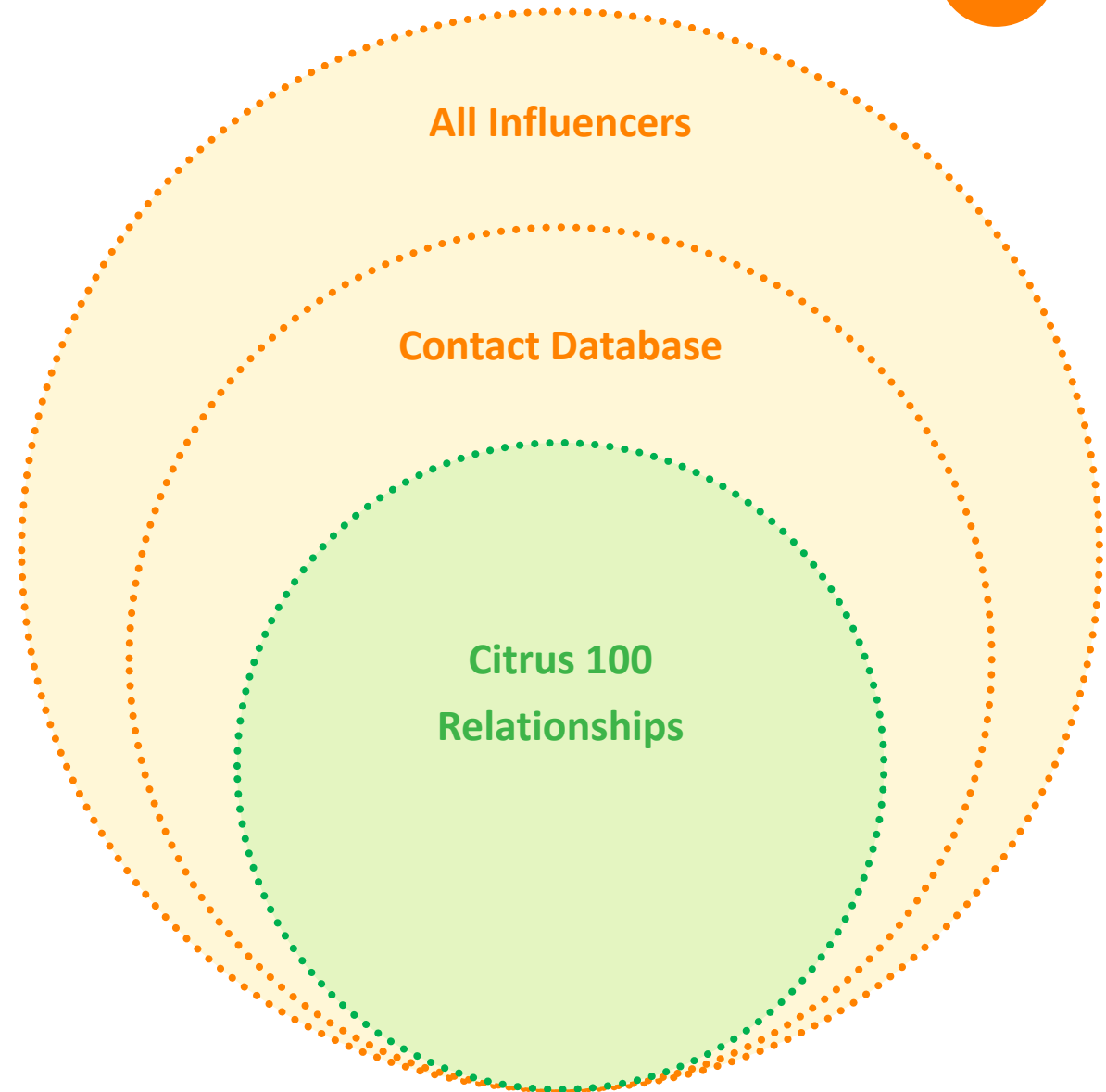
EAT THIS,
NOT THAT!

The Citrus100



Refine the Citrus100 list and evolve how we engage with the influential community we've built. These contacts will be leveraged when we need friends and allies who will both promote and protect FLOJ.

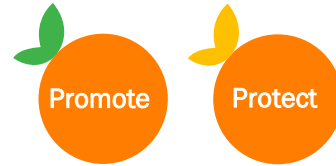
- **Citrus100:** Inner circle of our closest and most trusted influencers. These include: media, RD's, influencers and industry partners.
 - Regular individualized communications
 - Engaging on social media
 - Gift box mailers
 - Invites to exclusive webinars
- **Contact Database:** broader list of influencers who we communicate with on an as-needed basis.
 - E-mail blasts
 - News and updates via relevant channels
- **All Influencers:** Constantly monitoring media, RD and social influencers to add to our contact base for regular FLOJ communications.





Florida Orange Juice Issues, Earned + RD Engagement

Promote + Protect Focus

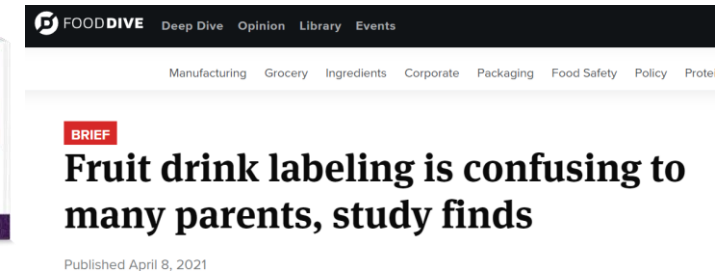


- **Detect** credible consumer reputation risks
- **Protect** positive sentiment of FLOJ's health and wellness benefits
- **Promote** engage audiences through earned media, RD engagement and industry events/partnerships

Detecting + Combating Reputational Risks



- A false story reaches 1,500 people 6x faster than a factual story (source: UD Dept. of State).
- Consumers are (understandably) confused. They are bombarded on a daily basis with news and information that can be misleading or false.
- As our promote strategies continue to evolve, so will our issues program.
- We must: Speak science on consumers' terms and borrow credibility where we need to.



European Journal of Nutrition (2021) 60:1277–1288
<https://doi.org/10.1007/s00394-020-02279-0>

ORIGINAL CONTRIBUTION



Effects of hesperidin in orange juice on blood and pulse pressures in mildly hypertensive individuals: a randomized controlled trial (Citrus study)

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Received: 18 December 2019 / Accepted: 11 May 2020
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Abstract

Purpose To assess the sustained and acute effects of orange juice (OJ) with a natural hesperidin concentration in pre- and stage-1 hypertensive individuals.
Methods In a randomized parallel double-blind

Eat This, Not That!



One major side effect of drinking orange juice is reaping the benefits of hesperidin: a bioactive compound found in high quantities in OJ.

"Hesperidin may help brain health by decreasing inflammation and maintain blood flow," Gorin says.

Additionally, drinking 100% orange juice may lower blood pressure in certain populations.

Risk Sensing

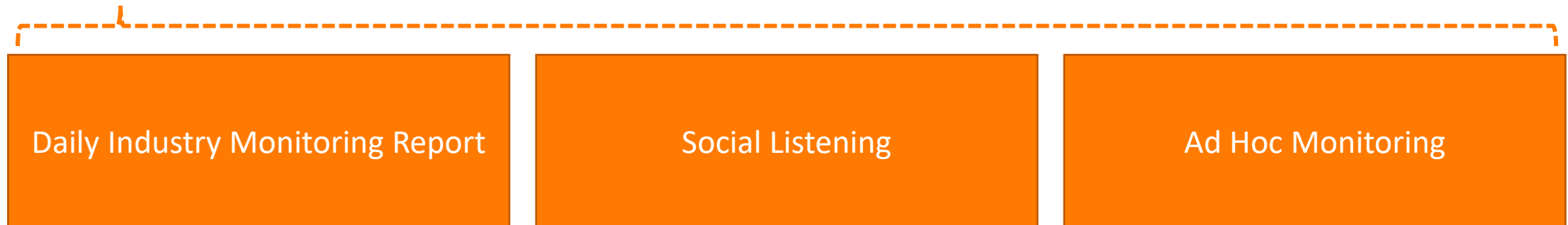


We'll keep a pulse on the priority issues and conversations most relevant to the FDOCs and FLOJ through traditional media monitoring and social listening.

Priority Topics



Our Approach

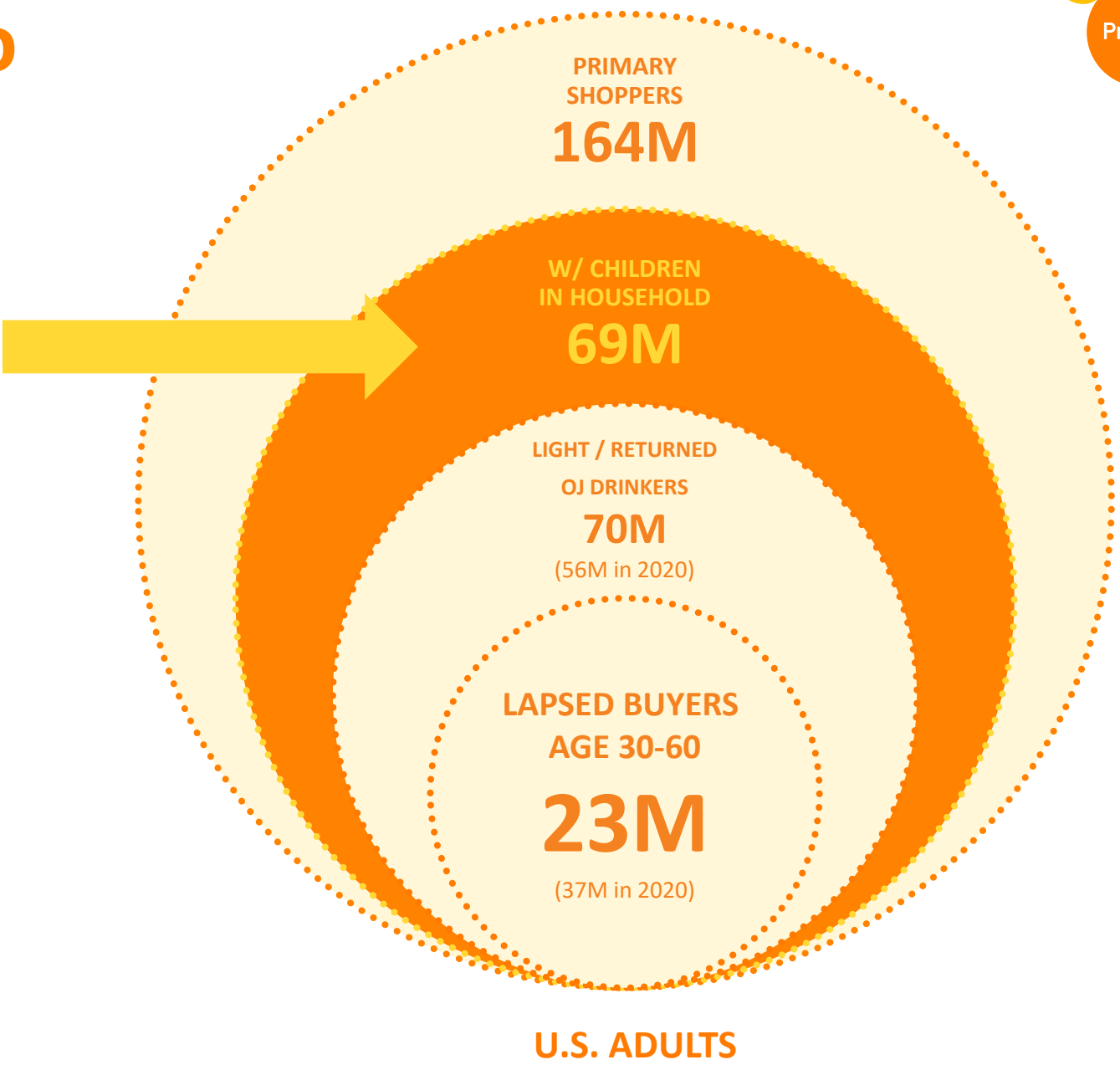


We must: Go direct to movable audiences

If you need to fact check, it's too late.

Savvy upstart brands have made sugar avoidance/reduction an integral part of their marketing strategies.

Reaching audiences early and directly is key.



Protect: What's new for FY2021-2022?



Risk Sensing	Preparedness	Press Office	Paid	Industry Engagement
Awareness Alerts	Protocols/Plans/POVs	Media Engagement	Earned Amplification on Sugar	Webinars
Daily Press + Social Monitoring	Tabletop Exercises/Simulations	Holding Statements	Reactive/Always-on Retargeting	Produce For Better Health
On Demand Monitoring	Media Training	Social/Influencer Strategy	Paid Protocol	Alliance for Food and Farming
Research (primary, secondary, misinformation)				Food Insight/IFIC
Risk Assessments (Promote)				Cause

Spotlight: Priority Protect Initiatives

- Paid Issues Strategy
- Partner Engagement/Management
- Simulation / Tabletop Exercise



FY21-22 Nutrition Communications Structure



Work closely with SRD to communicate nutrition content. The majority of this messaging will ladder up to the wellness mode audience. Below is a visual example of how we see this structured. This allows for better planning and measurement; for example, for every study, we will use a templated checklist to ensure reach to target audiences through various channels.

SRD + Nutrition Content		
Consumer Audiences	RDN + Health/Wellness Professionals	Industry
Types of tactics to reach consumers • FLOJ Squad • Press releases, mat releases, earned media pitches, SMTs • Organic social, paid media • Web, blog	Types of tactics to reach professionals • Tradeshows, conferences + events • Webinars • Email blasts • Citrus100 list	Types of tactics to reach industry/stakeholders • Industry meetings and events • Columns, Articles • Webinars, Podcasts • Email blasts • Website

SRD Communications



- **Leverage** the study matrix and study status tracker to:
 - Build out communication plans and **get ahead** of outreach on studies
 - **Bundle** studies by relevant topics to consumer media to fill gaps between study publications and re-harvest previous studies
 - Elevate study **transparency** through a database on the FLOJ website

Tier 1	Tier 2	Tier 3	Tier 4
• Social Post • Blog • News Release on FDOC Newsroom • Industry Update	• Social Post • Blog • News Release on FDOC Newsroom • Industry Update • Share with influencers • Newswire release (if there is an FDOC-owned component)	• Social Post • Blog • News Release on FDOC Newsroom • Industry Update • Share with influencers • Newswire release • Mat release • Paid amplification	• Social Post • Blog • News Release on FDOC Newsroom • Industry Update • Share with influencers • Newswire release • Mat release • Paid amplification • SMT/Webinar/Event

Earned Media Approach



Leverage relevant moments throughout the year to share consistent FLOJ messaging and content across earned channels. Specific FLOJ messaging and content will be leveraged to resonate with each of the specific audience modes during key moments.

Fall		Winter		Spring		Summer
Back to School	Holiday Season	Winter Wellness	Heart Health & Nutrition	No Added Sugar	Summer & Hydration	

- **Press releases** will be used to announce new SRD research to reach consumer audiences through earned media stories.
- **Mat releases** will convey scientific and nutritional information in a consumer-friendly tone with accompanying FLOJ recipes to help drive sales.
- **Earned media pitches** will be used to communicate timely and relevant FLOJ stories to media contacts in-between larger SRD announcements.
- **Satellite Media Tours** will be strategically planned to align with key moments throughout the year: Cold & Flu Season, Heart Health Month, National OJ Day, Summer + Hydration are some examples.

IAZO[®] Sponsored Content



Program Content Options:

- **Advertorials:** Sponsored story content that is made to look like an organic piece.
- **Creative:** We will work with media outlets to create custom and attention-grabbing content that will be leveraged on all channels.
- **Social:** Content that drives followers back to the advertorial can be shared on both FDOC and the media outlet's social channels, both via paid and organic posts.
- **Native:** Additional readers can be directed to the advertorial via native ads shared on the media outlet site.
- **Sales Driving:** Some outlets offer the ability to embed shoppable links within the advertorial to help drive sales and collect shopper data.
- **Target Audience:** Each outlet leverages its proprietary first-party data to target customized audience segments.

Recommended Outlets:

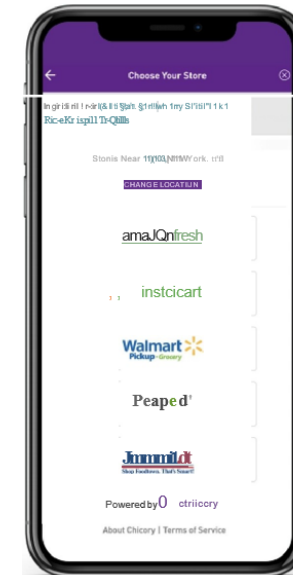
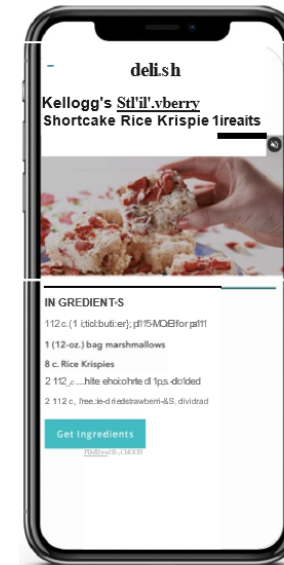
- Delish
- Eater
- Good + Well
- Eat this, Not That



Post Clip



Post



Engaging Wellness Professionals + Partners



Cast a wide net to reach the larger group of nutrition practitioners:

- Host webinars based on new and bundled research
- Work with SRD to submit session proposals at large state-level RDN meetings
- Grow the network databased for sending eblasts and new information

**PRODUCE FOR™
BETTER HEALTH**
FOUNDATION

Build on ally relationships with like-minded organizations:

- Alliance for Food and Farming (AFF)
- American Society for Nutrition (ASN)
- Produce for Better Health (PBH)
- Retail Dietitian Business Alliance (RDBA)



Target activation with priority influencers:

- FLOJ Squad strategy sessions
- Increase visibility at FNCE and Today's Dietitian Symposium with hosted events
- 1:1 briefings with key nutrition leaders and communicators





Florida Orange Juice Evolve

Driving Brand Relevance through Real-Time Response

Digital, Social + Ecommerce



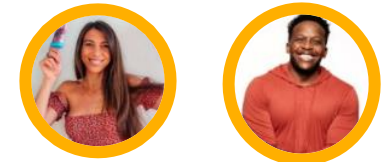
Brand Ambassadors & Micro Influencers



Earned Media



Partnership & High Reach Influencers



feedfeed



Evolution of Engagement



Evolution of Engagement

Our team will use daily monitoring insights to spot trending content on social and earned media.

When we see relevant trends, our team will quickly produce content to ensure FLOJ is included in the conversation.

We'll use our content to share on our own social channels, pitch to relevant media and ask Citrus100 partners to share on their social channels.

Film Books Music Art & design TV & radio Stage Classical Games

Digital art
Hypnotic loops and self-soothing sounds: the rise of #OddlySatisfying and visual ASMR

- Trending Recipes
- Trending Songs
- Trending Sounds
- Trending Topics



BuzzFeed Open For A Surprise Trending Quizzes Celebrate Sign In

Obsessed With TikTok? You're Gonna Want To Check Out These 30 Products

Your morning coffee is about to get so much better.

by AnaMaria Glavan
BuzzFeed Staff

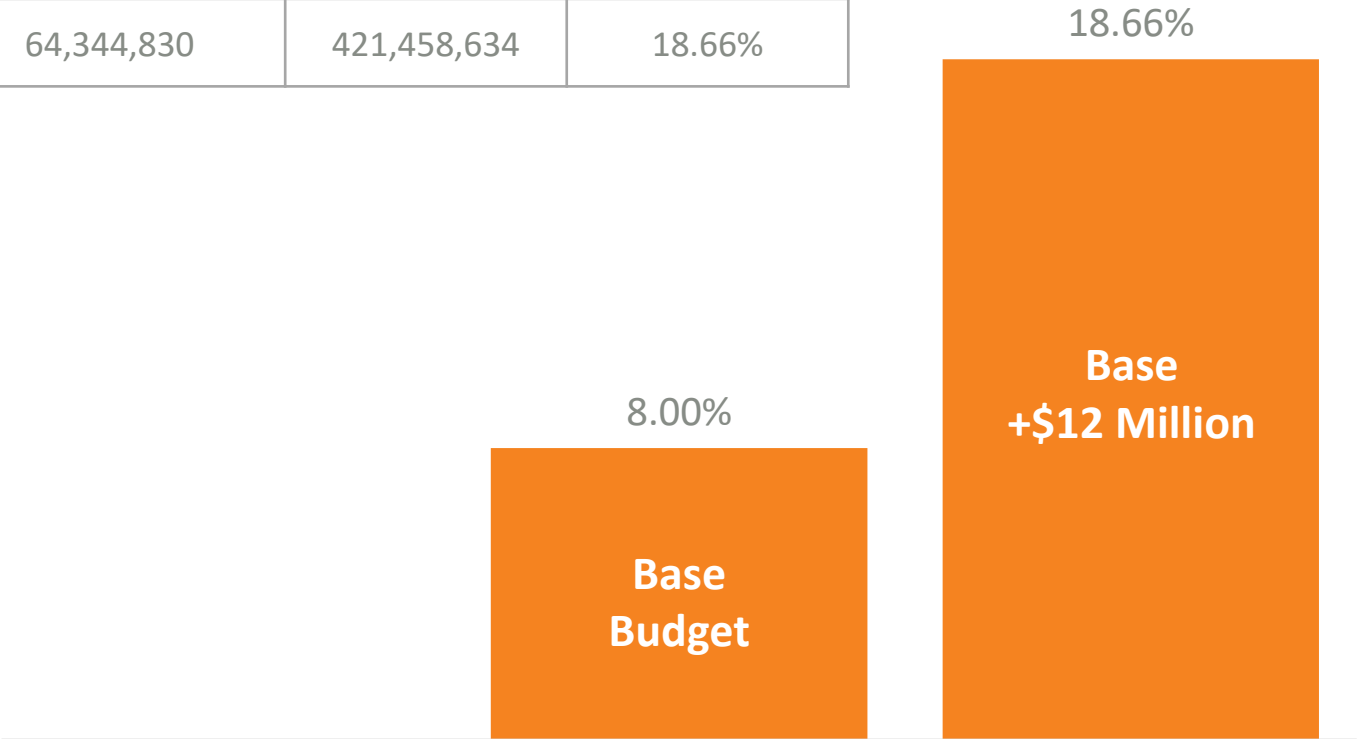


Florida Orange Juice Measurement & Budget

Proposed Plans: Benchmark Model

EQ Volume Table

Mktg Budget	Est Total EQ Vol	Est Mktg EQ Vol	Florida Revenue	Lift from No Promo
Base Budget	372,407,328	27,576,356	180,625,129	8.00%
Base +\$12M Budget	409,175,802	64,344,830	421,458,634	18.66%



Florida Orange Juice – Base Budget*

Base Activity

Channel	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
 National Grocery Ecommerce												
 Regional Grocery Ecommerce												
 Online & Mobile Ecommerce												
 Social – Facebook/Instagram												
 Google – Search/Discovery												
 SEO												
 Programmatic Display and Video												
 Influencer												
 Social Media Community Management												
 Issues Media												
 Earned Media												
 RD Partnerships												
 RD Events												
 Creative Content												
 Website Development												

*Includes CATF marketing activities

Florida Orange Juice: Base +\$12 Million Plan*

Base Activity

Increased Activity



*Includes CATF marketing activities

Proposed Plans: Overview and Metrics

Estimated Metrics	Base	Base +\$12 Million
Estimated Campaign Impressions	800 Million	1.7 Billion
Estimated Attributed Sales	\$18-\$25 Million*	\$30 - \$45 Million**
Estimated ROAS	\$4 - \$6	\$4- \$6
Estimated Clicks from Google	800K-1M	1.25-1.75M

*Focuses primarily on eCommerce conversation

**Includes awareness tactics and eCommerce conversion

*Includes CATF marketing activities

Channel	Base	Base + \$12M	Adds
 National Grocery Ecommerce	✓	+	Target + Pins + audiences
 Regional Grocery Ecommerce	✓	+	Retailers + display + audiences
 Online & Mobile Ecommerce	✓	+	Amazon + audiences
 Social – FB/IG/Pinterest	✓	+	Promoted Pins
 Google - Search/Discovery	✓	+	Add new target audiences
 SEO	✓	+	
 Programmatic Display and Video	✓	+	Geotargeted campaigns
 YouTube		✓	Add new channel
 Influencer	✓	+	Partner with Mega Influencers
 Amplified Influencer Partnerships	✓	+	Partner with mega influencers
 Social Media Community Management	✓	✓	
 Issues Media	✓	+	Increased support
 Earned Media	✓	+	Additional earned activities
 RD Partnerships	✓	+	Expand RD partnerships
 RD Events	✓	+	Participate in RD events
 Creative Content	✓	+	Real-time content production
 Website Development	✓	✓	



Florida Fresh Fruit



Florida Grapefruit

Grapefruit Audience Overview

Principal Shopper - used 1lb+ in last 30 days

Tend to be female, highly educated, multicultural (Black, Asian, Hispanic) 35–54-year-old parents in major cities.

- **FOOD & HEALTH:** Always looking for new ways to live a healthier life, they are above average fitness participants who are often concerned with weight loss. They don't allow junk food in the house, regularly eat organic foods and try to eat a healthy breakfast everyday. Less likely than orange buyers to be a creature of habit, so enjoy trying different types of food and especially new recipes when they entertain.
- **DIGITAL:** Consumes online video (Netflix, YouTube, Vimeo, & Prime Video) and audio (Apple Music, Amazon Prime Music, Audible, iHeartRadio, iTunes, Soundcloud) above average. Slightly above average social media user – specifically Facebook, Instagram, LinkedIn, Pinterest, Reddit, Twitter. Like seeing celebrities that share their ethnic background. Above average user of search engines AOL, Bing and Yahoo.
- **SHOPPING:** Has purchased groceries over the internet well above average. Doesn't have time to bother clipping coupons so relies on mobile coupons for deals while food shopping. Would rather receive a sample of a product than a coupon but will still switch brands to use a coupon. Frequents wholesale retailers Costco and BJ's, as well as other stores like Whole Foods, Trader Joe's, Wegmans and Albertsons. Slightly more likely to visit Walmart Neighborhood Market than Walmart Supercenter.

Creative Approach: Florida Grapefruit



Florida Grapefruit delivers a slice of Florida and packs a nutritional punch. Breakfast just wouldn't be the same without it.



Grapefruit Creative



flidagrapefruitus Liked by 30 others
flidagrapefruitus Florida Grapefruit Juice is more than a deliciously tangy drink, it's a nutrient-packed source of benefits that range from immune support to heart health. Enjoy a glass today—available in stores year-round. 🍷



Florida Grapefruit
938 followers
floridacitrus.org

Follow

Add Some Citrus to Your Salsa

Spruce up an afternoon snack and add some zest to your appetizer dish with our Grapefruit Salsa. Not only is it perfectly balanced with tangy and sweet flavors, it contains immune-supporting nutrients, like vitamin C. Pair with tortilla chips and enjoy! 🍷 [Link]





Florida Grapefruit: Creating Awareness and Driving Sales

Grapefruit Activations

- **E-commerce**
 - Run featured products/sponsored products ads across Walmart and Instacart for 4 months to drive incremental sales of grapefruit across two of the largest online grocery platforms.
- **Performance Marketing**
 - Utilize Social Channels to run Paid ads to drive awareness of the nutritional benefits of Grapefruit and foster a relationship with Grapefruit consumers.
- **Social Media Community Building**
 - Leverage Grapefruit organic social channels to drive brand awareness and educate and engage cold and warm audiences.
 - Build a brand community with relevant and timely platform specific content that promotes FDOC Florida Difference and nutritional benefits.
- **Influencer Activities**
 - Partner with 6-8 nutrition and wellness focused influencers to drive awareness and cultural relevance of grapefruit through authentic storytelling.
 - These credible voices help reach targeted audiences and influence purchase while producing high quality content to be leveraged across channels.



Marisa Moore

MBA, RD

51K followers



Brittany Mullins

Health Coach

397K followers

Florida Grapefruit Metrics

Channel		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
	eCommerce												
	Retail / Instore												
	 Paid Media												
	 Social Media												
	Influencer Activities												

Estimated Metrics	
Estimated Campaign Impressions	30 – 40 Million
Estimated Attributed Sales	\$520K-\$525K
Estimated ROAS	\$2 - \$3
Estimates Search Clicks	1K



Florida Oranges

Florida Oranges Audience Overview

Principal Shopper - used 1lb+ in last 30 days

Above average, Orange Buyers tend to be female 35–64-year-old White, Hispanic and Asian parents in large cities.

- **FOOD & HEALTH:** Try to eat healthy and follow an exercise routine, but more likely than grapefruit buyers to be doing so to manage a health condition (like Diabetes, High-Cholesterol, Arthritis, etc.) rather than for weight loss. Children do have impact on the brands they buy.
- **DIGITAL:** Consumes online video such as SlingTV, Netflix, YouTube, Vimeo, & Prime Video. Average social media users of Facebook, Instagram, LinkedIn and Twitter. Above average user of Pinterest. Not as influenced by what's hot and not.
- **SHOPPING:** Have purchased groceries over the internet well above average. Relies on mobile coupons for deals while food shopping, although slightly less than grapefruit purchasers. Visits wholesale retailers Sam's Club, Costco and BJ's, as well as other stores like Whole Foods, Trader Joe's, Wegmans, Albertsons and Walmart. More likely to shop Target grocery than grapefruit buyers.

Florida Oranges Activation

- **Social Presence**

- Develop a social presence (Facebook and Instagram) and promote content to key audiences promoting availability and nutritional benefits of Florida Oranges

- **Retail activation**

- Partnership with key retailers (Costco, Walmart, etc.) to push Florida Orange instore

- **Instacart Hero Ad**

- During peak seasons, launch highly visible ads across Instacart promoting Florida Oranges and drive consumers to key retailers selling Florida products

- **Influencers**

- Leverage bloggers to promote the benefits of Florida Oranges and link back to key retailers selling Florida Oranges



Florida Oranges Metrics



Estimated Metrics	
Estimated Campaign Impressions	50 - 55 Million
Estimated Attributed Sales	\$190K – 195K
Estimated ROAS	\$2 - \$3
Estimates Search Clicks	15K



Florida Tangerines

Florida Tangerines Audience Overview

Principal Shopper - used 1lb+ in last 30 days

Above average, tend to be female 35–64-year-old White, Hispanic and Asian parents in large cities.

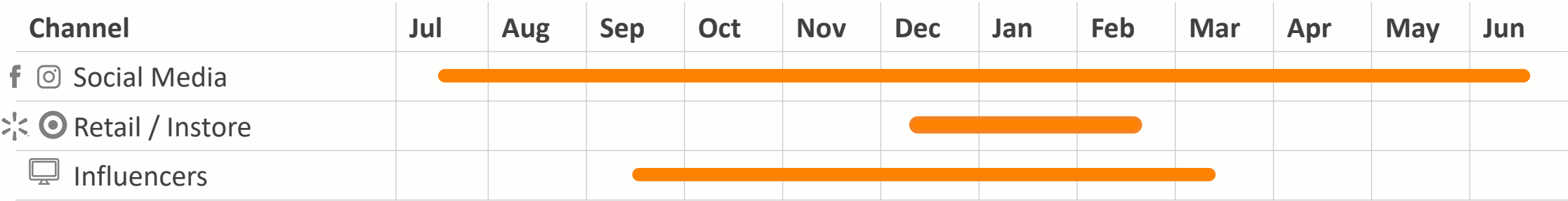
- **FOOD & HEALTH:** Try to eat healthy and follow an exercise routine, but more likely than grapefruit buyers to be doing so to manage a health condition (like Diabetes, High-Cholesterol, Arthritis, etc.) rather than for weight loss. Children do have impact on the brands they buy.
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Florida Tangerines Activation

- **Social Presence**
 - Develop a social presence (Facebook and Instagram) and promote content to key audiences promoting availability and benefits of Florida Tangerines
- **Retail activation**
 - Partner with key retailers (Costco, Walmart, etc.) to push sales of Florida Tangerines instore
- **Influencers**
 - Leverage bloggers to promote the benefits of Florida Tangerines and link back to key retailers selling Florida Tangerines



Florida Tangerines Metrics



Estimated Metrics	
Estimated Campaign Impressions	38 Million
Estimates Search Clicks	1K



Questions / Discussion

Thank You

