

CRANBERRIES

The little red fruit that gives us everything from a healthy alternative to a holiday dinner staple and to a quick fix mixer at a party. Generic Juice Brand's been blessing the world with cranberries since 1930, but isn't resonating with Millennials ages 24 -34. The generation that has to do it all just isn't connecting with the fruit that does it all. With strategic decisions and tactics articulately devised for our target audience in three campaign periods, we'll show them what they've been missing.

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THE CHALLENGE

Generic Juice Brand does it all. It's the category leader in the shelf stable beverage industry, a holiday dinner staple and a healthier snack alternative. The name "Generic Juice Brand" is nearly synonymous with "cranberry."

However, Generic Juice Brand's brand recognition hasn't translated to success with younger consumers. Eighty percent of Generic Juice Brand's core customers are 45+ years old. For a brand to succeed in 2018, it needs to appeal to Millennials, a generation with \$200 billion of buying power.¹ But Generic Juice Brand can't enter this market unless millennials think it's a relevant brand.

The strongest brands are supported by repeat customers. By creating a campaign that actively engages with our target audience ages 24-34, we can convert casual consumers into brand loyalists. This will secure Generic Juice Brand a loyal customer base in the most economically-powerful demographic.¹ So, we set the following goals:

1

Make Generic Juice Brand food & beverage products relevant to millennials.

2

Grow household penetration by 0.5% over the next two years

3

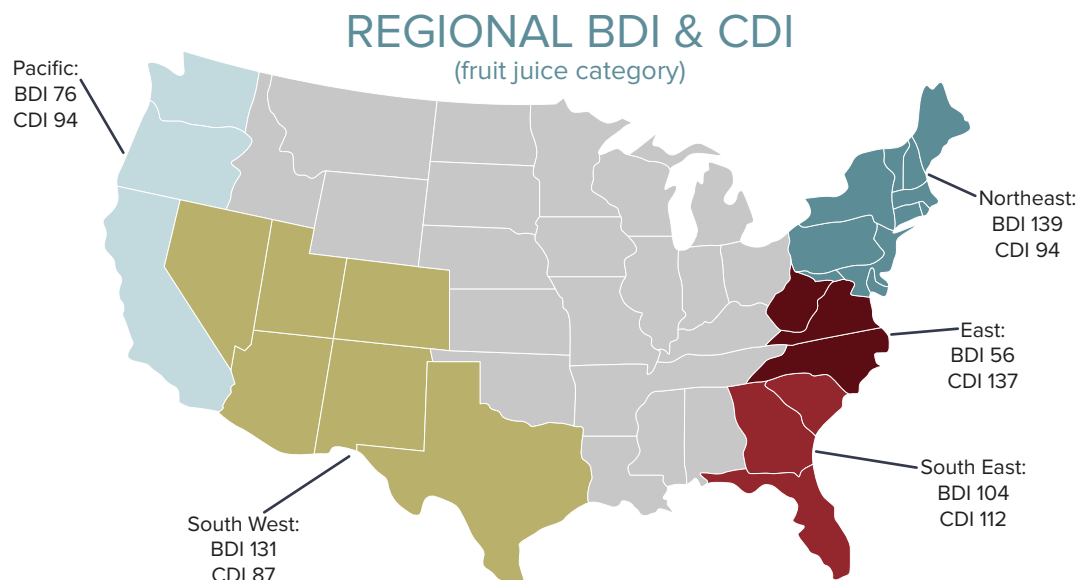
Generate a +7% increase in brand equity.

DEMOGRAPHICS AND PSYCHOGRAPHICS OF TARGET AUDIENCE

Our secondary research really helped us hone in on who our target audience is. Our campaign targets Millennials, specifically those between 24 and 34 years of age. Despite the stereotype of the struggling Millennial, they collectively have more buying power than any other generation, making them a lucrative target.² Seventy-one percent of millennials say they could be healthier, but 58% turn to comfort food when they're stressed.³ In terms of lifestyle, they're stressed often--more than any other generation.⁴ However, they generally consider themselves more humorous than other demographics.

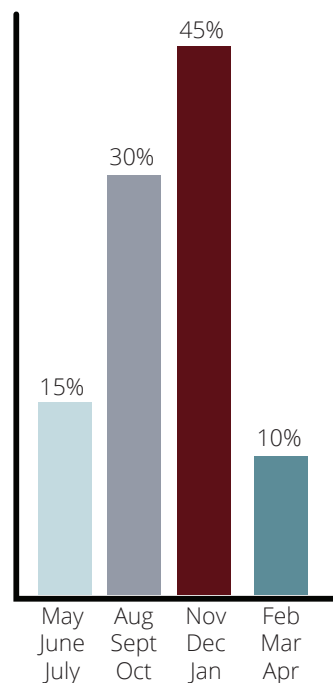
NEW GENERATION

Our target market isn't made up of traditional consumers. They're convenience-focused impulse buyers but 66 percent of them tried a new product on their last trip to the grocery store.⁶ In terms of media consumption, over half of them prefer streaming TV to cable.⁷ Also, they're more price-conscious than brand loyal⁶ while engaging with brands differently — 62 percent of them say they're more likely to become a loyal customer if they engage with a brand on social media.⁸ This makes sense, since 90 percent of them are on social media.⁸ They are philanthropic as well. They expect the brands they use to make the world a better place — 75 percent of millennials say it's important that brands give back to society.⁴ Armed with these insights, we were able to better concentrate on our target audience.



SEASONALITY

(based on industry spending)



Market Research

Our market research shows that our BDI and CDI analysis of millennial-heavy regions indicate strong growth potential in the Pacific and East regions, and sold brand penetration in the Northeast and Southwest.

In terms of seasonality the holiday season of November-January is the most important based on industry spending.

Key Takeaway

Since millennials are different consumers than their parents, we'll need to run a nontraditional campaign to target them effectively.

Millennials are as diverse as they are mold-breaking. People's priorities, expectations, and buying behaviors change dramatically from their 20s to their 30s, so we've segmented the target audience into two different types of consumer.

MARCO 33, SAN JOSE, CA

Marco, a software developer, lives in the Bay Area with his wife and young son. He prefers to keep things like nuts and dried fruit in the house as a healthier alternative to candy or chips. He and his wife keep fit by running on the weekends, and often entertain their friends at home. As a member of a two-income household, he's not price sensitive. Rather, he prioritizes convenience because of his busy schedule juggling family life and his career. He plans his trips to the grocery store, but doesn't make a list because he likes trying new products that catch his eye.



ASHLEY, 25, NEW YORK, NY

Ashley is single, a few years out of college, and just moved to New York City to spread her wings. She streams music from Spotify on her subway commute to work. She doesn't pay for cable in her apartment, instead relying on streaming services like Netflix and Hulu. She thinks juice has a bit too much sugar, but often reaches for it when she's craving something sweet or needs a mixer. As a young professional in an expensive city, she's price conscious and prioritizes convenience. Ashley is an impulse shopper, preferring to buy things as she needs them rather than planning out a shopping trip.



KEY TAKEAWAY

We can't reach all Millennials with the same tactics, they're too diverse for that. One thing is constant, though: convenience is king.

22 PARTICIPANTS

4 FOCUS GROUPS

To understand how to successfully achieve a **positive brand image** among the target audience.



SURVEYS

To attain an **advanced understanding** of the target audience and how they view this line of products.

1,322 PARTICIPANTS
50 STATES



37 PARTICIPANTS

14 STATES

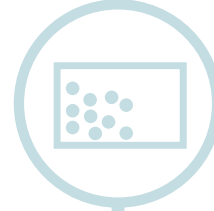
To recognize what attracts the target audience to these products and how to **effectively reach** them.



INTERVIEWS

To understand how to efficiently feature Generic Juice Brand's **distinctive qualities** and distinguish the brand from its competition.

77 PARTICIPANTS
5 COMPARISONS



STREET BOARDS

12 PARTICIPANTS

5 COMPARISONS

To understand the **shopping habits** of the target audience how they make selections among Generic Juice Brand and its competitors.



STORE INTERCEPTS

To measure which messaging strategy would identify best with the target audience and create an environment that welcomes **feedback and discussion** about specific executions.

31 PARTICIPANTS
IN-DEPTH INTERVIEWS
& FOCUS GROUPS



CONCEPT TESTING

1,501 TOTAL PARTICIPANTS

WHAT WE LEARNED

Our primary research shows that almost all participants recognize the Generic Juice Brand brand.⁹⁻¹³ Therefore, Generic Juice Brand's biggest challenge was not brand recognition or visibility. Generic Juice Brand's greatest challenge is that Millennials do not know it is relevant to them.

The goal of our campaign is to link this high level of brand awareness to personal relevance and product purchases, and ultimately, convert to brand loyalty. We gathered information about our target market to better understand their lifestyles. With these research insights, we plan to motivate our target audience to become loyal customers by appealing to their versatile lifestyle.

Our research gave us insights about the diverse, adaptable lifestyles of our target audience and revealed that Millennials ages 24-34 have different habits and choices.

Family-oriented Millennials, like Marco, are the largest group within our target market. Their purchases are need-based and often for another family member or child. Because they grew up using Generic Juice Brand products,⁹ they gravitate toward the brand and purchase it for their own family. They value nutrition, not necessarily for themselves, but for their loved ones.

Single Millennials, like Ashely, buy based off of their personal needs, rather than who they live with. They buy juice for social events like brunch, often using them as mixers. They enjoy watching "DIYs" and recipes, even though they don't have time to actually complete them. To watch their spending, they frequently use coupons and discounts. Known as impulse shoppers, they like to buy based on convenience and availability.

After analyzing data from diverse research methods, five common themes among both target groups emerged, including: adaptable, family, cravings, health and social. Of these five, the adaptable characteristics of Generic Juice Brand were especially favored during our concept testing because Generic Juice Brand is adaptable like Millennials.

Generic Juice Brand's high brand visibility, but low relevance, makes the perfect opportunity to show that their products are necessary and adaptable to our audience, despite these groups having different purchasing habits, **they are both adaptable and constantly adjusting to whatever life throws at them.**

"The theme of adaptability and versatility makes me consider what I'm in the mood for and curious about the product that could meet that mood."

- Chelsea, 26, Arizona

“FIND WHAT YOU’VE BEEN MISSING”

Having to adapt is part of everyday life for our target audience. Their kid gets sick at school, and they need to leave work early. Their boss needs them to unexpectedly present to a group of clients in 15 minutes. They need to whip up some quick dishes and drinks for a last minute party they’re hosting. With its wide range of products, Generic Juice Brand does it all, just like Millennials. Generic Juice Brand caters to both sides of the coin; sweet or tart, fruity or savory, sugary or salty, Holiday or everyday — Generic Juice Brand products been there for every occasion.

With the adaptable and versatile aspects of cranberries, our target audience is likely to have personal memories and connections with cranberries. However, they don’t realize how relatable cranberries are.

Therefore, our campaign attempts to emphasize this “unrecognized” high relevance of cranberries in an opposite, but creative way, by showing them situations where cranberries are gone. This reverse approach, with the touch of humor and satire, will provide our target audience with an opportunity to relate to cranberries in a warm, fun and comfortable atmosphere.

Our research indicates that our target audience associates the Generic Juice Brand brand synonymously with “cranberry” because of their dominant market leader status in the cranberry industry and almost 90 years of brand history.¹⁴ Thus, when cranberries are missing, the target market will remember the importance of cranberries and Generic Juice Brand.

With “Find What You’ve Been Missing,” Generic Juice Brand uses a humorous, call-to-action approach to remind the target market that they’ve not only been missing Generic Juice Brand products from their everyday lives, but also encourages them to explore new ways to use their products.

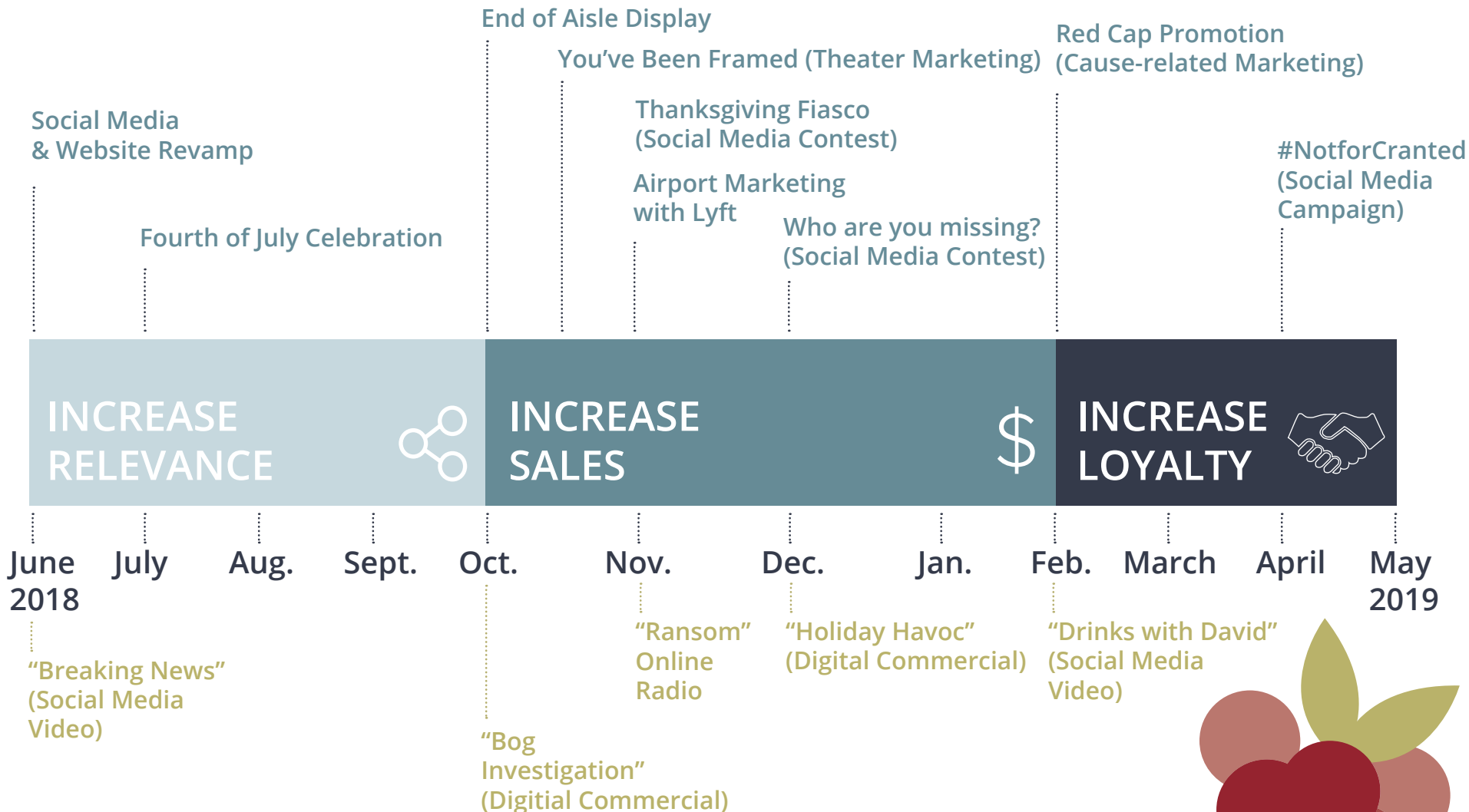
“I think having something that fits for every occasion is good since people are different with differing tastes and interests.”

- Trey, 29, Texas”

CAMPAIGN DEVELOPMENT

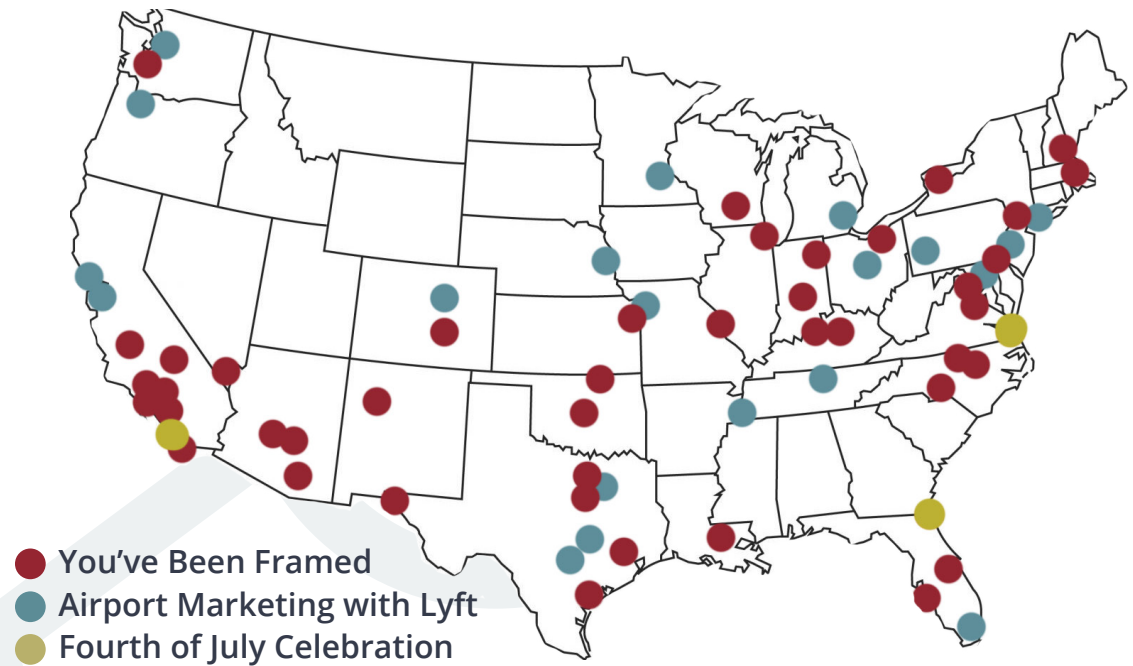
In order to achieve three objectives of increasing brand awareness, overall sales, and loyalty among Millennials ages 24-34, we have divided our campaign into three phases based on our target audience's lifestyle and the use of Generic Juice Brand products throughout a year. First, to accomplish the objective of increasing brand awareness, we will revitalize our social media and website and introduce our campaign concept. To reach the second objective of increasing brand equity, we will use relevant marketing tactics to reiterate the message introduced in phase one, including promotional events and social media contests. The objective of our final phase is to increase loyalty among our target market. Through the implementation of cause-related marketing and social media engagement, we will make sure the attention of our target market is completely captured by Generic Juice Brand.

OUR STRATEGY



PROMOTIONAL SITES

We will strategically place our promotional events in cities with high populations of Millennials.¹⁵ Choosing specific movie theaters and airports in these areas will allow us to effectively reach our target. The Fourth of July Celebrations will take place at popular beach destinations with frequently visited by our audience.¹²



PHASE 1: JUNE - SEPTEMBER

Social Media & Website Revamp

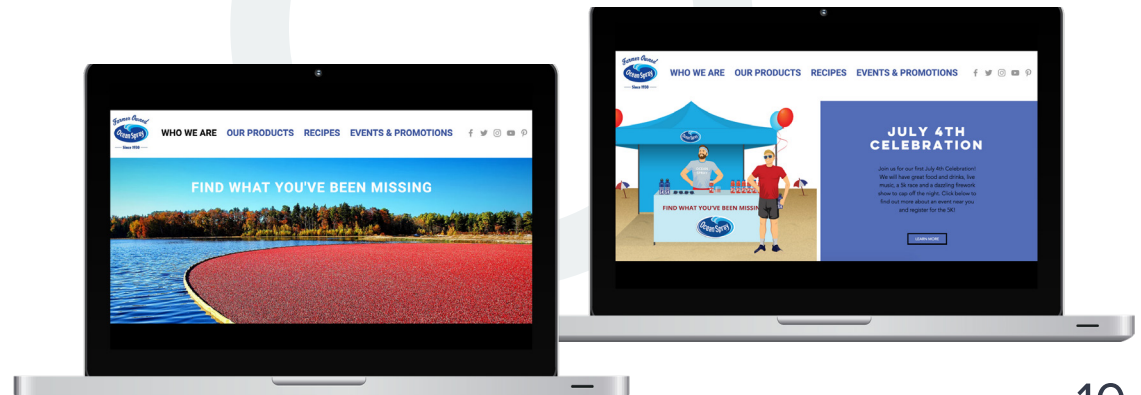
Because Millennials live their lives online,⁸ our campaign starts with a revamp of Generic Juice Brand's online presence. Our research indicates that millennials are attracted to brands with simple, clean designs, so we've modernized Generic Juice Brand's website to reflect this. Our target audience is also more likely to buy from a brand they engage with on social media, so we're overhauling Generic Juice Brand's presence on the two social media platforms most popular with our demographic: Facebook and Instagram. We'll start with a video that gives our target their first glimpse into the panic of a world without cranberries, as well as announcing and sharing our brand product information.^{1 18}



"Breaking News" Video

Password: NSAC18Team981

URL: <https://vimeo.com/261156052>



Fourth of July Celebration

Generic Juice Brand will host a family-friendly Fourth of July Celebration in three major cities. Because Millennials are heavy runners, the event will begin with an optional 5k race.⁵ The race concludes with a block party featuring a local band. There will be tents with a photo booth, a “bog drop” dunk tank, a variety of cranberry recipes, and fireworks.



PHASE 2: OCTOBER - JANUARY

Digital Commercials

To continue our digital push, we will run commercials on YouTube, Hulu, and Roku because our target audience prefers streaming TV.⁷ These spots are expected to drive in-store and online traffic and increase brand equity. They're humorous and portray the bleak world without cranberries to show millennials what they've been missing.

OCTOBER-NOVEMBER



“Bog Investigation” Commercial Link

Password: NSAC18Team981

URL: <https://vimeo.com/261156033>

The first commercial features the return of the bog farmers, who, according to our research, are a recognizable part of the Generic Juice Brand brand (interviews).

DECEMBER-JANUARY



“Holiday Havoc” Commercial Link

Password: NSAC18Team981

URL: <https://vimeo.com/261156045>

The second commercial shows what our favorite holidays might look like if cranberries disappeared: chaos, fighting, and confusion.

Online Radio

We created an online radio spot that will direct listeners to a microsite, which invites them to investigate promotional material involving our contest and redirects them our website.



Online Radio Link

Password: NSAC18Team981

URL: <https://vimeo.com/261159374>

We created a 30-second online radio spot that will direct listeners to a microsite, which invites them to investigate promotional material involving our contest.



You've Been Framed

Our target market loves going to the movies, especially around the holidays—they're the most likely age group to have visited a movie theater within the past six months.^{5,19} We will offer an interactive experience in 45 AMC theaters, featuring cutout boards of the recognizable bog farmers in the lobbies for moviegoers to snap pictures with and post on Instagram using #Cranarchy.⁹ A digital display next to the cutout will have a slideshow of the photos using #Cranarchy on social media and print them with a twenty percent off coupon.

End of Aisle Display

We will implement interactive touch-screen boards located at the end of the aisles of WalMart, the number one retail store for Generic Juice Brand products among our target market, in our major DMAs.¹⁰ These interactive boards will 20% off coupons for any one Generic Juice Brand product. The boards will showcase recipes, provide updates on the missing cranberries, and offer free samples.

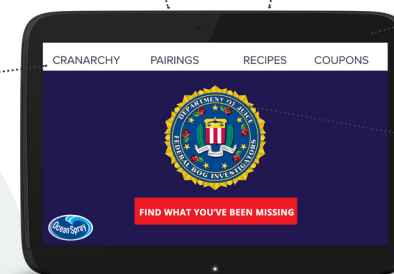
Tab providing campaign updates on the missing cranberries.



Tab showing samples offered for that day.

Tab providing Ocean Spray recipes.

Tab with digital coupons.



A reference to the theme of the campaign.

Airport Marketing with Lyft

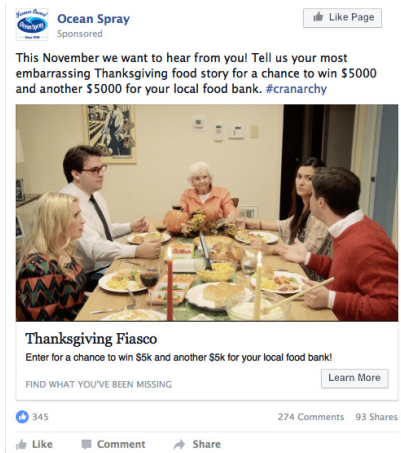
Generic Juice Brand will place interactive vending machines in 20 airports in the Northeast, West Coast and Southeast. The drinks dispensed from the machine will each provide a \$5 Lyft ride coupon, and the Lyft waiting area will feature Generic Juice Brand advertisements.

To continue to increase brand awareness and promote our new vending machines, we will display advertisements at the baggage claim area, along with a bog-themed baggage belt.

Optional interactive 30-second game

Each bottle has a promo code for \$5 off a Lyft ride





Thanksgiving Fiasco (Social Media Contest)

We will use Facebook to host a social media contest that allows participants to post their worst Thanksgiving food-related story. The winner of this contest will receive \$5000, and \$5000 will be donated to their local Food Bank. The theme of this contest is directly related to our Fiasco of Thanksgiving on social media.

Who are you missing? (Social Media Contest)

During the holiday season, many Millennials want to see their loved ones, but are unable to because of funds, work etc. To increase social media interaction, Generic Juice Brand will encourage the target audience to submit stories about who they want to visit during the holidays. Ten winners will be flown out to their family, and the videos of their trips will be posted on our



PHASE 2: FEBRUARY - MAY



"Drinks with David"

To continue to heighten our social media interaction, we will encourage positive interactions with our target audience. Following the storyline of the missing cranberries, Generic Juice Brand will urge customers to post photos of the people or things they love, using the hashtag #Not-ForCranted.

"Drinks with David" Online Video Link

Password: NSAC18Team981

URL: <https://vimeo.com/261170219>

PHASE 3: FEBRUARY - MAY



Red Cap Promotion

Seventy-five percent of Millennials expect brands to give back to society.² Heart disease is the leading cause of death for Americans, and is rising among Millennials.^{20, 21} According to medical research, cranberries play a role in preventing heart disease.²² To raise awareness, we're turning Generic Juice Brand caps red for January and February, American Heart Month. Ten percent of proceeds from red-cap Generic Juice Brand products will go to the American Heart Association, improving brand image, connecting with our target audience, and raising money for an important cause.

#NotForCranted Social Media Campaign

To continue to heighten our social media interaction, we will close our campaign by encouraging positive interactions with our target audience. Following the storyline of the missing cranberries, Generic Juice Brand will urge customers to post photos of the people or things they love, using the hashtag #NotForCranted.





DIGITAL MEDIA PLAN

In order to make the most effective use of the campaign budget, we will run an entirely digital campaign. Traditional media performed poorly in a quintile analysis among 24-34 year olds with radio, television, and outdoor scoring far below internet and digital media.⁵ In today's world of smartphones and instant gratification, traditional media just don't resonate with the fast-paced lives of Millennials. Instead, we will run advertisements across streaming video platforms, online radio and social media in order to become more relevant to the target audience.

MEDIA TYPE & VEHICLE SELECTIONS

STREAMING VIDEO



More than half of Millennials turn to online streaming sources as their first choice for video content.²⁵ Streaming platforms offer Generic Juice Brand flexible, cost-efficient options to easily target a specific audience. We will use the following platforms between the months of August and January.



ONLINE RADIO



As of 2017, over 84 percent of Millennials use streaming services for music or radio on a weekly basis.²⁶⁻²⁸ Thus, online radio services allow choosy Millennials to customize stations and playlists to their moods and are rising steadily in popularity. We will use Pandora and Spotify during the peak of Phase Two.



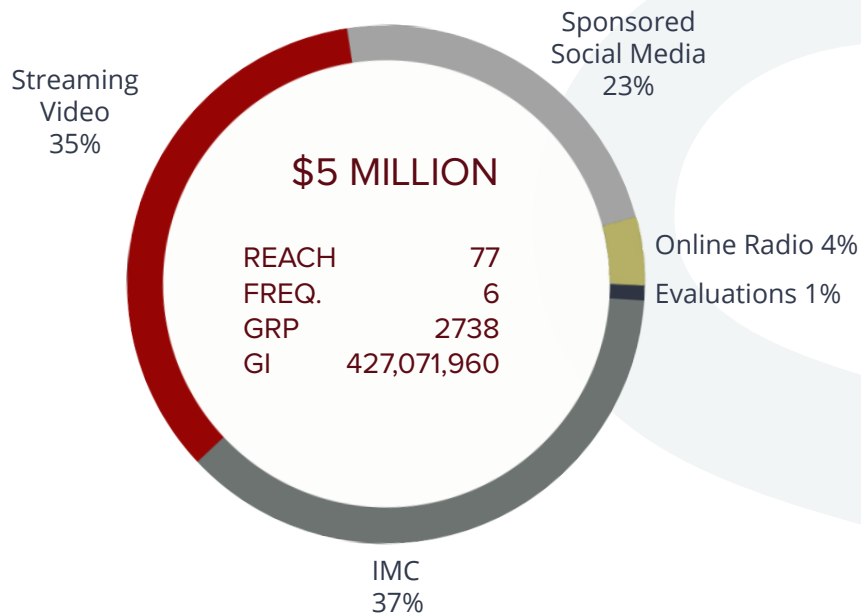
SOCIAL MEDIA



Millennials are known for their love of social media. More than 80 percent of them admit to using at least one social media platform.²⁹⁻³¹ Based on the popularity among our target audience, we will use Facebook and Instagram on a pulsing schedule throughout the campaign duration.¹⁸

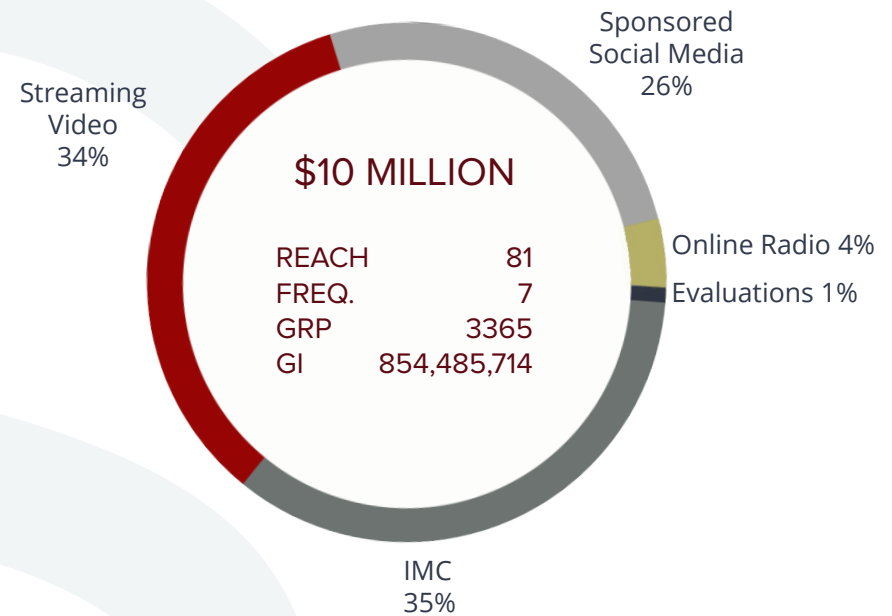


BUDGET BREAKDOWN



\$5 MILLION

We will spend our \$5 million budget strategically in order to effectively reach each of our goals. Focusing the majority of our media budget on streaming video allows us to reach the target audience during the peak season. The next largest portion of our media budget will be spent on Facebook and Instagram in order to engage with Millennials and increase brand equity. We will be spending less on online radio due to the short seasonality. Finally, we will spend the remainder of our budget on integrated marketing communications to diversify our spending and accomplish our objectives.²³



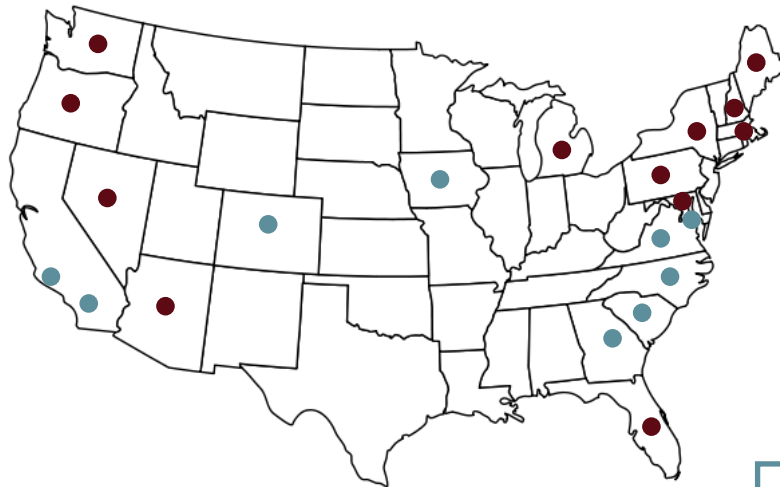
\$10 MILLION

In comparison to our \$5 million plan, the \$10 million budget allows us more spending room to increase brand equity (Phase 1) and household penetration (Phase 3). We are able to reach a larger audience which involves higher amounts of spending across the board. Instead of trying to break up the additional money, we decided to increase each mode of spending at a similar ratio to maximize the budget. We are also able to include a signature IMC event that will build brand loyalty and increase relevance among Millennials.

REGIONALITY

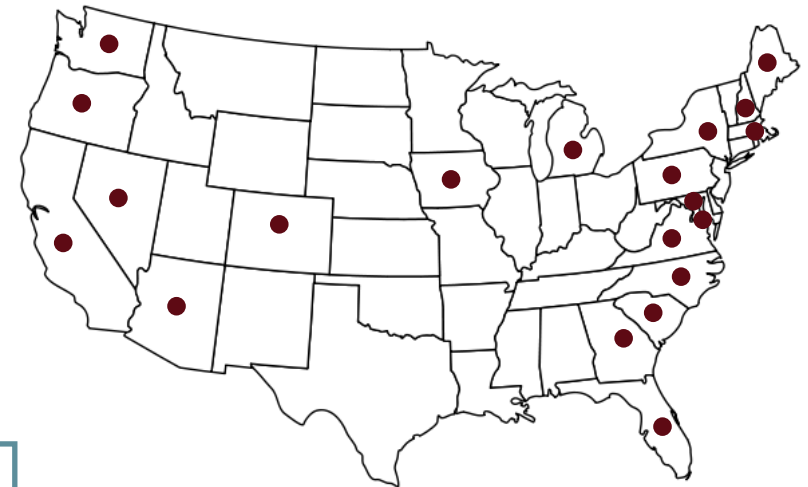
Looking at the Brand and Category Development Indices (BDI, CDI), we will focus our regionality in the Northeast, Southwest and West Coast.⁵ We will target cities including Richmond, Tucson, and Los Angeles. In addition to focusing on these cities, we can target states with populations large enough to get a maximum return of over 15 million people.^{15,16} A \$10 million dollar budget will allow us to increase our regions to target state populations. For instance, with \$10 million we will target the entire state of Georgia as opposed to just Atlanta. With this addition, we can increase our total target population to 25 million people.¹⁷

\$5 MILLION



● Only City Population
● Entire State Population

\$10 MILLION



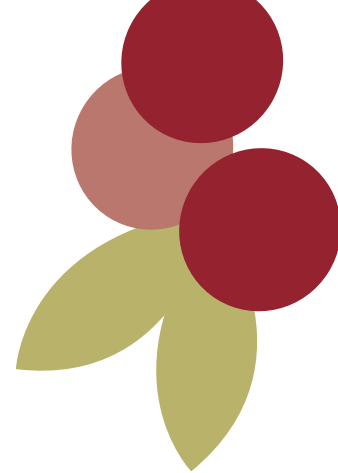
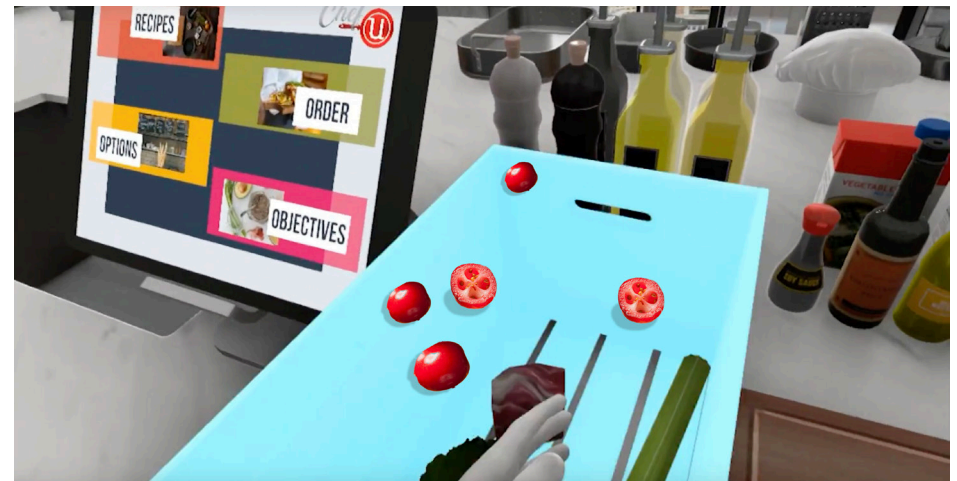
\$10 MILLION ADDITIONS

New Year's Eve

Generic Juice Brand will host a New Year's Eve Bash in the Millennial-dense city of Los Angeles.^{15,16} The event will have a masquerade theme, with a performance by the Backstreet Boys, a band that was missing in action for years. The Backstreet Boys are now re-gaining relevance, just like our cranberries. Invitations to purchase tickets will be sent out through Generic Juice Brand's social media platforms, along with free tickets distributed by online influencers.

Virtual Reality (VR)

Utilizing Virtual Reality at our Fourth of July celebration, Generic Juice Brand will feature their products in the ChefU game. Using the Oculus Rift, that demonstrates how to make a delicious meal using our products, showing what you've been missing in your recipes. This game is expected to increase brand awareness, developing an overall positive outlook on the brand.



[illegible]

SEASONALITY

This campaign will follow the seasonality of category spending, advertising heaviest between the months of November and January, and following a pulsing schedule during the remainder of the year.²⁴ We will run social media across the entire campaign in order to keep Generic Juice Brand at the top of mind of consumers.

PRE-TESTING

Our team will conduct focus groups in two major cities: New York City, New York for its high concentration of the target audience and Charlotte, North Carolina for its high CDI. Using focus groups, we will ask questions about past shopping habits, brand resonance, and campaign effectiveness. In June 2018, we will execute smaller parts of our overall campaign on a small scale — social media posts, video advertisements and in-store experiences — to test the viability of using an all-digital ad campaign and a satirical, humorous narrative. Conducting pre-testing will provide insights to how well we will achieve our goals.

MID-CAMPAIGN EVALUATION

We will hold four focus groups and send out surveys in September, November, January, and April, respectively. This will allow us to see how our results are changing throughout the three phases and goals of the campaign to make sure we are on track with our objectives. This combination of qualitative and quantitative methods will give us a broad view of our campaign's performance.

POST-CAMPAIGN EVALUATION

We will conduct inquiry tests to gather data about store visits, social media click-through rates, and usage of coupons and other promotional materials. We will continue conducting focus groups and a surveys. We have dedicated the largest portion of our allotted evaluation budget to post-testing to help recruit participants. This data will allow us to judge whether or not we increased Generic Juice Brand's brand equity by 7%, received a brand equity score of at least 8.8, and grew household penetration among millennials by 0.5% from June 2018 to May 2019.

CONCLUSION

In order to tap into the \$200 billion Millennial market, Generic Juice Brand must grab the attention of the younger target. Our “Find What You’re Missing” campaign will reach millennials with the media they consume and the humor they identify with. By promoting a more relevant brand image, driving sales, and securing brand loyalty, Generic Juice Brand will gain a solid customer base in the fastest-growing, most economically powerful demographic. By revamping the already-recognizable shelf stable, we’ll show busy millennials what they’ve been missing.

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