



Student(s): Nora Kenney **Class:** Marketing Design

Assignment Brief: You are to create a product or product extension of your own design and devise a sales promotion / advertising plan for it, the PowerPoint or Prezi based presentation of which will include the following information in the following order;

- Intro slide
- Executive Summary
- Brand Positioning Statement
- Biographies of company
- Target Market Profile
- Promotion Opportunity Analysis
- Packaging / Graphic Identity
- Brand Strategy
- Media Strategy
- Distribution Strategy



PRIMROSE
JUICE BOOST

PRIMROSE JUICE BOOST

Executive Summary:

This integrated marketing and communications plan is designed for a new natural drink, called Primrose Juice Boost which relieves some menopausal symptoms. The overall goals of this integrated marketing and Communications plan are to provide the following:

- Executive Summary
- Brand Positioning Statement
- Biographies of Company
- Target Market Profile
- Promotion Opportunity Analysis
- Packing / Graphic Identity
- Brand Strategy
- Media Strategy
- Distribution Strategy



PRIMROSE JUICE BOOST

Executive Summary: Product Overview

- **Name:** “Primrose Juice Boost”
- **Company:** Premium Products Incorporated
- **Description:** A rejuvenating drink for women experiencing change of life. Primrose Juice Boost is available in five all natural fruit and vegetable juice blends; melon/cucumber/cranberry, peach nectar/lemon juice, mixed berries, pineapple/mango/spinach and grape/apple/kale. Each delicious juice is combined with the healing ingredient of primrose extract.



PRIMROSE JUICE BOOST

Executive Summary: Product Overview

History of Product: Primrose Juice Boost uses a combination of natural cleansing ingredients and primrose extract. Primrose is a commonly cultivated wildflower plant that grows in European woodlands. The oil extracted from the primrose plant is used in herbal remedies because it has a large range of therapeutic properties. Primrose extract contains Omega 6 fatty acids, which the body does not produce on its own. Primrose extract's main health benefit is its aid for women going through change of life.



PRIMROSE JUICE BOOST

Brand Positioning Statement:

Menopause is a natural and inevitable part of the progression of every woman's life, and should be celebrated and respected. Primrose Juice Boost will help relieve some of the uncomfortable symptoms that many women often experience due to menopause. Consumers can find Primrose Juice Boost in pharmacy chains, supermarkets and health and nutrition retail stores. There is no reason to “tough out” the discomforts of menopause. Primrose Juice Boost will cool your palate and refresh your mind. Happy journeying!



PRIMROSE JUICE BOOST

Biography of Company:

Premium Products Incorporate began in 2005 producing a juice cleanse for people wanting to help unleash the natural healing power of their bodies by ridding built up toxins. Juicing floods your system with powerful nutrients and antioxidants. It may be the first step toward a long-lasting lifestyle change, or jumpstarting a weight-loss regimen.

The owner of Premium Products began to witness how menopause can disrupt a woman's life by watching her mother struggle. The owner and her mother teamed together to develop a product that would alleviate some menopausal symptoms and help women stay positive. After much research they found their primary ingredient, primrose extract.

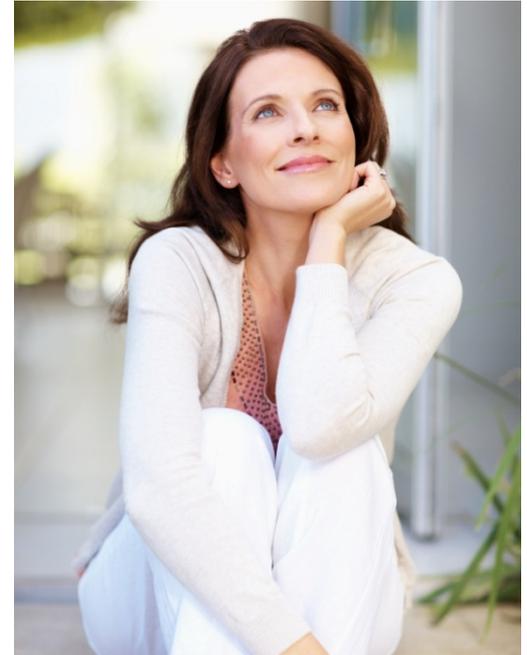
The goal of Premium Products is to offer their costumers the opportunity to achieve a healthier lifestyle by using natural and healing ingredients.



PRIMROSE JUICE BOOST

Target Market Profile: Demographics

- **Age:** 45-55
- **Education:** High School, College
- **Sex:** Female
- **Race:** All
- **Religion:** All
- **Social Class:** Middle to upper middle class
- **Income:** Real median household income averages by state and country
 - Pennsylvania \$52,007 *source: <http://www.deptofnumbers.com>
 - National \$52,250 *source: <http://www.deptofnumbers.com>
- **Memberships:** gym, health magazines
- **Internet:** WebMD.com, wellness sites, home remedy sites, Facebook for community opinion about relief of menopausal symptoms.
- **Occupation:** part time / full time woman
- **Type of Residence:** Urban or suburban setting
- **Marital Status:** not applicable



PRIMROSE JUICE BOOST

Target Market Profile: Psychographics

- **Lifestyle:** Women experiencing change of life who want to stay focused and positive
- **Interests:** Maintaining optimal health
- **Purchasing Frequency:** Buys with weekly food / pharmacy products
- **Status and Price Consciousness:** They are somewhat concerned about price but are willing to purchase a product for health benefits.
- **Career Mobility:** The potential for career mobility still exists but target market will probably be a woman already established in a chosen career.



PRIMROSE JUICE BOOST

Promotional Opportunity Analysis: Opportunities Analysis

Plants had been used for medicinal purposes long before recorded history. Ancient Chinese and Egyptian papyrus writings describe medicinal uses for plants as early as 3,000 BC. Indigenous cultures (such as African and Native American) used herbs in their healing rituals, while others developed traditional medical systems (such as Ayurveda and Traditional Chinese Medicine) in which herbal therapies were used.

The use of herbal supplements has increased dramatically over the past 30 years. The World Health Organization estimates that 80% of people worldwide rely on herbal medicines for some part of their primary health care.

Herbal medicine is used to treat many conditions, such as asthma, eczema, premenstrual syndrome, rheumatoid arthritis, migraine, menopausal symptoms, chronic fatigue, irritable bowel syndrome, and cancer, among others. Used correctly, herbs may have fewer side effects than some conventional medications.



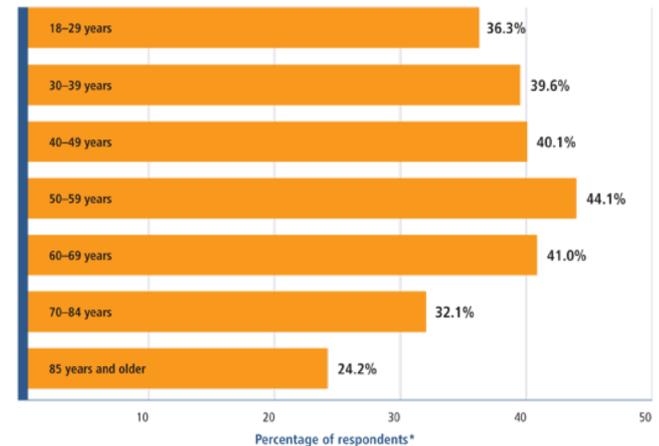
PRIMROSE JUICE BOOST

Promotional Opportunity Analysis: Opportunities Analysis (continued)

The field of complementary and alternative medicine is known as CAM. CAM tries to prevent and treat different conditions with techniques such as healing touch, energy and herbal medicines. Plants form the foundation of herbal medicine. They're taken in several forms, including pills, powders or extracts to treat a variety of conditions.

Herbalism, the use of herbs, is becoming more mainstream as improvements in analysis and quality control, along with advances in clinical research show the value of herbal medicine in the treating and preventing disease. Nearly one-third of americans use herbs. Many are well educated and have a higher than average income. While still not widely accepted, herbal medicine is being taught more in medical schools and pharmacy schools. Some health care providers, including doctors and pharmacists are trained in herbal medicine.

CAM Use in the Past 12 Months Among U.S. Adults, by Age Category



*Base: All adult respondents 18+ (n=23,393)
Source: National Health Interview Survey, 2007

PRIMROSE JUICE BOOST

Promotional Opportunity Analysis: Opportunities Analysis Summary

In the past 20 years in the United States, public dissatisfaction with the cost of prescription medications, combined with an interest in returning to natural or organic remedies, has led to an increase in herbal medicine use.

•Herbal medicine is being taught more in medical schools and pharmacy schools. More health care providers are learning about the positive and potentially negative effects of using herbal medicines to help treat health conditions. Some health care providers, including doctors and pharmacists, are trained in herbal medicine. They can help people create treatment plans that use herbs, conventional medications, and lifestyle changes to promote health.



PRIMROSE JUICE BOOST

Promotional Opportunity Analysis: Customer Analysis

- Middle aged women dealing with menopausal problems that are disrupting her normal routine and she is open minded about trying new things to make her life easier.
- She has regular physical checkups and relies on her doctor's advice but researches the uses of alternative medicines.
- She uses the internet regularly and also subscribes to several magazines.
- She will spend her consumer dollars on products that will benefit her health.

•Where she shops (for food and/or supplements)

- Major supermarkets - Acme, Shoprite, Super Fresh
- Pharmacy chains - GNC, CVS, Rite aid, Walgreens
- Warehouse retail stores - BJ's Wholesale Club, Sam's Club

• Related products she supports

- One A Day
- Centrum Silver
- Fiber One
- Nature's Valley
- Healthy Choice
- Chobani



PRIMROSE JUICE BOOST

Promotional Opportunity Analysis: Customer Analysis (continued)

Non-related places where she shops

- Modell's Sporting Goods
- The Walking Company
- Macy's
- JCPenney
- Kohl's
- Home Depot

Non-Related brands she supports

- Apple (i-phone, i-pad)
- Avon
- Dunkin' Donuts
- Netflix



PRIMROSE JUICE BOOST

Packaging / Graphic Identity

The graphics of the packaging use colors that have a feminine appeal. Studies show that women favor cool colors such as blue, purple and green.

- The packaging logo reinforces the primary natural extract ingredient. (The Primrose)
- An abstract band of flowers wrap around the bottles.
- Flavors of drinks match the color of the bottles.
- A four pack carton option is available for co-branding.



PRIMROSE JUICE BOOST

Brand Story:

The brand story was developed to explain the personal family experience that prompted the creation of this healthy juice series.

“Mom, this house is freezing!” I said to my mother as I wrapped myself in another blanket. “I’m sorry,” my mother apologized, “but my body feels like it is on fire.” My mother was not her normal pleasant self. Sleepless nights due to night sweats were taking a toll on her and the rest of our family. I knew I needed to find a way to help her and other women that were being tormented by “the change.” My juice cleanse had successfully helped many people achieve a healthier lifestyle. My mom asked me to create something that would help ease her discomfort. Together we spent many hours researching natural remedies for menopausal symptoms. My mom, aunts and their friends were willing to be test subjects. The results of the tests revealed that the primrose extract, along with a mixture of fruits and vegetables, offered the most relief. We knew we had a product that would help our family and many other women and that product became Primrose Juice Boost.



PRIMROSE JUICE BOOST

Media Strategy: Print Media Placement

The 10 publications where Primrose Juice Boost will have featured verts.

1. AARP Magazine *(both online and print)

The AARP (American Association of Retired Persons) is one of America's biggest organizations for people who have reached retirement age (whether or not they are technically "retired" yet). In addition to great discounts on senior travel, the AARP Magazine also offers insightful interviews and articles on how to boost your brain power, where to find great recipes, and compelling celebrity profiles that might make you seriously consider making some changes in your life.

2. O, The Oprah Magazine *(both online and print)

O is the magazine that extends Oprah's lifestyle brand to the printed page and online. Oprah's magazine is great for women over 40 because it addresses a lot of the same issues and interests that women our age tend to be concerned with – health, financial advice, relationship advice, spirituality, fashion, and inspiring stories of how to get more out of life and how to be our best possible selves.

3. Health Magazine *(both online and print)

Health magazine features informative articles on how to stay fit, look great and feel fantastic. Find vibrant, reliable information to help manage your healthy life in each issue of Health magazine.

PRIMROSE JUICE BOOST

Media Strategy: Print Media Placement (continued)

The 10 publications where Primrose Juice Boost will have featured verts.

4. Prevention Magazine *(both online and print)

Prevention magazine provides healthy solutions for weight loss and disease prevention. Find expert advice on health, anti-aging, diets, nutrition, family, fitness and food in each issue of Prevention magazine.

5. Reader's Digest *(both online and print)

Reader's Digest is a popular magazine around the world and a rage in the U.S. This publication comes out with ten issues annually. This magazine caters to audiences of every age group. The general interest articles and humor section in this family magazine are most popular with readers.

6. Woman's Daily Magazine *(both online and print)

Another favorite among women, Woman's Day covers various subjects that women love. This magazine is loved by teenagers and older women. Why? Because this magazine throws a delightful perspective on an interesting mix of subjects that include beauty, fashion, nutrition, fitness and food.

PRIMROSE JUICE BOOST

Media Strategy: Print Media Placement (continued)

The 10 publications where Primrose Juice Boost will have featured verts.

7. Real Simple *(both online and print)

Real Simple is dedicated to helping people live simpler, peaceful, uncluttered lives. There are many inspiring stories in Real Simple about friendship, building community, nurturing families, and finding strength and motivation to achieve great things in your career and in your life.

8. Self Magazine *(both online and print)

Self magazine provides practical advice, fresh ideas and how-to instruction on how to be your fittest, healthiest, happiest and most beautiful. Find advice and features on fashion, nutrition and relationships in each issue of Self magazine.

9. Natural Health Magazine *(both online and print)

Natural Health magazine is a magazine about leading a healthy life, the natural way. Regular topics covered in Natural Health magazine are fitness, health, healing foods, home remedies, organic gardening and new products.

10. Good Housekeeping Magazine *(both online and print)

Majority of readers in the U.S and around the world are women, and it shows. Good Housekeeping is a magazine that offers an excellent insight on decorating homes. This woman's magazine also covers other interests such as recipes, diet, and health.

PRIMROSE JUICE BOOST

Media Strategy: Print Ad Samples

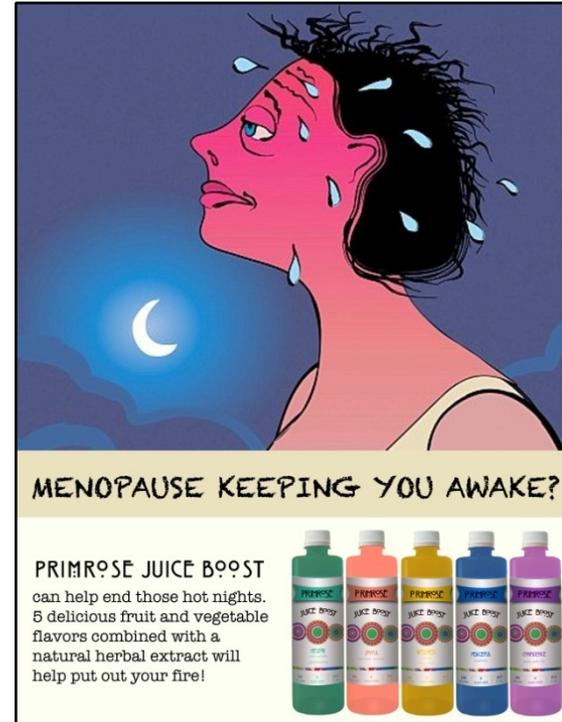


PRIMROSE
JUICE BOOST

PRIMROSE JUICE BOOST
REFRESH
PRIMROSE JUICE BOOST
ZESTY
PRIMROSE JUICE BOOST
WELLNESS
PRIMROSE JUICE BOOST
PEACEFUL
PRIMROSE JUICE BOOST
CONFIDENCE

TAKE CONTROL - CHALLENGE "THE CHANGE."

Introducing a natural juice drink developed to alleviate some of the discomforts caused by menopause.



MENOPAUSE KEEPING YOU AWAKE?

PRIMROSE JUICE BOOST can help end those hot nights. 5 delicious fruit and vegetable flavors combined with a natural herbal extract will help put out your fire!



PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media (overview)

As previously highlighted the market is;

- Middle aged women dealing with menopausal problems that are disturbing her normal routine and she is open minded about trying new things to make her life easier.
- She has regular physical checkups and relies on her doctor's advice but researches the uses of alternative medicines.
- She uses the internet regularly and also subscribes to several magazines.
- She will spend her consumer dollars on products that will benefit her health.

Our target market uses the internet for research;

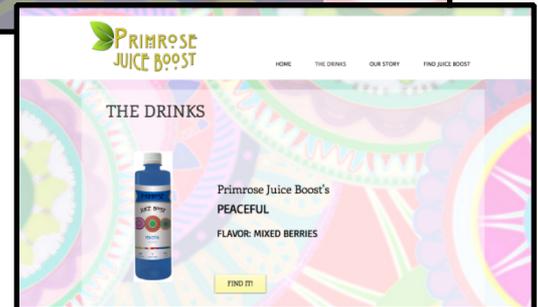
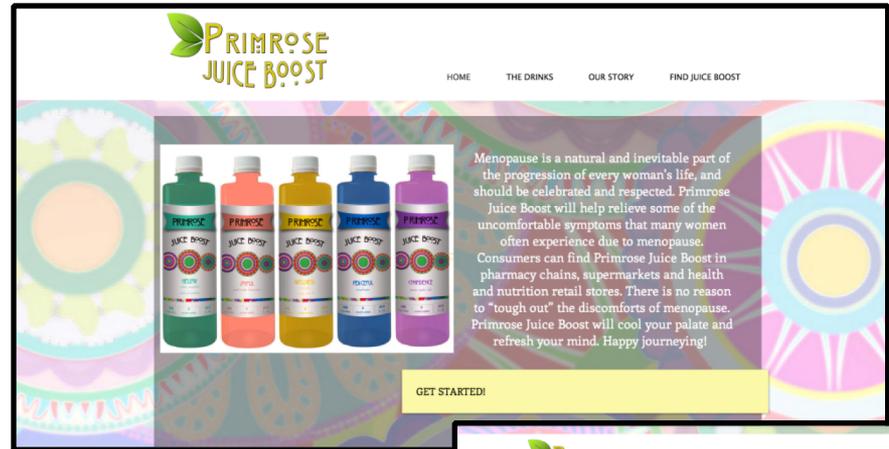
- Women use the internet to read and research topics that can help them better understand the menopause. Widely available information can make it easier for women to be more informed about the changes that are happening to their bodies and what treatments exist. Women look on the internet for things written by women for women.

PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media

The website carries the graphic theme.

- Logo's inclusion of green leaves reinforces the herbal ingredient.
- Website background is easily recognizable from other print media and packaging.
- Links offer consumers information about the company and the products individually: Home, The Drinks, Our Story, and Find Juice Boost.



PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media *(Sample Web Banners)

The screenshot shows the homepage of Women Daily Magazine. The navigation bar includes links for Home, Fashion and Beauty, Love and Sex, Fitness and Sports Girls, Healthy Life Tips, Healthy Recipes, Parents and Kids, Fun and Entertainment, and Contact. A search bar is located on the left. The main content area features a large photo of three young boys in school uniforms sitting on stone steps, titled "Prince George's Christmas Photo Shoot". To the right of this photo is a smaller version of the Primrose Juice Boost banner. The banner includes the product name, a description of its benefits for menopause, and an image of five different flavored bottles.

Women Daily Magazine
MAGAZINE

Home Fashion and Beauty Love and Sex Fitness and Sports Girls Healthy Life Tips Healthy Recipes Parents and Kids Fun and Entertainment Contact

FOLLOW: [Social Media Icons]

WOMEN DAILY MAGAZINE

Q. To search type and hit enter

Latuda® (Lurasidone HCl) tablets
20mg | 40mg | 60mg | 80mg | 120mg

Latuda is used to treat bipolar depression in adult patients. Please see Important Safety Information, including Boxed Warnings, below and full [Prescribing Information](#).

Find out more

PRINCE GEORGE'S CHRISTMAS PHOTO SHOOT

PARENTS AND KIDS 17 DEC, 2014

THE BEST DATING SITE

The banner features the product name "PRIMROSE JUICE BOOST" in a stylized font with a green leaf icon. Below the name is a description of the product's benefits. At the bottom, there is a row of five colorful bottles representing different flavors: Green, Orange, Yellow, Blue, and Purple.

PRIMROSE JUICE BOOST

5 delicious fruit and vegetable flavors combined with a natural herbal extract to help relieve menopausal symptoms.

PRIMROSE JUICE BOOST

5 delicious fruit and vegetable flavors combined with a natural herbal extract to help relieve menopausal symptoms.

PRIMROSE JUICE BOOST

PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media *(Sample Web Banners)

The image shows a screenshot of the WebMD website. At the top, there is a banner for "PRIMROSE JUICE BOOST" featuring three bottles of the product. The banner text reads: "Introducing a natural juice drink developed to alleviate some of the discomforts caused by menopause." Below the banner is the WebMD logo, a search bar, and navigation links for "Symptoms", "Doctors", and "Health Care Reform". The main content area features a large article titled "Can You Train Your Brain to Be Smarter, Think Faster?" with a sub-headline: "The booming industry says technology and games can improve your brain. Early research shows potential benefits, but critics raise doubts." To the right of this article is a smaller article titled "WebMD Pediatrician (and Mom) Puts Brain Training to the Test" by Hansa Bhargava, MD | WebMD Medical Editor. Below these articles is a "Top Stories" section with a link to "Alcohol Q&A: Liquid".

PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media (overview continued)

Supporting data about women and their online habits

Some women feel that the primary benefit of social media is to connect with family and friends. But, the majority of women think the primary benefit is being alerted to coupons, promotions and deals by connecting with brands on social media. This data demonstrates that women are basically on social media to forge meaningful connections with their personal circles, but a similar set is also willing to interact with brands.

- 60% of 50 to 60 year old women are active on social media
- 56% increase of 45 to 50 year old women's usage on Google+
- 22% shop online at least once a day
- 92% pass along information about deals or finds to others
- 76% want to be part of a special or select panel

PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media

The following are the top 10 supplement brands followed on Facebook and Twitter respectively. This information will be used to explore co-branding opportunities and co-advertising.



FACEBOOK

Rank Brand	Fans
1. GNC	1,376,115
2. The Vitamin Shoppe	747,846
3. Nature Made	679,027
4. Nature's Path	511,485
5. Swanson Health	181,036
6. Nutrilite	171,714
7. Culturelle	150,729
8. Muscle Milk	147,603
9. One A Day	105,329
10. Bayer Health Care	78,600



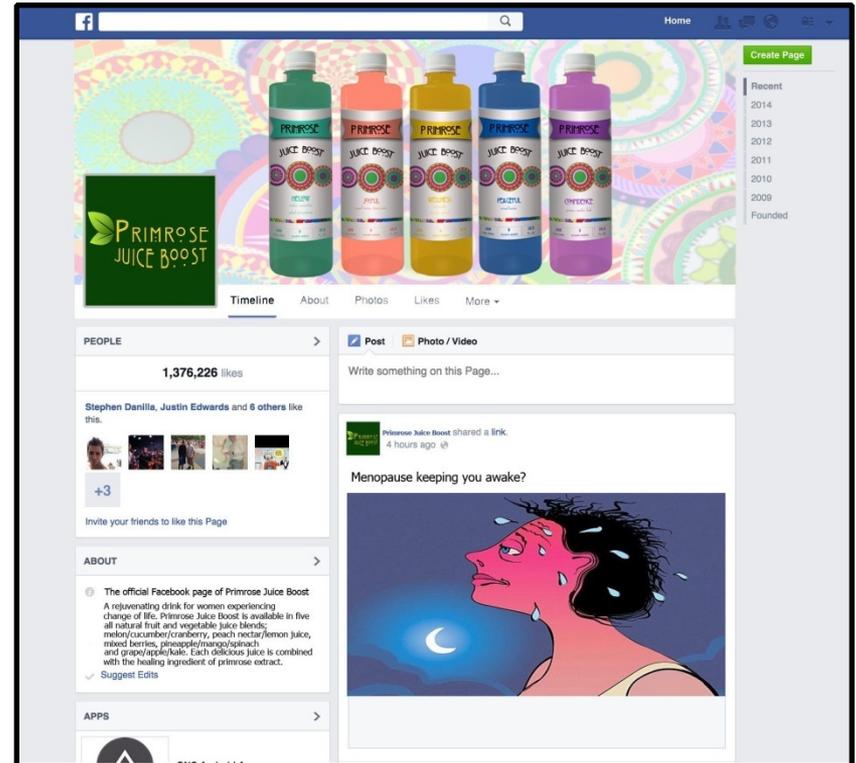
TWITTER

Rank Brand	Followers
1. Web MD	1.13M
2. The Vitamin Shoppe	270K
3. GNC	108K
4. Bayer Health Care	63.5K
5. Nature's Path	39.9K
6. Vitacost	29.6K
7. Muscle Milk	26.9 K
8. Whole Foods Market	10.4K
9. Culturelle	5,060
10. Nature Made	2,176

PRIMROSE JUICE BOOST

Media Strategy: Online Media / Electronic Media (Summary)

Research indicates that the target market for this product are Facebook users. Facebook can develop a fan base and create online sales. The aim is to have this active fan base spread the word about the product to their friends, which raises brand awareness. The Facebook page will be updated with special internet offerings.



PRIMROSE JUICE BOOST

Distribution Strategy: Corporate Partnership

Premium Products Inc. will partner with GNC to offer “Live Well’s” Primrose Juice Boost in an orange flavor which is developed to relieve fatigue due to sleep difficulties many women experience because of menopause (a GNC exclusive juice.) To fit GNC’s brand aesthetic “Live Well’s” Primrose Juice Boost will be available for purchase in single bottles and four packs. Premium Products Inc. will continue to offer it’s five signature flavors at various other national retailers around the country.



PRIMROSE JUICE BOOST

Distribution Strategy: Debut of product

Natural Products Expos “West” and “East” continue to be the leading trade shows in the natural, organic and healthy products industry, attracting over 67,000 industry professionals and 3,000 exhibits to the Anaheim Convention Center and Baltimore Convention Center. Rated as the top 200 trade shows in the US by Tradeshow Week, Natural Products Expos West and East continue to help attendees reach their business goals.

Natural Products Expos is a private trade show open to the trade only, and not open to the public. Individuals who cannot document their direct, professional affiliation to the trade are not qualified to attend the trade show. Following the show Natural Products Expos provides all attendees a password to access and review the exhibitor list and the online Show Directory.



where doing business just comes **naturally**