



# Creating communications plan

## Case: Sun Smoothie Bar

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# Agenda

The background of the slide features three glasses of fresh juice. The top-left glass contains a vibrant green juice, likely made from leafy greens and citrus. The top-right glass is filled with a bright orange juice, possibly carrot or orange. The bottom-center glass contains a rich red juice, likely made from beets or strawberries. The glasses are surrounded by fresh ingredients: a slice of lemon, a whole carrot, and some green leafy vegetables are visible on a wooden surface.

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Company description and problem

Research

Integrated marketing communications plan

Campaign Example

# Sun Smoothie Bar as a company

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Established in 1995, started by selling berries for grocery stores

2014 opened smoothie bars in Hietaniemi and Hakaniemi market halls

Selling juices for grocery stores

Opening web store in 2016

Product offering includes smoothies and juices

→ Our focus is on juices which are:

- 100% from fresh fruits and vegetables
- no additives
- no preservatives
- no added sugar
- cold pressed



# Current social media presence

— — —  
**Origin:** Finland

**Main message:** “Smart people drink real juice.”

**Position:** Happiness, energetic, sporty

**Target group:** Undefined

**Social media content:** Product-focused Finnish content, bright colours, sunny pictures

**Facebook followers:**

- Sun Smoothie Bar: 1465
- Sun Juice: 212

**Instagram followers:**

- Sun Smoothie Bar: 365
- Sun Juice: 10

**Special:** Lots of pictures published with employees



# Problem

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**What is the core brand message of Sun Juices?**

Who belong to main target group?

How to communicate the opening of new webstore?

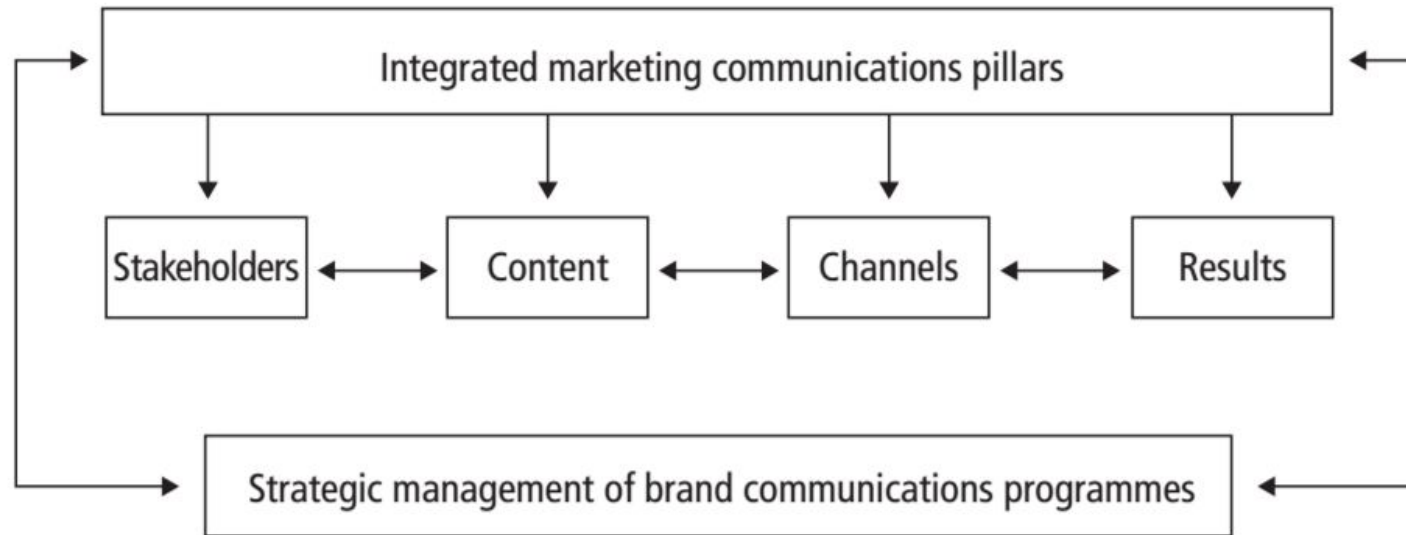
How to communicate the benefits of Sun Juices?

A blue plastic bin filled with fresh vegetables, including carrots, leafy greens, and potatoes. The bin is placed on a surface of straw or hay. The word "Research" is overlaid in the center of the image in a bold, black, sans-serif font. The background is blurred, showing a person wearing a plaid shirt.

**Research**

# Background theory: Four pillars of IMC

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# Our research

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## **Benchmark analysis on competitors**

- 2 finnish brands and 4 international brands
- Comparison of social media channels, target groups and brand position

## **Empirical research**

- 1,5h interview with the owner
- Chatting with smoothie bar employees
- Questionnaire for Sun Smoothie Bar's Facebook fans and customers at Sun Smoothie Bars in Hietaniemi and Hakaniemi (n=53)

The objective was to find out a unique and viable positioning by analysing consumers and competitors (Aaker & Shansby 1982)



A person wearing a light blue button-down shirt is holding a large bunch of dark blue grapes in their hands. The grapes are the central focus, and the text 'Competitor analysis' is overlaid on them in a bold, black, sans-serif font. The background is a soft, out-of-focus light blue.

# Competitor analysis

# Competitor analysis: Powau

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**Origin:** Finland

**Main message:** First Helsinki based coldpressed juice company

**Position:** Trendy, urban, hipster and cool

**Target group:** Trendsetters interested in healthy lifestyle

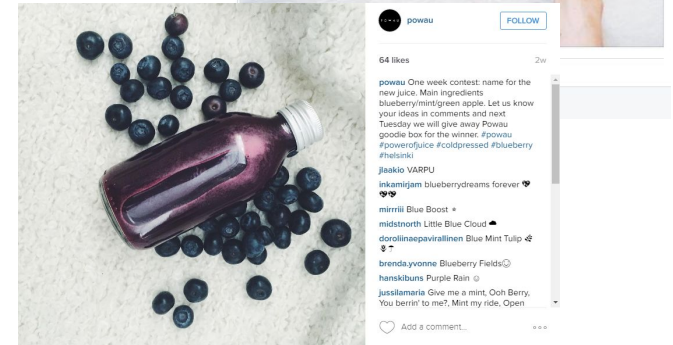
**Social media content:** English, visually beautiful pictures, engaging customers through competitions, discount codes

**Facebook followers:** 3246

**Instagram followers:** 2386

**Special:** Products presented with people that present the style and usage situation of the drink.

**POWAU**  
March 17 · 🌐  
Spring 10 day sale with 10% off from our juice cleanses:  
[www.powau.com/shop](http://www.powau.com/shop). Pic by @anniskk



**powau** FOLLOW

64 likes 2w

powau One week contest: name for the new juice. Main ingredients: blueberry/mint/green apple. Let us know your ideas in comments and next Tuesday we will give away Powau goodie box for the winner. #powau #powerofjuice #coldpressed #blueberry #helsinki

- jaakko VARPU ikamijam blueberrydreams forever 🍷🍷
- mirriil Blue Boost \*
- midnorth Little Blue Cloud 🍷
- dorollinsepavirallinen Blue Mint Tulp 🍷
- brandi.yvonne Blueberry Fields🍷
- hanslibana Purple Rain 🍷
- justlamarie Give me a mist, Ooh Berry, You berry! to me?, Mint my ride, Open 🍷

♡ Add a comment... 🍷🍷

# Competitor analysis: Jungle Juice Bar

— — —  
**Origin:** Finland

**Main message:** Fresh, delicious, fun, healthy and sporty

**Position:** Smoothies are an important product (super smoothies, protein smoothies), juices not the main focus

**Target group:** Everybody (not niche), people who want to something healthy but delicious fast on the go

**Social media content:**

Jungle Juice bar uses Finnish popular celebrities in advertising.

They use bright colours, happy and funny pictures.

**Facebook followers:** 6541

**Instagram followers:** 2756

**Special:** Campaign that launches one celebrity endorsed drink at a time to collect money for charity.



# Competitor analysis: The Cold Pressed Juicery

— — —  
**Origin:** Netherlands

**Main message:** Delicious superfood smoothies and nutritious food that help towards a happier mind, body, and soul, while leading the way for socially-conscious initiatives.

**Position:** Hippie, green values, sustainable, conscious-consumption

**Target group:** Hippies interested to nourish their body and mind but also same time make world better place

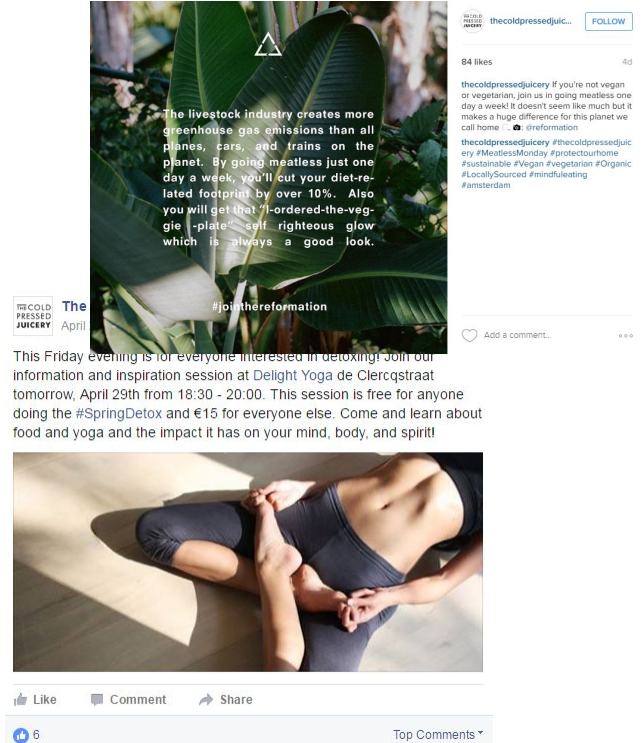
**Social media content:** Posts about ecological footprint, recycling tips, yoga pictures

**Facebook followers:** 3800

**Instagram followers:** 5300

**Twitter followers:** 57

**Special:** When opening web page display which asks to join juice society opens



**the cold pressed JUICERY** April 29th

**#jointhereformation**

The livestock industry creates more greenhouse gas emissions than all planes, cars, and trains on the planet. By going meatless just one day a week, you'll cut your diet-related footprint by over 10%. Also you will get that "I-ordered-the-veggie-plate" self-righteous glow which is always a good look.

84 likes

the cold pressed juicery If you're not vegan or vegetarian, join us in going meatless one day a week! It doesn't seem like much but it makes a huge difference for this planet we call home 🌱 @reformation

the cold pressed juicery #the cold pressed juicery #MeatlessMonday #protectourhome #sustainable #Vegan #vegetarian #Organic #LocallySourced #mindful eating #amsterdam

Add a comment...

This Friday evening is for everyone interested in detoxing! Join our information and inspiration session at Delight Yoga de Clercqstraat tomorrow, April 29th from 18:30 - 20:00. This session is free for anyone doing the #SpringDetox and €15 for everyone else. Come and learn about food and yoga and the impact it has on your mind, body, and spirit!

Like Comment Share

6 Top Comments

# Competitor analysis: Joe & The Juice

**Origin:** Denmark

**Main message:** Join the movement and share your moments with #joeandthejuice.

**Position:** Young, energetic, positive, playful, funny, social

**Target group:** Young and active city girls

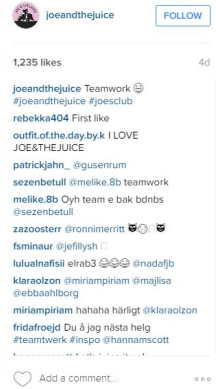
**Social media content:** High quality playful pictures, employees in main role, focusing on WOM

**Facebook followers:** 50 000

**Instagram followers:** 52 000

**Twitter followers:** 5 400

**Special:** Strong community, employees chosen based on their outlook, sport clubs for their employees



# Competitor analysis: Projuice

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**Origin:** Australia

**Main message:** “Projuice sprouted on Sydney's Northern Beaches in 2013. Our ethos is simple. We want to bring you a high quality product, good for your health & good for the environment.”

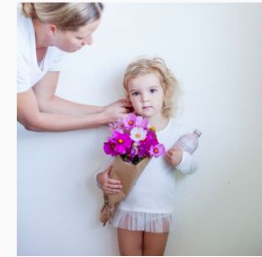
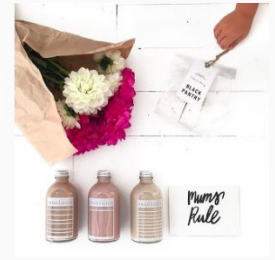
**Position:** Healthy & Sustainable, High quality, Design

**Target group:** Trendy urban people that care about their health and environment. Values healthy lifestyle, interior, food and family.

**Social media content:** They use light and natural colours, many family related pictures, design and visuality in an important role.

**Facebook followers:** 1 322

**Instagram followers:** 11 100



# Competitor analysis: Pressed Juices

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**Origin:** Australia

**Main message:** We stand for healthy, positive living.

**Position:** Trendy, urban, young, healthy & sporty

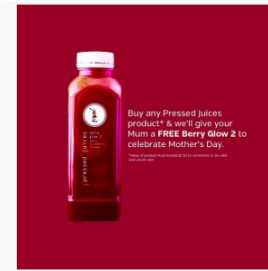
**Target group:** Young, health conscious and active people

**Social media content:** Active & healthy lifestyle related content, events and tips

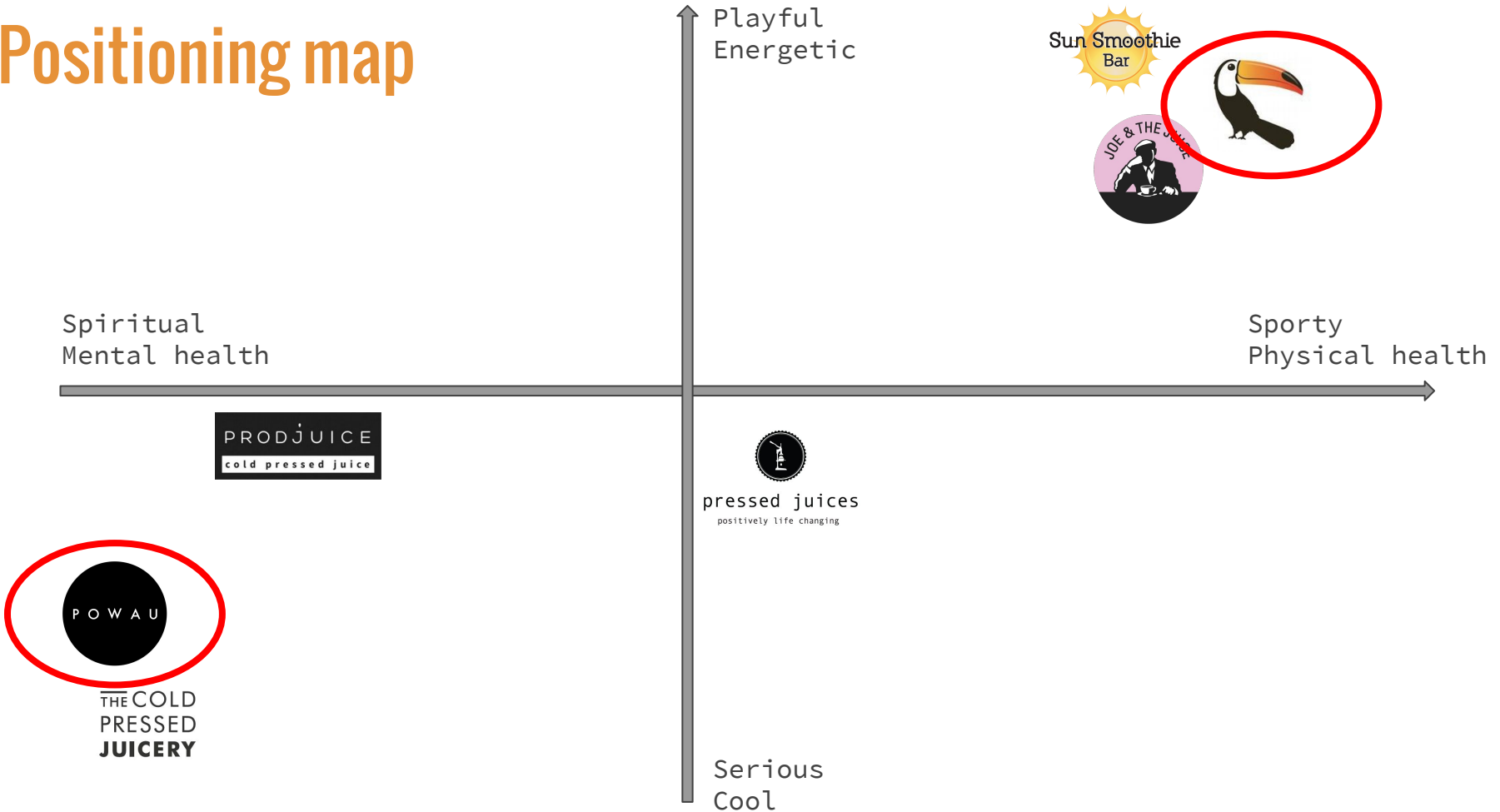
**Facebook followers:** 14 647

**Instagram followers:** 105 000

**Special:** Own nutritionists



# Positioning map





A dense background of green and yellow lemons, some with small leaves attached, creating a textured, natural setting. The lemons are in various stages of ripeness, with some being bright green and others showing more yellow. A semi-transparent dark grey overlay covers the entire image, making the text stand out.

**Empirical research**

# Results: Typical user

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Person in his/her late twenties, who describes herself as an extrovert hedonist with a positive attitude. He/she is enjoying juice throughout the day with meal or as a snack.



# Results: Reasons to drink Sun Juice

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Top reasons to drink Sun Juice among heavy users:

- 1. Juice tastes good**
- 2. Juice doesn't include additives**
- 3. Juice has positive effect on health**
4. Juice is a light alternative
5. Juice is cold-pressed

Top reasons to drink Sun Juice among all users:

- 1. Juice doesn't include additives**
- 2. Juice tastes good**
- 3. Juice has positive effect on health**
4. Juice is cold-pressed
5. Juice is easy to enjoy in a hurry

→ Top 3 is the same in both groups

→ Taste and the healthy aspects were highlighted

# Results: Characteristics of customers and their lifestyles

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Adjectives heavy users used to describe themselves:

1. **Hedonist**
2. **Extrovert**
3. **Positive**
4. Health conscious
5. Youthful

Adjectives all users used to describe themselves:

1. **Hedonist**
2. **Positive**
3. **Extrovert**
4. Health conscious
5. Youthful

- No big differences between heavy users and normal users
- Hedonist values highlighted
- Sporty, family-oriented and trendy were not emphasized

# Integrated marketing communications plan



# Brand architecture

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Now Sun Smoothie Bar and Sun Juice two separate brands but social media content is similar → need to clarify brand architecture

Aaker (2002): Brand Relationship Spectrum

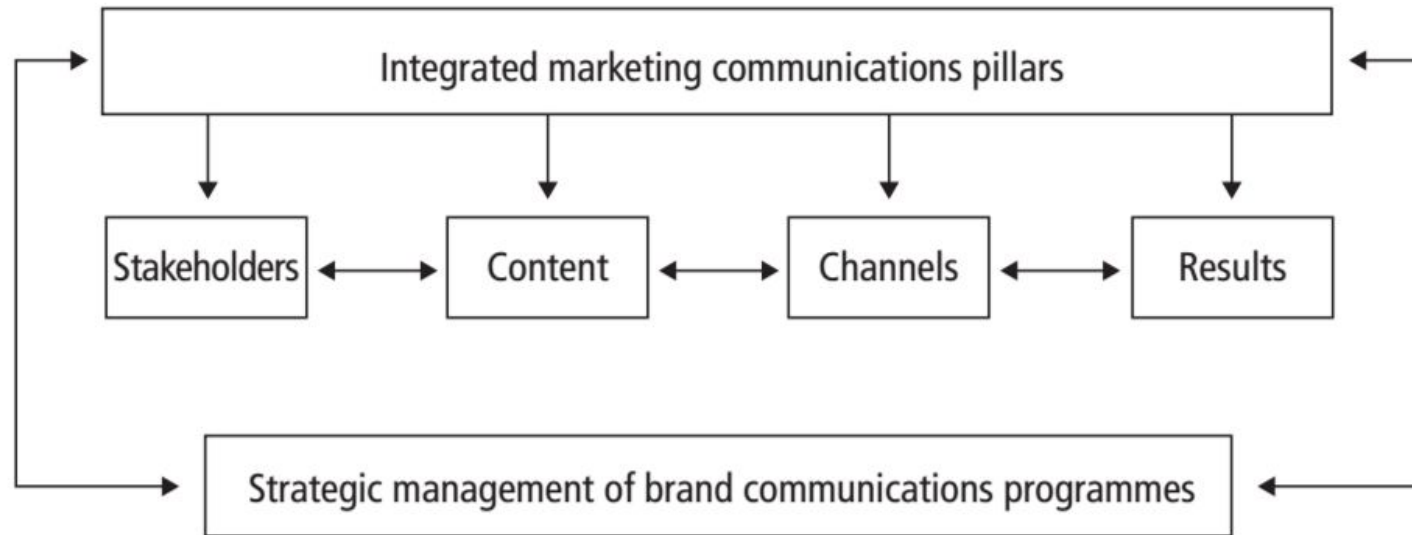
Our suggestion

- 1. Sun Juice is a subbrand of Sun Smoothie Bar**
2. Both subbrand and master brand have driver roles
3. Practical implications: shared visual identity and social media channels, own brand names and logos



# Four pillars of integrated marketing communications

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# 1. Stakeholders - target customers

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## Inside stakeholders

- employees

## Outside stakeholders

- customers
- consumers
- retailers
- suppliers

## Typical customer

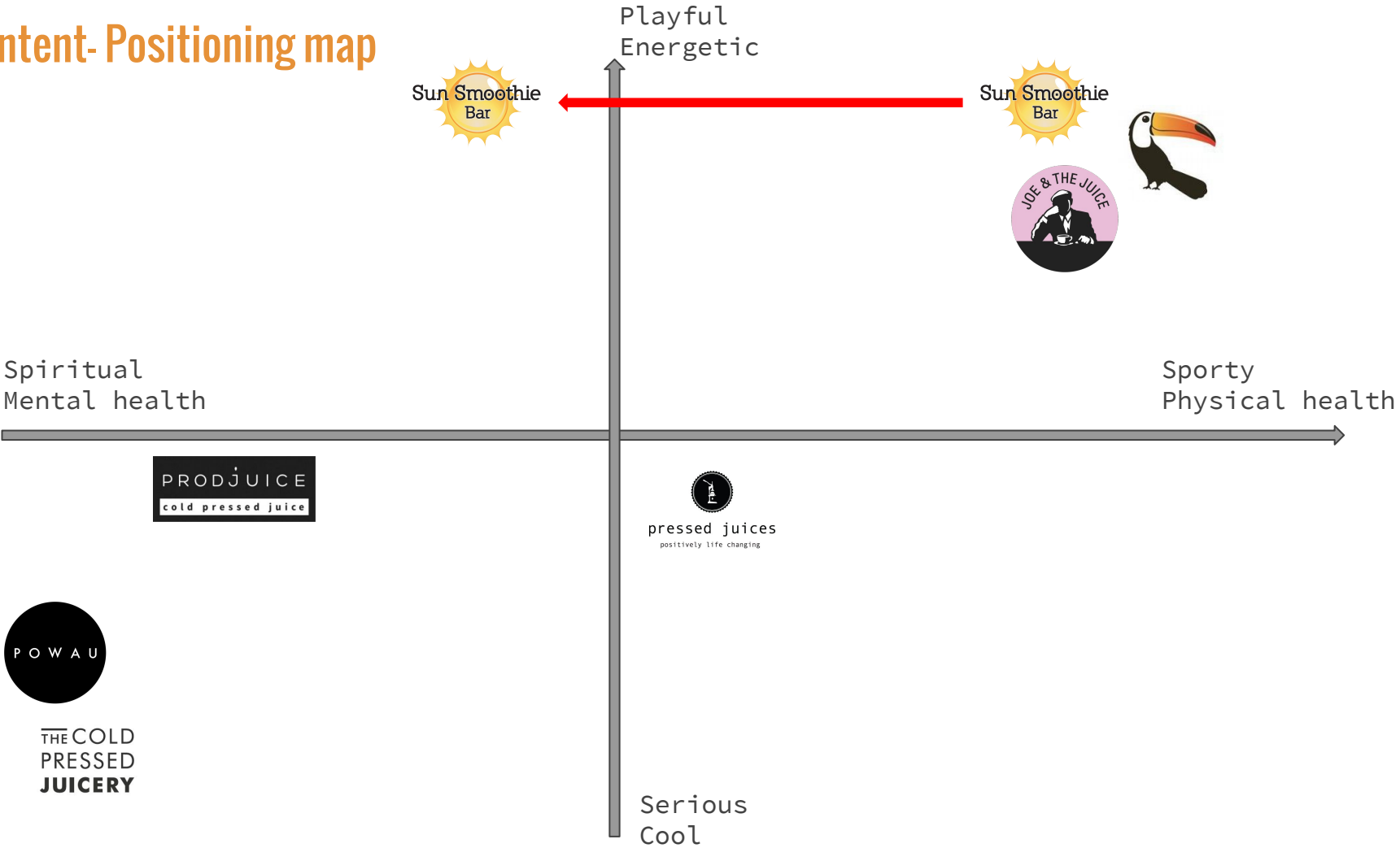
Person in her late twenties, who describes herself as an extrovert hedonist with a positive attitude. Typically she is enjoying her juice for the lunch or in the afternoon.

## → Who we target?

- Young minded
- Positive life attitude
- Health conscious
- Hedonic



# 2. Content- Positioning map



## 2. Content - Brand core message

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Brand should focus on communicating **feelings and enjoyable moments** in order to differentiate themselves from their competitors.

Core associations: positive life attitude, joyful, relaxed, brightness, easy-going, fresh, delicious, healthy, wellbeing, funny, energetic, playful, Finnish

## 2. Content - Brand core message

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Current slogan: "Smart people drink real juice"

New slogan: **Sun mehu. Sun fiilis.** ("Your drink. Your feeling.")

Playful slogan, in Finnish (in line with rest of the communication), easy to apply to new campaigns and products

**Hashtag #sunmehu**

## 2. Content - Renewed visual identity

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logo change → more modern, fresher,  
consistent, still playful





# Illustration of renewing visual identity

## KYLMÄPURISTETTUA SUOMESTA

Saat elävästä mehusta  
kasvisten ravinteet juomalla

- 🔥 Ei kuuma pastöroitu
- 🔥 Ei lisäaineita
- 🔥 Ei lisättyä sokeria
- 🔥 Ei säilöntäaineita



Kauneus ja hyvinvointi  
lähtee sisältäpäin



Kylmäpuristetussa  
mehussamme  
säilyy vitamiinit,  
entsyymit ja mineraalit



Käytämme pääosin  
suomalaisia kasviksia  
lähiviljelijöiltä

✉ info@sunjuice.fi  
f sunjuice  
📷 sunjuice.fi  
#drinksunjuice

WWW.SUNJUICE.FI  
• verkkokauppa • mehupaastot



## Sun mehu. Sun fiilis.

- kylmäpuristettu
- säilöntäaineeton
- lisäaineeton
- ei lisättyä sokeria



Sun Juice -kylmäpuristettu mehu säilyttää  
vihanneksista ja hedelmistä kaiken tärkeimmän  
- ei mitään lisättyä, pelkkää 100 % poweria!



# 3. Channels

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## **Offline:**

Retail stores (bottle labels)  
2 own stores: Sun Smoothie Bar  
Promotion stands

## **Online:**

Facebook  
Instagram  
  
Own webstore: SEO  
Google adwords  
Youtube  
Bloggers  
Email newsletters

**Important to pursue an omnichannel strategy and create integrated shopping experience for a consumer (Rigby 2011)**

## 4. Results - Measuring

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Different campaigns should be based on defined goals and measured with pre-defined metrics

Rigby (2011): omnichannel strategy requires holistic sales metrics

Sales in both online and offline channels

Engagement rate = amount of likes, comments, shares

Click-through rate = customers opening the link to web store

Conversion rate = sales gained through social media adverts

The image shows two clear plastic smoothie cups with lids and black straws, sitting on a light-colored wooden table. The cup on the left contains an orange-colored smoothie, and the cup on the right contains a yellow-colored smoothie. Both cups have a white circular sticker with a sunburst logo and the text 'Sun Smoothie Bar'. The text 'Campaign Examples' is overlaid in a large, bold, black font across the center of the image.

# Campaign Examples



# “Sun kesäfiilis” -campaign

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**Goal: gaining awareness for Sun Juice and cold pressed juices, enhancing new positioning**

- Campaign slogan: Sun mehu. Sun kesäfiilis.
- Promoting in summer festivals and events in a funny way
- Encouraging consumer to create content, e.g. pictures in Instagram with hashtag *#sunkesäfiilis*
- Participants will be rewarded with small gifts and draws
- Supporting content and materials in relevant channels

# Friend campaign

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**Goal: increase the awareness and information about Sun Juice products and webstore, increase the sales of webstore using WOM**

- After ordering Sun Juice, online customers have a chance to send a free small bottle (or discount) to a friend

**Thank you!**

*Sunjuice*

**Q&A**

# References

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Aaker, David A., and J. Gary Shansby. "Positioning your product." *Business horizons* 25.3 (1982): 56-62.

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Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1), 133-160.

Rigby, Darrell. "The future of shopping." *Harvard Business Review* 89.12 (2011): 65-76.