Club Orange

Back to basics.

In late 1995 Club Orange was under the most pressure it had ever been in the history of the brand.

Competitive activity in the soft drinks market had exploded with the entry of several new competitors in the value end of the market, and the collapse of market prices in the premium grocery sector led by Coca-Cola.

Advertising levels for the brand were below half of Club Orange's market share level in the market.

Historic advertising investment in Club Orange had been inconsistent in terms of messages about the brand and sporadic in terms of investment commitment.

A new orange carbonate developed by a competitor had been successfully launched and established a position in the soft drinks market almost directly competitive to Club Orange. (By 1995 Finches market share had grown to 10% of the orange category).

This had been won primarily from Club Orange. Consumer perception was that while Club Orange still tasted good it was a tired, ordinary and boring brand.

Club Orange's market share had been slowly declining over the past number of years and was showing no signs of halting.

THE CHALLENGE

The survival of the brand was threatened. The key challenge was to halt the decline. To do this the positive values of the brand would have to be re-presented to the consumer.

The first task was to find out what those positive values were and then communicate them in a meaningful way.

MARKETING STRATEGY

The marketing strategy set out to fundamentally review all domains of Club Orange activity in the market and then overhaul it. Within this review it was recognised that advertising would be the most important lever in turning around this decline.

COMMUNICATION STRATEGY

A quantitative and qualitative research process was initiated to allow the agency and marketing team to gain a clear understanding of what Club Orange meant to consumers to what their motivations to purchase were.

This research coupled with many multi-disciplinary brainstorms gave the team a clear understanding of the current market position of the brand, the market opportunity and an insight into the core values of the brand.

The research and planning process had delivered some obvious product truths.

- *Club Orange tastes great.*
- *Club Orange delivers on refreshment.*
- *Club Orange is tired and historically badly presented in communication. It has tried to attach imagery values to the brand that either don't make sense or don't compete with 'the way Coke do it'.*

These insights led to the development of a product led advertising strategy which would focus on the *key* attributes of the brand ie. *taste* and *refreshment*.

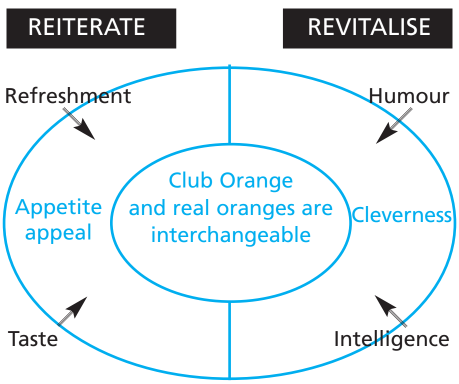
The advertising objective that was committed to, was to reiterate the core values of the brand (taste/refreshment) and revitalise the confidence/vibrancy of the brand.

This became the aspiration and clarion call of all communication for Club Orange. There was a need to return to the basic values of taste and refreshment. Values which had been neglected in previous advertising campaigns and had been appropriated by the arrival of the Finches brand which was extremely focused on orange product values.

THE CREATIVE STRATEGY

The objective set out above led to the development of the creative platform for all Club Orange communication.

CLUB ORANGE CREATIVE PLATFORM



The platform used the device of interchangability to allow Club Orange to reassert the fact that the brand is directly linked to real oranges. The promise of real oranges is the promise of taste and refreshment.

The advertising also needed to display a smartness or cleverness which suggested to consumers to rethink how they assess the brand.

The campaign worked hard on television and outdoor to bring appetite appeal to the brand and to create a sense of 'taste anticipation' around Club Orange.

MEDIA STRATEGY

The media strategy focused on trying to give Club Orange 'a big brand' feel while competing with significantly less marketing investment than its competitors.

The campaign commenced on outdoor and radio and was eventually brought onto TV.

OUTDOOR: The objective of outdoor when active was to stand out from the clutter. The visual style leant itself well to creating impact. A large number of national sites were bought in 2 week bursts to create 'a sense of ownership' of outdoor when active.

TELEVISION: A programme led strategy was developed to create maximum impact with the most desirable target audience of 18-25 year olds male/female. Again the objective was to create 'a sense of ownership' of a certain programme type and hopefully infiltrate the lives of the target audience.

RESULTS

Since 1995 Club Orange has witnessed a steady incremental

DOMAIN	SUCCESS	SOURCE
Market share	+27%	Nielsen
Retail sales brand value	+£5,500,000	Nielsen
Advertising awareness of core target audience	+55%	Lansdowne Market Research
Drink nowadays ie. in repertoire	+11%	Lansdowne Market Research
1st-2nd Choice	+16%	Lansdowne Market Research
1st Choice (core loyal users)	+8.3%	Lansdowne Market Research

increase in brand share. In December/January 1998 Club Orange reached its all time highest market share of 10.7% of the total soft drinks market. This represented a market share growth of +27% in the period. The retail sales value of the brand increased by £5.5m in the two year period with advertising investment levels less than £1m for the same period.

The table below highlights the key success indicators.

On all key quality and taste indicators, Club Orange's rating had moved significantly in the right direction (ie. for most quality indicators it had retaken ownership of these credentials vís Finches). (Source: Lansdowne/Millward Brown)

CONCLUSION

The success of the Club Orange brand over the past 2 years is a classic example of focused above the live marketing investment directly adding value to the brand equity of an FMCG product.

48 sheet poster.

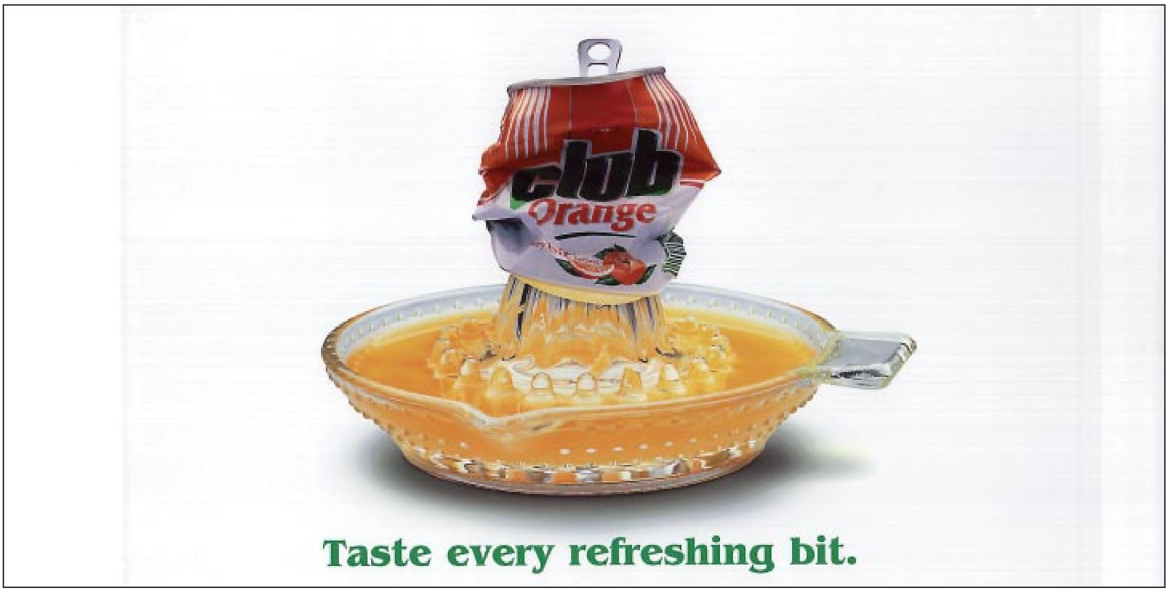
"Label" TV commercial.

"Liquid" TV commercial.


club
Orange
Taste every refreshing bit.


C&C
club
Orange
Taste every refreshing bit.

48 sheet posters.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