

TESTIMONIAL Tropicana



The Tropicana Brightens Mornings sweepstakes on Twitter gave participants the chance to be one of five weekly winners to receive a year's supply of Tropicana Orange Juice!

Real tweets from Twitter users - hashtagged #worstmorningever - were posted on digital units in Times Square and all over Grand Central Station sharing real experiences like catching the express train (in the wrong direction), or finally arriving home to NY (with your keys still in LA).

Audience

Adults 25-54

Media Mix

Digital Billboard,
Station Domination,
Wrapped Shuttle

Market

New York

Objective

Target consumers during their morning commute with a strong social media component, utilizing the hashtag #WorstMorningEver.

Rationale

Tropicana's ad campaign ensures the audience that they're not alone in their morning malaise. The campaign extends right up to the point of purchase in retail locations throughout the city - encouraging consumers to "grab a mini bottle" of Tropicana, to brighten up those rough early hours.