

BIG IDEA



Developed two concepts for the European market focused on natural energy for Tropicana by looking to analogous products and co-creating with consumers.



OPPORTUNITY THINKING principle

Big ideas emerge when we tap into
Both the best of individuals and the best of teams.



BIG IDEA



CHALLENGE

- Tropicana identified a natural energy platform that could leverage the power of fruit and natural extracts to deliver a natural boost of energy.
- The natural energy platform stretched the brand's positioning. The challenge was how to validate the right to enter the natural energy space in the European market, while delivering credibility in the minds of consumers.



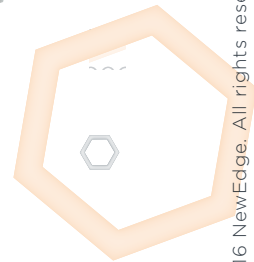
SOLUTION

- Conduct co-creation sessions with consumers for qualitative feedback and iteration in real-time.
- The session was informed by an opportunity landscape within natural energy in the European market based on exploration of the competitive and analogous landscape to understand current offerings, positionings, consumer need states and gaps.
- Concepts were designed and developed to represent product positionings and packaging look and feel to engage consumers during the co-creation session.



OUTCOMES

- Consumer and market validation on Tropicana's right to win within the Natural Energy space in Europe.
- Two winning concepts that were grounded in consumer insights, reasons to believe and provided the look and feel for the product and packaging for quantitative testing and product development.



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