

# BIG GO-TO-MARKET



**PEPSICO**

**Delivered a truly global, juice positioning for PepsiCo Tropicana** by creating a brand platform for regionally nuanced juice product development



**OPPORTUNITY THINKING** principle  
The consumer is the arbiter of opportunity.



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## CHALLENGE

- Tropicana had a new juice technology in development and wanted to create global positioning for a new platform.
- The challenge was how to leverage the technology with less than 100% juice, across, two value proposition pillars and four juice technologies while using it across core markets and distinct brands within each market.

## SOLUTION

- Look internally within the organization to identify:
  - Global consumer perspectives associated with the platform of less than 100% juice
  - Desired consumer need states
  - Better understanding of the two value proposition pillars and four juice technologies
- Dimensionalize the less than 100% juice landscape to develop areas to stretch and create a unique, but global positioning.

## OUTCOMES

- Six global concepts were developed that included the relevant insights, benefits and reasons to believe.
- Tropicana Frutz, one of the six global concepts, was successfully leveraged as a template for current products in multiple markets.

