

From the Country of Passion -Acerola Drink-

Challenge

Acerola Drink is a fruit-based beverage made from acerola fruit from Brazil. The product had been in existence for 20 years and lost its freshness in the rapidly changing market. Specifically, it was confronted with the following two problems.

- 1) Aging Customer Base: The core customers buying the product in their 20s and 30s then were now in their 50s.
- 2) Decreasing Retail Presence: As the sales declined, Acerola Drink lost shelf space in convenience stores.

Solution

We transformed the product from an ordinary beverage into a "Daily Beauty Drink for women in their 20s". We focused on Brazil as the place of origin of acerola fruit and presented a concept of a beauty solution "From the Country of Passion". We redesigned the brand from the ground up, with everything from the package to the point of sale material informed and inspired by the new Product concept. We then carefully staged the relaunch of the brand first to internal stakeholders, then to the trade and then finally to consumers, to ensure the maximum buzz and support.

Results

By motivating the internal audience and the trade partners, we successfully helped our client increase shelf space for Acerola Drink by 240% year-on-year, which turned out to be the record high growth rate in the Japanese beverage history. New packaging, strategic approach to publicity, advertising efforts also successfully contributed to new customer acquisition.



New Brand Concept Development and Bottle Designing



Big Idea : From the Country of Passion

TO INTERNAL STAKEHOLDERS



Personal Season Greeting Card
From President to Employees



Office Painting



TO BUYERS (CVS)



Personal Letters from Sales Persons to CVS Buyers
(Sent from Brazil by Airmail)



Trade Paper Ad



New Business Card and Badges

TO JOURNALISTS



Press Bus Wrapping and Press Room Jack as "the Official Drink of Japan Fashion Week" (We created the new sponsorship concept for JFW)



TO EARLY ADOPTERS



Brazilian Fashion Event and Press Conference



Café Jack around Brazilian Fashion Event Venue



Poster Jack around Brazilian Fashion Event Venue with 48 Creatives

TO MASS AUDIENCE



Magazine Ad



Outdoor Posters



Web Site