Getting Naked

Murphy Marketing Research
TRENDTOWN
262.236.0194
murphymarketing.com

fresh ideas

The new label captures the healthful spirit of Naked Juice, the inherent fun in the name and drinking the juice, and the health benefits of a pound of fruit in every bottle.

Getting Naked?

Who knew market research could be so much fun? No, we're not advocating skinny dipping! But we do want to share how our client, Naked Juice, employed some leading-edge market research techniques to successfully re-launch its packaging, reformulate leading flavors and expand distribution into key markets.

It's not easy to dress a naked brand. The beauty of Naked Juice is its simplicity. It's a pure, healthful drink featuring a pound of fruit in every bottle.

Launched in 1983 by two self-described beach bums, Naked Juice quickly grew to be a favorite among the California surfer crowd. Distribution expanded over the next 20 years, and soon, soccer moms, college students and even boomers were hooked. Loaded with anti-oxidants, superfoods such as spirulina and selenium, and vitamins and minerals, Naked Juice has ridden the health wave to become the leading brand in the premium juice category.

Even beach bums grow up, and in 2005, Naked Juice decided it was time to update its packaging.

Two key objectives drove the re-stage. First, Naked Juice sought to position itself to a wider audience of consumers. It was time to get off the beach and into the mainstream. It was also time for a little self-promotion. Naked Juice is a lightly pasteurized, refrigerated line of juices, including favorites such as Green Machine, Mighty Mango, Chocolate Karma and Pomegranate Passion. Product attributes such as "anti-oxidants," "superfood" and "food-juice" have become the latest health trends, and Naked Juice sought to more clearly identify these attributes and link its brand to them.

Beyond the Beach: Brand Positioning & Packaging

It's not easy to dress a naked brand. The beauty of Naked Juice is its simplicity. It's a pure, healthful drink featuring a pound of fruit in every bottle.

Any new packaging attempts needed to preserve the beach culture yet appeal to a wider audience. It wasn't enough to research consumers interested in a healthful drink, we had to find those who were truly naked.

First up was a round of positioning focus groups among "core" users in key markets – Los Angeles, San Francisco and New York. We needed to thoroughly understand how Core Users perceived the brand, why they drank it (beyond the health benefits) and the role it played in their lives. We were astounded to learn just how committed Core Users were – some drink up to 25 bottles a month. At $3.29 a bottle, that's a rather strong commitment!

Three Innovative Techniques Were Employed

The focus groups kicked off with a projective imagery technique where Core Users selected photos and images they felt best described themselves.

The photo gallery was quite extensive, but over and over again, Core Users selected similar images – nature, the ocean, relaxation, youth and health,

Murphy Marketing Research
TRENDTOWN
262.236.0194
murphymarketing.com

fresh ideas

but not in a body-building kind of way. Many held interesting jobs from cracking rocks as a geologist to breaking beats as a DJ, and others shared interesting hobbies, including opera singing and being "Mrs. Superman." The imagery boards provided Naked Juice with insight into how the Core Users perceived themselves. Future packaging and positioning needed to capture and embody these perceptions.

To better understand how Core Users perceived the Naked Juice brand relative to competitors, a brand personification technique was employed. Core Users "dressed" the Naked Juice brand—they gave it a personal slogan, told us the types of music Naked might listen to and even told us what Naked Juice was thinking. This activity was repeated for competitive brands.

Through personification, we learned Naked Juice is perceived as "independent," "healthy," "low maintenance" and "adventurous." Being "passionate" yet "laid back" also surfaced as driving personality characteristics. Brand perceptions were consistent in each market and needed to be integrated into the new packaging.

Metaphor clouds rounded out the brand personality investigation. Naked Juice was likened to "being in a relaxed and very refreshing place," "replenishing the soul" and as "making you feel free to live every day."

Groovin' with Zoey: Prototype Labels Were Turned Into People

Findings from this first round of research were used to inform the development of a wide variety of creative approaches.

Prototype labels were evaluated in additional focus groups. But rather than just ask Core Users what they thought about each label, we asked them to develop a story by turning the prototype into a person. The goal was to find the prototype most aligned with the personality of the brand.

The most well-received label evoked imagery consistent with the perceived Naked Juice personality.

Here's how one Core User described the brand:

> "I met her at a music festival. She was down-to-earth and kind of artsy. Very health-oriented also. She wears Birkenstocks or flip-flops, and likes to workout and go listen to live music. She also likes to camp, kayak and have picnics. She's fun and friendly, with a good sense of humor. Her name is Zoey, and she's kind of a groovy, hippy chick who sometimes wears her hair in braids. She doesn't wear much makeup and is attracted to socially-conscious people concerned about things like the environment."

A New Label Is Launched!

Naked Juice launched its new label Summer of 2005. The new label captures the healthful spirit of Naked Juice, the inherent fun in the name and drinking the juice, and the health benefits of a pound of fruit in every bottle.

Bottom line: A unique brand needs a unique research approach. Highly creative and innovative approaches will tap into the spirit of the brand. Core Users are the place to start when "getting naked."