

Tropicana Facebook Brand Equity Engagement With Social Scale



Tropicana

556,511 likes · 30,850 talking about this

Food/Beverages

The Official Tropicana USA Facebook Fan Page.

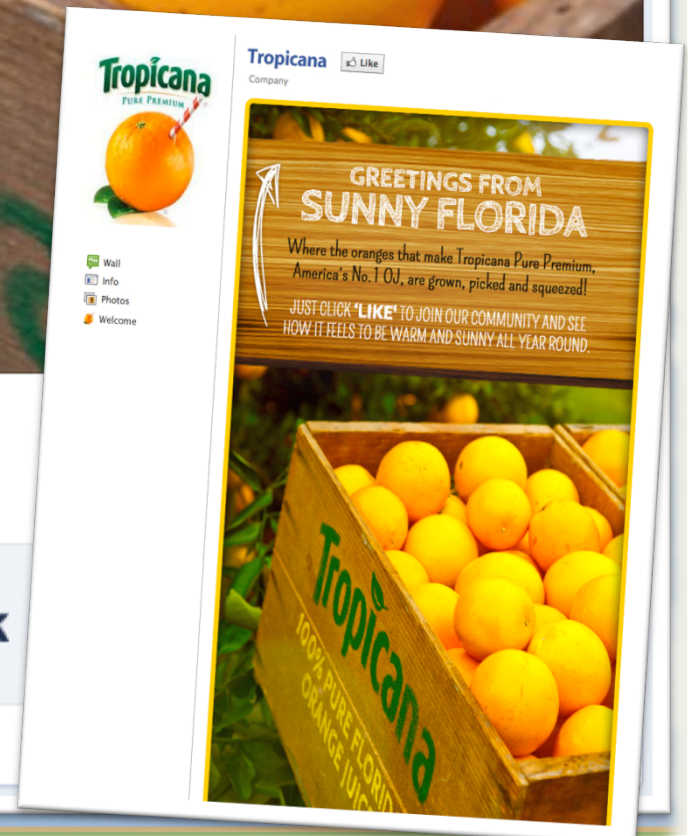
About



Photos

 **556k**

Likes



Establish the Core Functionality of a Relevant and Engaging Content Messages



Objectives

1. Socialize TPP 100% Florida” message via a strong DIY-style publishing strategy.
2. Grow a community of “qualified” likes:
 - Mothers 25-50; Abundant Families (primary).
 - Women 50+; boomers (secondary).
3. Generate the right reach at scale with paid media and organic publishing.

We Created Engagement & Scale Three Ways!

1. Organic Photo-centric Publishing

'Share' the love.



100% Florida OJ Power Pack! What's your pick?



Who's the BIGGEST TPP 100% Florida premium OJ fan you know? 'Share' this with them!



2. Facebook Ads

Tropicana



Like Tropicana Pure Premium Today & Enter for a Chance to Win a Trip to Sunny Florida, Home of Tropicana. Enter to Win Now!

Like • 253,645 people like this.

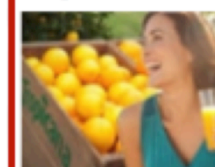
Tropicana



Like Tropicana Pure Premium Today & Enter for a Chance to Win a Trip to Sunny Florida, Home of Tropicana. Enter to Win Now!

Like • 253,628 people like this.

Tropicana

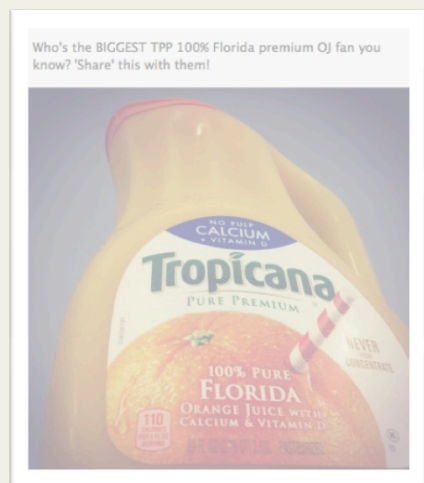
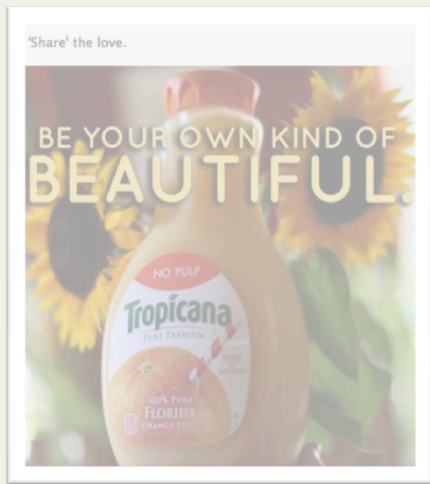


Want to Win a Trip to Florida or Another Cool Prize? Like Tropicana Now to Get Updates on When the Sweepstakes Launches!

Like • 242,837 people like this.

We Created Engagement & Scale In Three Ways!

3. Customized FB Tab -- Tropicana Sweepstakes



Tropicana
PURE PREMIUM

WELCOME TO
**TROPICANA'S
PERFECT
PICK!**

A chance to win a trip to Sarasota, Florida is just a few clicks away! **Start Picking!**

We are also giving away a year's supply of Tropicana® orange juice (12 free coupons) to 99 lucky fans. Pick two oranges from our tree and you will be automatically entered!

Official Rules
NO PURCHASE NECESSARY. Ends 4/20/12. See Official Rules for details.

Like Tropicana Pure Premium Today & Enter for a Chance to Win a Trip to Sunny Florida, Home of Tropicana. Enter to Win Now!

253,645 people like this.

Like Tropicana Pure Premium Today & Enter for a Chance to Win a Trip to Sunny Florida, Home of Tropicana. Enter to Win Now!

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Want to Win a Trip to Florida or Another Cool Prize? Like Tropicana Now to Get Updates on When the Sweepstakes Launches!

242,837 people like this.

Publishing was Brand-equity Focused (100% Florida, Premium Packaging, etc.)



What We Wanted vs. What We Tested in 2013



2012



2013



Eyes/Fans




Minds



Wallets

Facebook Page Insights

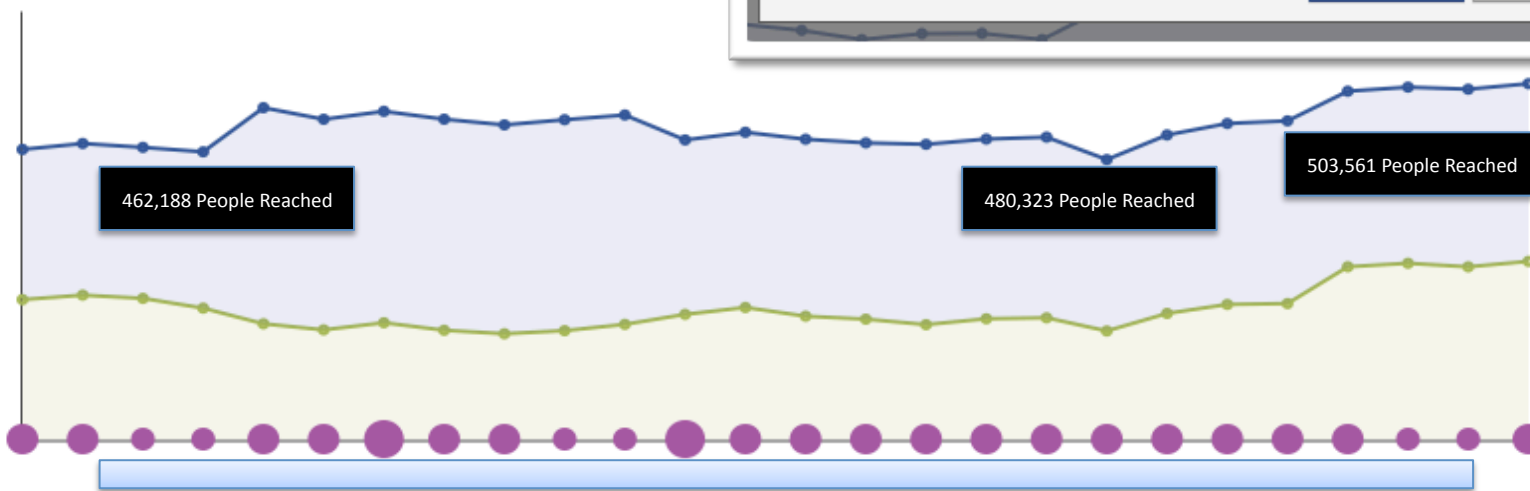
 Tropicana Timeline ▾

Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Total Likes? **561,067** ↑0.09% Friends of Fans? **107,076,693** ↑0.34% People Talking About This? **13,091**

Posts? People Talking About This? Weekly Total Reach?



Export Insights Data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

Select Data Type:

- Page level data
- Post level data

Select File Format:

- Excel (.xls)
- Comma-separated values (.csv)

Select Data Range:

Start Time: 3/15/2012
End Time: 4/30/2012

Insights data is not available before July 19, 2011.

Download Cancel

Post-Level Data Insights

					Sheets	Charts	SmartArt Graphics	WordArt	
	A	B	C	D	E	F	G	H	
1	Post ID	Post Message	Type	Countries	Languages	Posted	Lifetime Post Total Reach	Lifetime Post Organic Re	
2							Lifetime The number of peop	Lifetime The number of peo	
3	73580501234_10150719081	Did you know that the SS Trc	Photo			4/29/12	73203	6946	
4	73580501234_10150718624	It's Sunday Funday!	Status Update			4/29/12	47118	4641	
5	73580501234_10150716213	100% Bradenton, Florida visi	Photo			4/28/12	67839	6625	
6	73580501234_10150714239	That's a lot of OJ! 'Like' this	Photo			4/27/12	81008	7857	
7	73580501234_10150713802	We love Trop Fans with a thir	Status Update			4/27/12	49067	4859	
8	73580501234_10150711956	There are 100% Florida	Photo			4/26/12	124865	11324	
9	73580501234_10150709039	I "like" my OJ with	Status Update			4/25/12	93578	8626	
10	73580501234_10150708583	Pop quiz! Which explorer bro	Status Update			4/25/12	48957	4853	
11	73580501234_10150706718	100% Florida best friends. 'S	Photo			4/24/12	82978	8052	
12	73580501234_10150703393	We're making a toast to conc	Photo			4/23/12	615075	5143	
13	73580501234_10150699697	Hey, Trop Fans! Which team i	Status Update	United States of America		4/21/12	1068	106	
14	73580501234_10150697968	Is it time to break out the fil	Photo			4/20/12	216289	6311	
15	73580501234_10150695764	What sitcom character are yc	Status Update			4/19/12	50962	5021	
16	73580501234_10150695375	One day left to enter the Per!	Photo			4/19/12	57591	5686	
17	73580501234_10150686850		Question			4/18/12	53600	5152	
18	73580501234_10150686619	You know you're from New Yi	Status Update	United States of America		4/18/12	1438	138	
19	73580501234_10150686373	Best of luck to those who hai	Photo			4/18/12	59157	5838	
20	73580501234_10150686078	Chicago, where's the best ple	Status Update	United States of America		4/18/12	848	81	
21	73580501234_10150684763		Question			4/17/12	51080	4920	
22	73580501234_10150684463	Thanks for your bright words	Status Update			4/17/12	45253	4494	
23	73580501234_10150684163	Today is National Haiku Poetr	Status Update			4/17/12	42337	4204	
24	73580501234_10150682921	A 100% Florida Homecoming	Photo			4/16/12	1333403	8640	
25	73580501234_10150682006	Bisc and chile! HShore's test	Photo			4/16/12	60962	5950	
26	73580501234_1015067					4/15/12	35	6075	
27	73580501234_1015067					4/15/12	20	5506	
28	73580501234_1015067					4/15/12	33	5635	
29	73580501234_1015067					4/15/12	20	4951	
30	73580501234_1015067					4/15/12	29	3387	
31	73580501234_1015066					4/15/12	36	5484	
32	73580501234_1015066					4/15/12	24	6748	
33	73580501234_1015066					4/15/12	38	6001	
34	73580501234_2206275					4/15/12	33	3990	
35	73580501234_1015066					4/15/12	39	6102	
36	73580501234_1015066					4/15/12	22	5526	
37	73580501234_10150661009	There are still 2 weeks left of	Photo			4/15/12	36125	5529	

Relevant photos outperformed all posts

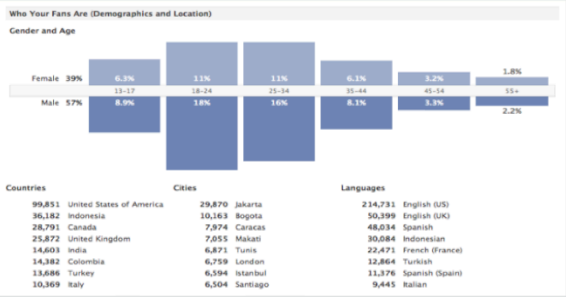
- Polls
- Questions without photos
- Links to stories
- Videos

Closely Monitored Our Audience

Likes, Reach and Talking About This

Facebook

The Fans tab helps you understand who your fans are and how you acquired them.



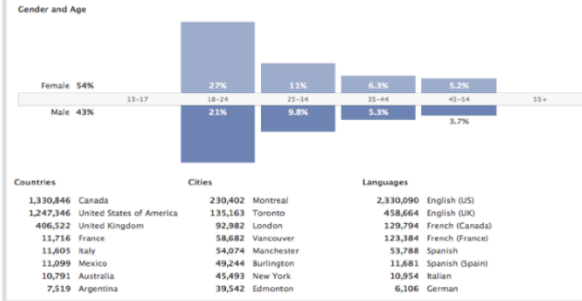
Gender and Age: The percentage of people who liked your Page for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.

Countries: The number of people who liked your Page as of the last day of your selected date range, broken down by country. This is based on the user's IP address.

Cities: The number of people who liked your Page as of the last day of your selected date range, broken down by city. This is based on the user's IP address.

Languages: The number of people who liked your Page as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.

Who You Reached (Demographics and Location)



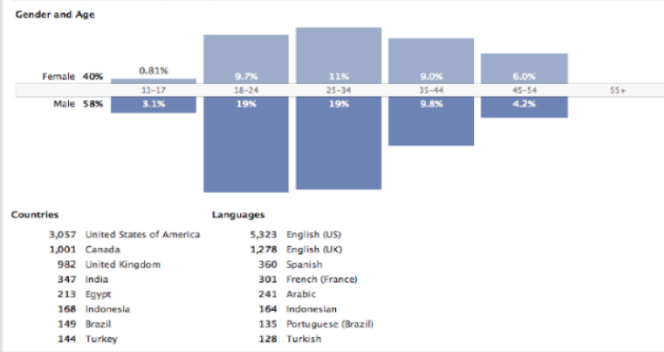
Gender and Age: The percentage of people who saw any content about your Page in the last seven days for each age and gender bracket, as of the last day of your selected date range. This is based on the data people enter in their profile.

Countries: The number of people who saw any content about your Page in the last seven days, broken down by country, as of the last day of your selected date range. This is based on the user's IP address.

Cities: The number of people who saw any content about your Page, in the last seven days, broken down by city, as of the last day of your selected date range. This is based on the user's IP address.

Languages: The number of people who saw any content about your Page, in the last seven days, broken down by language, as of the last day of your selected date range. This is based on the user's default language setting.

Who Is Talking About Your Page (Demographics and Location)



Gender and Age: The percentage of people who talked about your Page in the last 7 days for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.

Countries: The number of people who talked about your Page in the last 7 days as of the last day of your selected date range, broken down by country. This is based on the user's IP address.

Languages: The number of people who talked about your Page in the last 7 days as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.

So What Did The Tale of the Tape Show?

Audience
Moms: 25-50
Women: 55+

Growth

- Paid
- Organic
- Viral

People Talking
About This

Engaged User

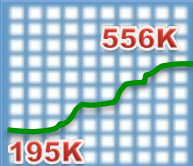


1. We Built a highly engaged & targeted community

Campaign Likes

+185%

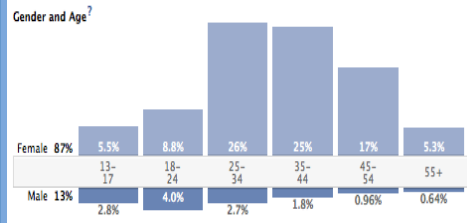
Gender/Age



87% Women

72% 25-55+ YO

People Who Like Your Page (Demographics and Location) See Likes



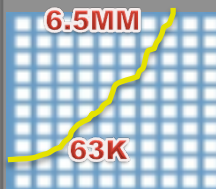
TOTAL "LIKE" FIGURES

New York.....126,000
 Chicago.....38,340
 Philadelphia.....,.....39,128
 Atlanta, GA.....22,986
 Houston, TX.....14,636
 LA, Calif.....13,264
 Baltimore, MD.....11,536

Campaign Reach

+10,376%

Gender/Age

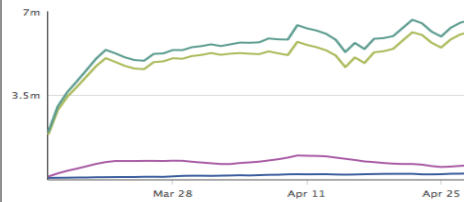


98% Women

92% 25-55+

Reach?

Organic? Paid? Viral? Total?



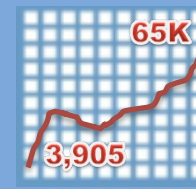
WEEKLY TOTAL FIGURES

Total Reach (6.5MM).....+10,376%
 Organic (63K – 274K).....+237%
 Viral (19K - 800K).....+3,905%
 Paid (0 – avg. 5MM)..... 10x

Campaign Talking About Us

+996%

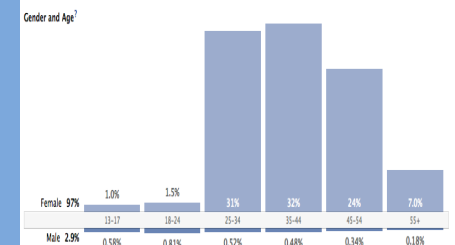
Gender/Age



97% Women

93.9% 25-55+

Who is Talking About Your Page (Demographics and Location)



Top External Refers

Online-sweepstakes.com - 6,929
 Womanfreebies – 4,299
 Sweetsiesweeps.com – 31`63

Lightweight Publishing Drove The Highest Engagement (Daily Organic Reach Averaged 105K)



High Value Brand Targets Engaged in a Big Way

100% Florida OJ Power Pack! What's your pick?



Nisey Ingram I am going to buy this big tropicana. 2morr when I go food shopping



Judy Null I love tropicana,I bought the pitcher of florida sun shine..



Janene Sestak Can't wait to get to the grocers...



Cindy C. Cvik There's only 2 OJs I buy and Tropicana is one of the two. Now knowing, the oranges come from the USA; not from foreign lands I like that. There are too many pesticides in foreign foods and I prefer 100%natural/organic

✓ Liked | Message



Melanie Hockenbury Love the new bottle and cap!



Chloe Paige I drink that stuff ALL THE TIME!!!!!!!!!!!!!! It's my fav orange juice, i dont drink any other kind!

About

Photos

Likes

Postcard

TropiMomma

- 
- Time To Put FB to the Full Test.
 - Make it Part of the Marketing Mix.
 - Continue Using Insights to Optimize

MOVING FORWARD

A close-up photograph of a baby with light brown hair and blue eyes, looking slightly to the right with a determined, almost grumpy expression. The baby is wearing a green and white long-sleeved shirt and is holding a fistful of sand in their right hand. The background is a blurred beach scene with sand and a light sky.

Closing Thoughts

- Visit Page insights regularly.
- Evaluate daily/weekly/every 28 days.
- Measure audience against all tabs.
- Track your posts (what's working?).
- Optimize your content publishing .
- Use rich media with succinct copy.

S U C C E S S

Because you too can own this face of pure accomplishment

Thank you!!



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Food/Beverages

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