Case Study: Unlocking Growth for Minute Maid Zero Sugar

BACKGROUND PROBLEM

Develop a strategy to **revolutionize growth for the Minute Maid Zero Sugar brand in North America**

RESULTS

- Built a behavioral model to gauge consumers' current zero-sugar beverage consumption and their likelihood to drink Minute Maid.
- Triangulated it with brand tracking, sales, commercial, and custom research data to pinpoint priority segments and map growth levers — positioning (drivers, barriers, triggers, media) and pack/channel focus.
- Landed on recruiting non-juice drinkers whom Minute Maid Zero Sugar could bring into the category. Findings drove the campaign: Jon Hamm — Great Taste, Zero Sugar and pushing distribution of 11.5OZ and Mini Bottles for Recruitment

