

## See the aroma

Appletise is a high quality carbonated apple juice, made with no added ingredients. It competes in a sector of the soft drinks market loosely described as 'adult' - which means that people under 20 are not the primary drinkers. This subcategory is more a manufacturers' definition than a consumers', but it defines a group of drinks with relatively sophisticated tastes, which tend to be used as substitutes or accompaniment for alcohol, and to be drunk either in pubs or clubs or with meals.

The problem facing the agency was to find a way to revitalise Appletise in a crowded market, with a limited budget. The brand was well known, and many people have tried it, but it is quite a small brand, and showing no dynamic progress in the market.

A programme of research showed clearly that the brand's greatest strength lay in its taste, which is very 'appley', and in the little recognised fact that it is a pure, natural product. The difficulty for advertising, is that everybody is saying things like 'pure', 'natural', etc., in the food and drink markets, all the time. It is not news.

So, the agency looked for evidence that could demonstrate the facts about Appletise, and realised that, when you open a bottle, you literally get hit by the smell of ripe apples. The proposition became: "Appletise, you can smell the apples".

From this, the brief developed:

*The product is:* 100 per cent pure, sparkling apple juice, made from apple concentrate, with no artificial colourings, flavourings or additives.

*The brand personality:* the 100 per cent pure alternative. Confident in its inherent qualities of healthiness, simplicity, quality, sophistication and naturalness.

*Why advertise?:* To regenerate awareness and trial of Appletise.

*Who are we talking to?:* Relatively upmarket adults, aged 20-40. They tend to have busy, stressful lives, and are aware of the need to be 'healthier' but they are not freaky about it. They may have shifted to a healthier choice in snacks and drinks that are fruit or diet based. This is a bandwagon crowded with competitors, and choice can be daunting. While trial may be promiscuous, repurchase depends on quality. Carbonated drinks have traditionally carried sugary, junk food associations. In contrast, Appletise is pure, refreshing and naturally sweet.

*What do we want to say?:* You can be sure that Appletise is good because you can smell the apples.

*Justification and support:* 100 per cent pure apple juice that smells as fresh as it tastes. It is extremely refreshing and provides a range of health benefits that you expect to get from apples.

*How should people react?:* 'I didn't realise that Appletise was really pure apples. I must try some (again)'.

The resulting commercial succeeded in raising awareness of Appletise significantly, and in shifting consumer attitudes. Sales and market share rose, too, but were hampered by packaging changes that affected distribution.

*Source: Advertising, R. White*