



true fruits

**HERE TO
REFRESH QATAR**

The Problem



True Fruits brand is entering a new market:

- Need to build brand awareness
- Need to encourage purchase actions



Situation Analysis



Company

Qatar

socially-involved eco-friendly brand

favorable environment for market entry

Product

Competition

natural and healthy from the composition to its packaging

no direct competitors that distribute smoothies in supermarkets

SWOT Analysis



Strengths

- Strong and established brand image about being natural and healthy.
- Successful previous international market entries.
- Accessibility of the product via its distribution in various locations (supermarket, gym, petrol station, etc).

Weaknesses

- Expensive price spectrum compared to other direct and indirect competitors in Qatar.
- Controversial marketing strategies with subliminal messages contradicting social norms in Qatar.
- Expensive to manufacture in/ import natural ingredients and packaging to Qatar

Opportunities

- Social trend for healthiness with the population exposed to fitness and sports.
- High internet and social media involvement of the population in Qatar.
- Hot weather year-round and the high demand for refreshing drinks it provides.

Threats

- Perception of the brand as foreign and not trustworthy due to controversial marketing strategies and reputation built by using them.
- Local competitors that are already established in the GCC market.
- Priority for locally-produced products, especially in the food and beverages industry, caused by the blockade.

Target Group



Demographics

Females
Young generation
Students



Attitude

Care about recycling
Care about what they drink
Prefer to live healthy lifestyle



Behaviour

Often consume fruits
Exercise
Shop in supermarkets



Technographics

5-9 hours online
Instagram

Campaign SMART goals

increase brand awareness by
reaching 200,000 impressions
on social media

create purchase actions of
16,000 purchases



All in 6
months



Social media marketing strategies

Content seeding

- create Instagram, Snapchat, and TikTok filters
- start a #refreshQatar TikTok challenge

Video marketing

- long-form Youtube videos
- short-form Instagram reels, Tiktok, and Youtube shorts

Influencer marketing

- brand ambassadors



Hierarchy of Effects

1

Awareness

2

Knowledge

3

Liking

4

Preference

5

Conviction

6

Purchase



Campaign Objectives

Content seeding

build activity and engagement of 200,000 likes in total in True Fruits social media in 6 months.

Video marketing

attract 25,000 subscribers to True Fruits social media and build the foundation for brand loyalty

Influencer marketing

reach a top-of-mind recall of 70% and become a part of the cognitive map of the population in Qatar



All in 6 months

The reason why Support

- True Fruits won the **InterBev Awards** 2012 for the best juice or juice-based drink, containing apple, pear, and raspberry.
- True Fruits hires professional chefs **Nicolas Lecloux**, who is responsible for secret recipes with natural fruits.



Campaign Idea

HERE TO REFRESH QATAR

Freshness - product attribute

Fully natural smoothies are the best to refresh on hot days in Qatar

Bold - competitors

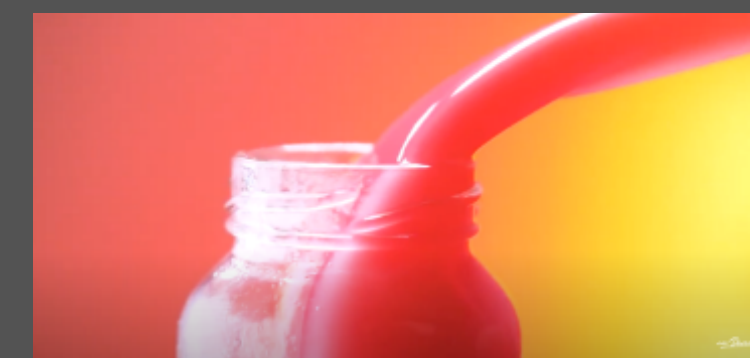
Common feature of True Fruits campaigns in Europe is audacity in sharply social topics. We stick to it, but adapt Qatar and focus on challenging competitors.



true fruits
true fruits - no tricks

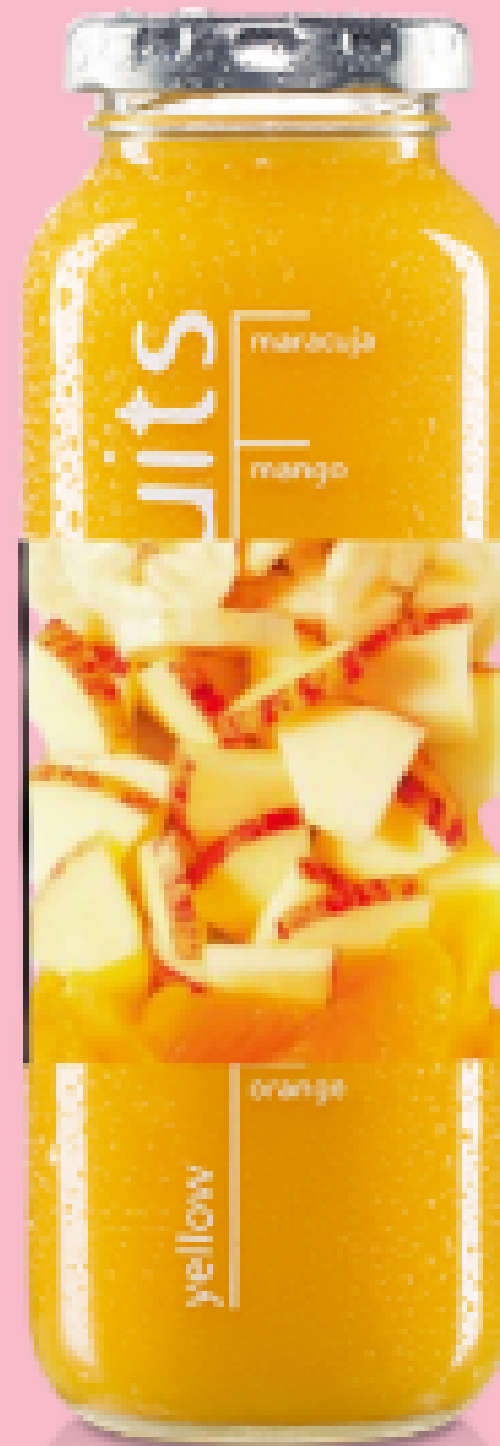


Here to R E F R E S H Qatar!
#refreshQatar



REFRESH

#refreshQatar



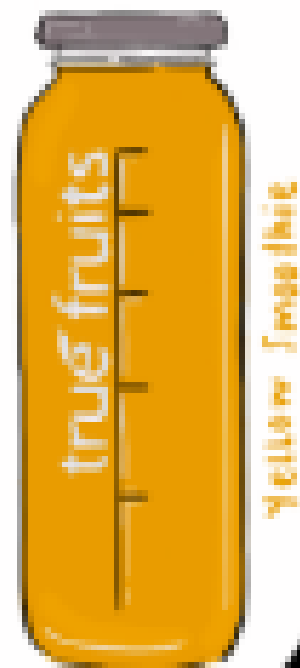
true fruits
true fruits - no tricks

#refreshQatar

What fruit are you?



true fruits
Time to REFRESH



#refreshQatar

What fruit are you?



true fruits
Time to REFRESH

