

## Program Spotlight

### Tropicana Juicy Rewards Serving Up Loyalty

*“With Tropicana Juicy Rewards, the best juice just got better,” said Neil Campbell, President. “Tropicana Juicy Rewards takes the good things consumers have come to expect from Tropicana to a whole new level by offering them savings on the healthy, fun pursuits we know are important to them.”*

#### Company Overview

Tropicana Products, Inc., a division of PepsiCo, Inc., is the leading producer and marketer of branded fruit juices. It sells its flagship Tropicana Pure Premium® juices in the U.S. and Canada.

#### Marketing Objectives

The Tropicana Juicy Rewards program pursued more added-value to the brand and an increase of sales by combining the goodness of OJ with big savings on healthy family activities, experiences and products. Another goal was to increase interaction with the brand’s website.

#### Our Solution

Entertainment® Rewards & Incentives teamed up with Tropicana to build the Tropicana Juicy Rewards on-pack loyalty program to help consumers save money on fun activities.

Consumers who purchased Tropicana Pure Premium® or Trop50® entered codes online at Tropicana.com to build points that were redeemed for discounts on healthy pursuits from the Entertainment® database of best-in-class offers.

#### Results

This program was a first for Tropicana and resulted in approximately **3 million email captures** for the brand.

