

Program Spotlight: Consumer Packaged Goods

Acquisition • Frequency • Retention • Loyalty

Tropicana

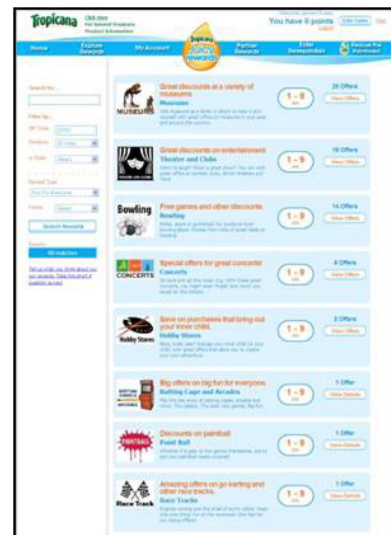
Tropicana Juicy Rewards Serving Up Loyalty

Company: 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 Objective: The Tropicana Juicy Rewards program seeks to add more value to the brand and increase sales by combining the goodness of OJ with big savings on healthy family activities, experiences and products.



CMS Solution: With consumers seeking a wider variety of options to save money with their rewards programs, Entertainment Corporate Marketing Solutions teamed up with Tropicana to build the Tropicana Juicy Rewards on-pack, points-based loyalty program for 2010, a first for Tropicana in terms of the sheer scale of value, breadth and ease of use offered.



Consumers who purchase Tropicana Pure Premium® or Trop50® can enter codes online at Tropicana.com to build points that can be redeemed for discounts off healthy pursuits.

The Entertainment database of “best-in-class” offers was segmented based on healthy lifestyle activities for the family to provide savings on Attractions, Sports, Leisure Venues, Retail and Services. Over 20,000 Entertainment offers are featured in the program. Consumers can redeem points for rewards based on the value for the consumer.

“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.”



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1-800-450-8114 • www.entertainment.com/cms

mktgsolutions@entertainment.com

