



Portfolio Assignment

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Product Research:

About The Product:

Fiji Water focuses on a single product to offer its consumers and that is their water. However, their product offers a variety of bottle sizes. It has a starting size of 330mL to its biggest size of 1.5L, because of this its prices also differ from one another. Their best selling bottle of 500mL is at the price of \$1.99. It currently has a new design of bottle that introduces a sports cap that is targeted to consumers who are engaged in an active lifestyle. The company also introduced a subscription process that will deliver water off at the same time every month. Shoppers can choose between any current bottle sizes sold. (FIJI Water, 2017)

Not only is Fiji Water known for its distinct look, but also holds great pride in being “Earth’s Finest Water.” The company relies on the natural filter that creates the water from the source to give it a clean but natural taste. According to Fiji Water, when tropical rain falls on the rainforest, it filters through layers of volcanic rock, slowly gathering the natural minerals and electrolytes. The water collects in a natural artesian aquifer, deep below the Earth’s surface, keeping the water free from external elements by confining it within layers of rock. Natural pressure forces the water towards the surface, where it’s bottled at the source. (FIJI Water, n.d.)

Fiji Water has a soft and smooth taste due to the natural way that its water has been filtered and gathered, it contains natural minerals such as silica, magnesium and calcium. Electrolytes such as sodium, potassium, magnesium and chloride are naturally occurring and added during the bottling process. Water containing electrolytes, it is critical for normal muscle and nerve function, as well as for maintaining the health of cells and organs. It also helps to regulate fluid levels and the acid-alkaline balance in the body, both of which are essential to health and fitness. (Hearn, n.d.)

Values of the Brand:

The company was founded in 1996 and is currently one of the leading brands not only in the United States, but also globally. Fiji has launched several initiatives as a trend leader in the water bottle industry. In 2007 Fiji partnered with Conservation International to help reforestation in Fiji and provide a lot of help and benefits in underprivileged communities where water is scarce.

Fiji Water, as a brand, is committed to doing business responsibly and seeking opportunities to make a difference. That means investing in its communities and the environment and focusing its efforts around

meaningful issues with like-minded partners to enable positive change. (FIJI Water, n.d.) Fiji realizes the impact bottled water can have on the earth so certain measures have been taken to ensure that they remain one of the most sustainable bottled water companies. Bottles are not only cube shaped to give a distinct look but to make the shipping process more efficient and cut down on carbon emissions used in transportation processes. Bottles are produced in Fiji to support local economies as well as cut down on emission from transporting bottles to the aquifer to be filled

Strengths:

What sets apart Fiji Water from other artesian water brands is their very distinct bottle design. Fiji Water is known for its rectangular shaped bottle, unlike most brands who stick to the cylinder form. In doing this, Fiji Water has definitely made a brand of themselves and incorporated these look in their consumers mind, that if it's a boxed shaped bottle then it's most likely to be Fiji Water. This is also effective in keeping costs low for the company and helps the brand be ecofriendly.

Weaknesses:

Fiji Water is more expensive than most other water bottle brands. The brand is sometimes three or more times as expensive as the regular supermarket brands. It is however marketed as more of a luxury water bottle brand, and compare to other luxury brands it is actually quite cheap.

Opportunities:

Fiji Water is marketed towards fitness people and travelers which is a group that is growing all the time. With globalism increasing in society, traveling and connecting with other people and other cultures is becoming easier. We can also see how traveling and living an active lifestyle and health is becoming more and more relevant in seniors ages 75+.

Threats:

Competition is the most pressing threat for Fiji Water. It competes with other beverages like sport drinks and sodas as well as other water bottle companies. It also faces threat from the other ways consumers can access water e.g. tap water.

Competition:

Fiji Water's largest threat is competition because the many other sources of beverages that directly compete for the market share. There are many kinds of water and Fiji Water is classified as an artesian water or a luxury brand water. It not only has to compete within its same water class but all the others too, such as boxed water, non-artesian water, tap water, sodas, juices, milk and other beverages.

Artesian Bottled Water Competition

Smart water- inspired by the way nature purifies water. Like from a cloud. Elevate your everyday. Electrolytes. Vapor-distilled. Added minerals. (Smart Water, n.d.)

Evian- From Snowflake To You - Discover evian® Natural Spring Water Today! 7.2 pH Balance. (Evian, n.d.)

Voss- Norwegian-based brand of bottled water from the village of Vatnestrøm in Iveland municipality, Aust-Agder county. (Voss, 2017.)

Mountain Valley Spring Water- Pure, native, premium water sourced in the heart of the Ouachita Mountains. Bottled in Hot Springs AR. Enjoyed by U.S. Presidents & U.S. Residents alike. (Mountain Valley Spring Water, 2018)

Non-Artesian Water Bottles Competition

Aquafina- Four flavors to keep your tongue on its toes. With zero calories, zero sweeteners, and a variety of fruit flavor combos, our bubbles just got simply more interesting (Aquafina, n.d.)

Dasani- DASANI® water is purified and enhanced with minerals for a pure, fresh taste. Grab a bottle today and experience our crisp and clean tasting water. (DASANI, n.d.)

Ozarka- GET YOUR HANDS ON OZARKA® BRAND 100% NATURAL SPRING WATER We make it easy for fellow Texans (and our neighbors) to get ahold of Ozarka® Brand 100% Natural Spring Water (Ozarka n.d.)

Volvic- brand of mineral water. Its source is Clairvic Spring, Auvergne Regional Park just to the north of the Puy de Dôme in France. (Volvic n.d.)

Non-Bottled Water Competition

Brita filters- Brita® water filters & filtration systems deliver cleaner, great-tasting drinking water to power you through one more meeting, one more mile or one more game. (BRITA, n.d.)

Zero Water- Water filter pitcher Zero Water Cup and Pitcher Replacement Filters in-home residential drinking water filtration solution treatment that eliminates virtually all detectable dissolved solids (Zero Water, 2017.)

Tap Water- Tap water is water supplied to a tap usually from municipal sources. People can use it for drinking, washing, cooking, and waste management

Market Research:

Main Target Audience:

When Fiji Water first started they were heavily associated in being in the spotlight through celebrities and building relationships with high-end chefs as to promote their product through hotels, restaurants, and resorts. They were targeted towards a middle class to a high class audience. ()

Demographics:

Fiji Water became a widely recognized brand after being pictured with powerful socialites and influencers. Recently, the luxury market has been shrinking in the U.S. with most socialites trying to relate to “the common man”. Although the market is predicted to recover this segment of the population is decreasing in the U.S. while rising in Asian markets. Fiji Water has already positioned themselves perfectly for this audience. This audience tends to be under 40, to have travelled extensively, and is very wired into social media as well as business trends. ()

Psychographics:

Fiji Water has a main audience of luxury brand shoppers who view purchasing certain products as part of a status symbol. These people are most likely to be reached in social media and internet advertisements. The luxury shoppers value what the others are doing and value brands that identified influencers such as political officials or movie actors are doing. Luxury shoppers view exclusivity as important and will pay higher prices for it.

Geographics:

Fiji Water's luxury audience is shrinking in the U.S. with attitudes toward the wealthy and extravagant changing. Most luxury brand shoppers are in emerging developed markets such as China, India, and Brazil. These consumers are also in newly wealthy markets instead of the long established wealth of the U.S.

Current Target Audience:

Fiji Water currently released a new sports cap bottle for people who are engaged in an active lifestyle. This bottle was marketed to be "slim and sleek" to be fit everywhere even in your cup holders.

Demographics:

Fiji Water recently has been changing some of their packaging and branding to offer a product that is positioned well for the American market. The new sports top provides a water that is suitable for a more active lifestyle as Americans also continue to trade soft drinks for water as part of the emerging wellness culture. Recent research shows that the highest consumer demographic for bottled water as a healthy alternative in America for bottled water is 18-34 year-old women. However, Fiji Water is currently most often purchased by males in the 18-34 category as opposed to women.

Psychographics:

Fiji Water making changes such as a round bottle that fits in cup holders gives the product appeal to an audience that values convenience and practicality over perceived luxury. Previously Fiji Water bottles have been square to be easily identified over other water brands over being a practical shape. Fiji Water has also positioned more practical with the sports tops on bottles to appeal to the United States emerging health conscious attitude. In 2016 Americans reported that health was the second highest concern after the economy. These health driven consumers are encouraged to drink water consistently throughout the day instead of sodas or juices. This requires that water bottles are convenient to carry around with you and provide ease in drinking and storing the bottle.

Geographics:

According to recent consumer trends and scanner data provided by Infoscout, Fiji Water is most commonly bought at gas stations and drug stores. It seems this is because of the increasing on-the-go nature of healthy and practical consumers that prefer convenience over luxury.

Future Target Audience:

Most of Fiji Water's consumers today are estimated to be young adults who are more updated with current trends. For a future challenge for Fiji Water, we are marketing towards elderly people above the age of 65 in the United States

Demographics:

According to purchasing panels in 2015 people aged 65 and older bought more Fiji Water than any other age category. In 2014 the average income of adults aged 65 and older was estimated at 31,000 a year, which according to purchasing data also falls within the income range that most purchases Fiji Water (20K-40K per year). The population of people ages 65+ is also the fastest growing age demographic in the U.S. because of lower birth rates and higher life expectancy.

Psychographics:

Adults over the age of 65 are increasingly more active and health conscious than previous generations of the elderly. The National Institute on Aging suggests that seniors 65 and up increase water consumption because of common medications and urinary disorders. Although this audience has higher brand loyalty and focuses on costs versus benefits when choosing products, this audience will pay more for nostalgia and "classic" products. Elderly over the age of 65 are also the most likely to buy products that promise to increase youthfulness.

Geographics:

Fiji Water is bought most in the West and Southwestern United States. California is on the west coast and has the highest population of adults over the age of 65 with over 5 million residents. Elderly often move to warmer climates for health reasons and are more apt to drinking water rather than other products. Seniors over 65 mostly live in urban areas where water from the tap or municipal sources is less trusted and bottled water consumption continues to rise.

Product Market Share:

Fiji Water is the eighth highest selling water brand in the United States. Fiji Water accounts for 4.8% of still (non-carbonated) water sales in the United States. (Statista, 2017)

Industry Trends:

The bottled water industry has been trying to compel buyers by trying to stand out in packaging as well as give consumers better value for their money. As a result we are seeing these trends.

1. Bigger bottle sizes
2. Unique and artistic bottle designs
3. Higher standards for pure clean water with added health benefits
4. Flavored water

Target Audience's Characteristics Relation to Trends:

The number one concern of elderly ages 65+ is their declining health. A large movement in the health sector for this audience is the need for hydration. A recent study found the 49 percent of adults 65+ in the hospital had chronic dehydration as a major contributing factor to their health issues. (US National Library of Medicine, 2004)

Dehydration can cause dizziness, confusion and constipation. These side effects can lead to kidney problems, intestinal complications and falling. Falling is the leading cause of injury to seniors (CDC, 2016) The National Academy of Medicine suggests that seniors drink 125 ounces of water a day. At minimum older adults should consume four ounces every four hours they are awake. (Deseret News, 2017)

Target Audience's Perception of Product:

Studies have shown that age is a factor regarding the attitude towards bottled water. As much as a 2% increase in likeliness of drinking bottled water as the main source of water was added per year of the consumer. That means that with every year the consumer ages, we can add a 2% up in how likely the consumer is to use bottled water (Hu, Morton & Mahler, 2011).

This is something that affects the future campaign of Fiji Water for elderly people. It shows that our group is willing to use bottled water more than other age groups. It is difficult to find studies regarding elderly people's attitude to the brand specifically, but we can with this information see how bottled water is more popular for other drinks such as tap water.

Consumer Research:

Scanner Data provided from a 2017 study provided us with insights into the shopping habits of adults 65+ while buying both Fiji Water and also its competitors.

Fiji Water:

Fiji Water is the 8th leading water brand in sales in the United States. Fiji Water made \$424.45 million in America during a 52 week time period in 2017. Fiji Water sales made up 4.8 percent of the total sales of bottled still water in the United States.

It is most commonly bought in gas stations and convenience stores with an index range of 582. The second most common location is drug stores with an index of 245, and the third being food and grocery stores with an index of 133.

Customers who bought Fiji were 4 times more likely to also buy Red Bull Glade and Arizona Drinks and 3.9 times more likely to buy Horizon Organic. They were 1.6 times more likely to buy Gold Peak and 1.5 times more likely to buy Marlboro Gold Pack

Customers were most likely to purchase Fiji Water on Saturday (16.6 percent) Friday (16.3 percent) and Sunday (15.6 percent). People were most likely to buy Fiji Water in the afternoon (30.7 percent) and evening (27.5 percent)

Consumers were most likely to pay with cash and food stamps at an index level of 133.

People who bought Fiji Water were most likely to be stocking their pantry (21 plus items in basket) with an index of 203

Creative Brief

What are we advertising and why?

We are advertising Fiji Water with a focus on health benefits and the feeling the water gives you as you drink. We want to separate it from typical water brands that don't actually come from Fiji and focus on the ability it has to transport you to another time. We want to use feelings of nostalgia and possibilities.

What do we want them to think?

We want them to think two things. First of the beautiful shores of Fiji Islands. We want them to feel that people 65+ can still go on adventures. Second, we want them to think they still hold significant value in modern times. That what they have done is important.

What is the single most important message?

The most important message we want to get across is they are the finest generation and drinking Fiji Water is treating themselves like they are the finest generation.

Why should they believe us?

Why they should believe us is the most important reason we are using nostalgia. Trust has been identified as one of the main concerns for elderly in advertising (BMC Public Health, 04/2017) To build trust we are using images they know and can identify with.

What voice should we use?

The tone of voice should be inspirational. Using inclusive terms like "we" and "our". Our advertising copy should be fewer words and bigger. We want to subtly encourage them to get healthier and have a sense of adventure. Many in our audience are confined to small places or aren't in good health. Fiji Water ads should make them feel like they can be healthy and have fun.

What is the best media channel?

We believe more traditional media would be appropriate to use in advertising because many above the age of 65 are unacquainted with how to properly use technology. Because of this we think our ads might be lost in user error situations. (BMC Public Health, 04/2017)

We want to try non-traditional digital media to get interaction and get them to try new things not on a computer. However, most of the ads should appear in print, radio and television.

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Digital Advertising: Senior VR Game



The game would be set on an island in Fiji so residents could see the ocean, beaches, palm trees, and other exciting things they probably haven't been able to see in a long time. The game would require residents to explore the virtual Island of Fiji to find different sources of the clean water that Fiji is so famous for such as waterfalls, ocean, natural springs, rivers and creeks. When they find each place they will be told an interesting fact about those places. It would be similar to if they were on a real guided tour. The game will most likely leave a big impact on the people who play it because it will likely be the first time they have ever experienced virtual reality. In recent years VR headsets and other immersion products have been used for people who can't get out of bed or cant move well. It can help keep their mind sharp and provide them with some much needed adventure. The Fiji VR Game would leave a long lasting impact.

Television Advertising

Television Script: 30 sec commercial

-FADE IN SENTIMENTAL JOURNEY BY DORIS DAY-

MEDIUM SHOT OF DORIS DAY SITTING LOOKING AT MIRROR FIJI WATER BOTTLE IN THE RIGHT HAND CORNER OF VANITY NOT IN FOCUS

-FADE DOWN SENTIMENTAL JOURNEY NOT COMPLETELY OUT- TIGHT SHOT OF DORIS DAY TOUCHING FACE AND SMILING INTO MIRROR.

Doris Day: Sigh

WIDE SHOT OF HER GRABBING GLOVES BOTTOM OF FIJI BOTTLE IS VISIBLE WIDE SHOT OF BACKYARD.

-SFX: BIRDS AND OUTDOOR SOUNDS- TIGHT SHOT OF GLOVED HAND TOUCHING BEAUTIFUL ROSE

RAC FOCUS MEDIUM SHOT OF SMELLING THE ROSE FACE ON LOOKS UP AT CAMERA AND SMILES WITH EYES AND CORNERS OF MOUTH.

Doris Day VO

"Enchanting sublimely enchanting"- slowly and with importance

CLIP OF DORIS DAY FROM PILLOW TALK IN BEDROOM ON PHONE ICONIC SCENE FLASH WIDE SHOT OF DORIS DAY WALKING DOWN GROCERY STORE AISLE END CAP WITH FIJI WATER ON IT.

Doris Day VO

"Busy and important"- slowly and with importance CUT TO DORIS DAY GETTING OFF PLANE IN LA WIDE SHOT OF FORIS DAY ANSWERING THE DOOR. DOOR FACE ON

RAC FOCUS ON KIDS. MEDIUM SHOT EXCITED KIDS DORIS DAY KIDS RUNNING IN DORIS DAY GRABS THEM AND SMILES

SFX: CAMERAS

FLASH TO PAPARAZZI FLASHING LIGHTS ON DORIS DAY OLD FOOTAGE

Doris Day VO "The world looked to us"

MEDIUM SHOT OF KIDS LOOKING UP AT HER Doris Day VO "And they still do"

SFX: MUSIC FADE UP

TIGHT SHOT OF HER KISSING KIDS HEADS HOLDING FACE IN HANDS

Doris Day VO

"Fine was never good enough"

TIGHT SHOT OF TAP WATER RUNNING

MEDIUM SHOT OF TO TAP WATER AND TURN IT OFF

Doris Day VO

"We only ever gave or took only the finest"

WIDE SHOT OF DORIS DAY REACHING INTO PANTRY

TIGHT SHOT OF FIJI BEING HANDED TO KIDS TIGHT SHOT OF THEM SLEEPING WITH WATER BOTTLES NEXT TO THEM WITH COLORING BOOKS

TIGHT SHOT OF 12 PACKAGE OF FIJI WATER OPEN ON COUNTER

Doris Day VO "Earth's Finest Water"

SFX:MUSIC FADES UP LOUD OR ENDING

DORIS DAY'S HAND GRABS ONE FROM THE PACKAGE. WHITE TEXT FADES IN

#ONLYTHEFINEST

QUICK FADE TO BLACK

-END-

In the TV ad we chose to use feelings of nostalgia because we are able to gain trust easily this way. We wanted seniors to feel that they are still important and valued. We drew on experiences that seniors have already have or wish to have. We decided to use a figure they would all be familiar with such as Doris Day. She does not have many endorsements currently so there would be no competition in that area.

Outdoor Advertising



FIJI Water Takes You There



The Beach That Fits Perfectly Into a Cupholder

The First Advertisement we think is effective because appeal to older people who are not able to travel as much. Maybe they still work or live in a big city. Cause you might not be able to get to Fiji for whatever reason but you don't need to.

The Second Advertisement we think is effective because The boards are based on the idea of travel and specific to cars because they will be billboards. The ad reaches all of the people there because they are all drivers. Drivers are all unified by the different experiences and aspects of being in a car. They can all relate to it.

Print Advertising



A BOTTLE A DAY KEEPS THE DOCTOR AWAY

Dehydration is one of the leading causes of health problems in elderly adults. The best way to prevent dehydration is to drink water. Seniors and all adults should drink at least 64 ounces of water daily. Fiji Water is full of essential nutrients your body needs. We would rather have you in Fiji with us than in a doctor's office.



WOULDN'T YOU RATHER BE HERE?

Water is an essential part of your daily diet. Not getting enough water can cause dizziness and falls. Seniors and all adults should drink at least 64 ounces of fluids such as water daily. Fiji Water is full of essential nutrients your body needs to keep you out of the doctor's office and enjoying life.

We decided to focus on magazines that would typically be in doctors offices or health magazines because that would be a good way to educate elderly about drinking water while their mind is already on the subject. We want then to associate Fiji water with health and adventure. The Magazine ads focus more on the health aspect.