



CLIENT:
Sunkist Growers

SITUATION:

Obesity rates in the U.S. are at an all time high and are predicted to continue rising due to factors such as bigger food portions, increased consumption of high-fat fast foods and increasingly sedentary lifestyles. In today's fast-paced environment, Americans are skipping healthy foods such as fruits and vegetables and opting for the ease and convenience of fast foods and frozen meals.

CHALLENGES:

Add value to the Sunkist website to build consumer loyalty and encourage daily usage. Make Sunkist Citrus more relevant to consumers looking to improve their diets; Provide consumers with the tools needed to take responsibility for their health by adopting better eating and exercise habits.

SOLUTION:

In January 2008, Sunkist launched www.SunkistDailyDiet.com, a diet tracking Web site that provides users with a free, easy to use way to accurately log their food consumption and exercise habits online. The site works by keeping running totals of caloric intake and other nutritional information so users can learn how to improve their diet. The site highlights the importance of including Sunkist citrus in the diet everyday. To promote the site, IMW utilized a variety of outreach methods including press releases, eblasts, links from the "Health & Wellness" section of the Sunkist Web site and Google AdWords.

RESULTS:

Since its launch, the Sunkist Daily Diet Review site has acquired 8,488 registered users and has received nearly 80,300 hits. This year the program has expanded to include iPhone and Droid applications to allow users the flexibility to track their diets from anywhere all free of charge.



ONLINE BROCHURE



BRINGING VITALITY TO LIFE

The lifestyle choices you make today will affect your entire life. That's why developing healthy eating habits — like eating citrus daily — can have a positive impact on the way you look and feel from childhood through your senior years. By simply consuming an orange every day, you're getting more than 100% of the daily recommended vitamin C needed to help maintain a

WHY ARE ANTIOXIDANTS IMPORTANT?

Antioxidants are substances that protect the body by slowing or preventing cell damage caused by exposure to oxygen. Antioxidants also protect against free radicals, which may damage every living thing, thereby increasing risk of blocked arteries. Additionally, antioxidants may help reduce the rates of chronic diseases. Antioxidants are thought to be most beneficial when obtained through food, such as fruits and vegetables. The main antioxidants found in citrus are vitamin C and flavonoids. These antioxidants are thought to be most beneficial when obtained through food, such as fruits and vegetables.



SUNKIST DAILY DIET REVIEW SITE