



# Capri Sun

Brand Extension



# Company Analysis

**Capri Sun was first introduced in 1969 by a German-based company, and after twelve years, it was expanded to the United States by Kraft Foods. North American production and marketing continues to be provided by Kraft Foods while Coca-Cola serves many European regions.**

Popular among parents and children, Capri Sun is known for its nutritious ingredients and easy, take-along packaging. Following a quality issue and slight consumer drop-off over the past few years, Capri Sun reinforced its original values with the introduction of organic, veggie, sport and other healthy options. It's no wonder after all since they are committed to making quality juice drinks parents feel good giving their children. Capri Sun has shown they are motivated to providing a high quality drink everyone is sure to enjoy.



# Brand Analysis

## Core Identities

Commitment to Quality | Consumer-First | Focus on Fun

## Extended Identities

Global Leader | Truthful and Trustworthy | Innovative | Teammate



# Brand Analysis

## Brand as ...

**Product** – Capri Sun is known by moms and dads alike as the simple go-to juice for children at home or on the go.

**Organization** – Capri Sun is committed to providing a simple yet beneficial juice drink to keep children doing what they do best.

**Person** – Capri Sun is an energetic child looking for their next adventure. Capri Sun is interested in exploring and living a healthy lifestyle.

**Symbol** – Capri Sun's aluminum pouch depicts its commitment to quality with its durable and lively design.



## Brand Challenge

Capri Sun has experienced a decrease of nearly 2.5 million consumers over the past five years even with the introduction of additional drink options.

Capri Sun Consumer Insights - *InfoScout*



## Brand Extension

A brand extension is the ability to create and leverage assets of the brand itself. Brand extensions can strengthen and expand a brand while supporting a new offering in another product market.

Capri Sun's quality-centered, healthy juice drinks have become a go-to option for parents, and this reputation is ideal for establishing a brand extension.



## Brand Extension

Capri Sun brings to mind having a good time outdoors, and living a healthy, carefree life. Capri Sun could utilize this reputation to expand into other healthy foods and drinks such as fruit snacks, fruit-flavored water or snack bars. These categories provide visibility and association enhancement for the brand and any other potential extensions. Capri Sun could become a child's all in one snack. Capri Sun would be best utilizing its reputation from its juices to establish a fruit snack brand. The market is cluttered with fruit snack brands, but few offer healthy, familiar options with important daily vitamins for children. A new adventure is just what Capri Sun needs to expand its dwindling consumer base.



## Proposed Brand Extension

For Capri Sun to best expand its consumer base, a brand extension toward healthy, vitamin-based fruit snacks would have the greatest impact within the market. Most health conscious fruit snack brands are more expensive and less recognizable than typical fruit snack brands. Capri Sun is familiar to kids of all ages.



# Proposed Brand Extension

Capri Sun will introduce a new line of fruit snacks mirroring many of the features of its juice drinks. There will be options for fruit and veggie based snacks and sport snacks just the same as the juice drinks.

Capri Sun will focus the new product on the same audience as their juice drinks, but it will also reach for more health conscious consumers who are still looking for a familiar brand. The brand extension would target mothers age 35-44 looking to give her children healthy yet fun snacks. She is wanting to start purchasing more organic products with beneficial ingredients, and Capri Sun is a brand she has always trusted. The introduction of healthier versions of the brand encourages her to try the new snacks, and begin purchasing them on a regular basis.



## Proposed Brand Extension | Good Time

**GoodTime**

any time is a good time for a good time



## **Proposed Vertical Brand Extension**

Being a trusted brand of parents across the board, why not take the opportunity to offer a product for them?



## Proposed Vertical Brand Extension

Flavored water drinks have become a popular option over carbonated soft drinks. American adults are drinking nearly 170 million gallons of flavored water drinks each year, and sales have gone up forty-two percent over the past five years with no signs of slowing down. Flavored water drinkers are typically women age 25-44 without children. The introduction of a Capri Sun vertical brand extension has the potential to take on this new market. The brand would focus its own unique flavors on future mothers and mothers already purchasing Capri Sun. The brand would encourage mothers to begin drinking healthy, nutritious drinks just the same as their children. They already feel good about giving these products to their children, why would they not feel the same about themselves.



## Proposed Vertical Brand Extension | SUNNI

SUNNI

(Sunny)



# Works Cited

Capri Sun. (n.d.) *Capri Sun*. Retrieved from <http://www.caprisun.com/>

Grocery.com. (n.d.) Capri Sun Juice Drinks. *Grocery.com*. Retrieved from <https://www.grocery.com/capri-sun-juice-drinks/>

O'Connor, G. (2017) Seltzer's Popularity Bubbles Up in the US. *NPR*. Retrieved from <https://www.npr.org/sections/thesalt/2017/08/10/542663727/seltzer-s-popularity-bubbles-up-in-the-u-s>

Nation's Restaurant News. (2017) Flavored, sparkling beverages bubble up in popularity. *Nation's Restaurant News*. Retrieved from <http://www.nrn.com/naturally-inspiring/flavored-sparkling-beverages-bubble-popularity>

Osborne, J. (2015) Q&A with Gregg Horvat, Senior Brand Manager, Capri Sun. *Food Manufacturing*. Retrieved from <https://www.foodmanufacturing.com/article/2015/05/qa-gregg-horvat-senior-brand-manager-capri-sun>

Statista. (2017) Consumers of Capri Sun in 2017. *Statista*. Retrieved from <https://www.statista.com/statistics/477386/simply-consumption-usa/>



## Works Cited

Aaker, D. (2014) *Aaker on Branding*. New York: Morgan James Publishing

Zack's Equity Research. (2017) Kraft Heinz Continues to Innovate, Launches Capri Sun Drinks. *Nasdaq*. Retrieved from <https://www.nasdaq.com/article/kraft-heinz-continues-to-innovate-launches-capri-sun-drinks-cm847091>

InfoScout. (2015) Capri Sun Consumer Insights. *InfoScout*. Retrieved from [https://www.infoscout.co/brand/capri\\_sun](https://www.infoscout.co/brand/capri_sun)

InfoScout. (2015) La Crix Consumer Insight. *InfoScout*. Retrieved from [https://infoscout.co/brand/la\\_croix](https://infoscout.co/brand/la_croix)

Ermer, J., Higgins, T. (2017) Capri Sun Now Offers Four Products Made with All-Natural Ingredients and No Added Sugar. *KraftHeinz*. Retrieved from <http://news.kraftheinzcompany.com/press-release/brand/capri-sun-now-offers-four-products-made-all-natural-ingredients-and-no-added-sug>

Wohl, J. (2017) Capri Sun Taps Kids and John Legend For No-Added-Sugar Line. *AdAge*. Retrieved from <http://adage.com/article/cmo-strategy/capri-sun-taps-kids-john-legend-added-sugar-line/310459/>