

Vita



Vita

What do we want?

Maintain Vita's leadership in the healthy food segment, attract new customers and retain existing ones

How are we gonna achieve it?

Loyalty Plan

T H E A L I S T

Social media campaign



Advertising strategy



Service description

Vita is dedicated to prolonging the lives of its consumers by providing benefits to their bodies through juices and foods made from 100% natural products and without additives.

The juices and shakes offered by the brand are always made from completely organic products, without sugar, dyes, or preservatives. Vita's goal is to help and educate people to create a healthy eating habit.



STRENGTH

- Knowledge and experience of the working team
- Product diversification
- Knowledge transmission
- High penetration in segment and target
- Wide portfolio of products

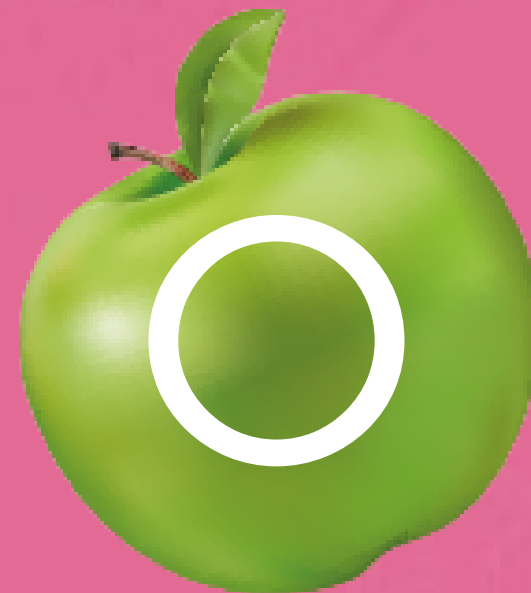


WEAKNESS

- The perception of being an elitist product
- Limitation in the quantity of the target audience
- Aggressive competition

OPPORTUNITIES

- Increased target audience awareness and growth
- Changes in tastes and consumption preferences
- New social practices and ways of living



THREATS

- Consumers are more demanding
- Strong penetration of other brands
- New interaction models.
- Availability of raw material

Brand personification

Vita

Girly

26 years



She is...

Kind

Entrepreneur

Responsible

Trustworthy

Positioning Map



Target



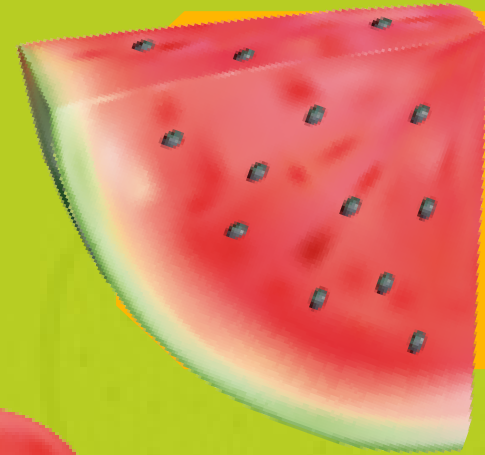
AB, C +
Socioeconomic
level

Feminine
Sex

Distrito
Nacional
Location

Energetic
Profile

Considering that...



Increase in the purchase of healthy food and the birth of new eating habits



Vita is positioned as number 1 in the consumer top of mind



Contains a strong Brand Image recognized by the target



Vita's customer portfolio is not completely loyal to the brand

Brand Objectives



Maintain the leadership position achieved by the brand

Keep Vita in the first place of the consumer's Top of Mind through different offers of specialized products, increasing NPS by 15% in the next period.

Increase by 10% the consumption of products by its customers, increasing sales of new and current products

Expand in the next 8 months the portfolio of potential clients by 5% and make them loyal to the brand.

Develop a loyalty plan to increase brand fidelity by 10% with current customers.



Advertising Campaign

Vita



Change Your Vita

Change Your Vita

USP

Here for a better you!

Divertido, Jovial, Cercano y Motivacional

tone

SLOGAN

!Live your best VITA!

Strategy Phases

Vita
Change Your Vita



Introduction

Campaign launch through digital media and POP materials

Introduction of The Vita A List through activations with Influencers

Loyalty



Communication Strategy

Strategy: Pull
8 month campaign



Digital Media

Post/Stories/Reels on IG

YouTube Ads

Landing Page

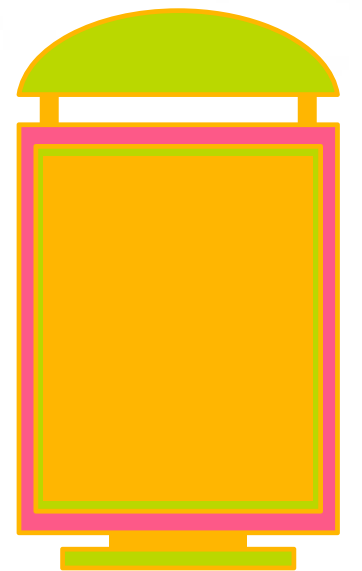
Mail Marketing



Outdoor advertisign

Mupis

3D Light signs



Influencers

*Marcelle
De Noya*



*Dominique
Barbousen*



*Pamela
Sned*





Loyalty Plan

T H E A L I S T

Join the good Vita

T H E A L I S T

Join us!

With a single payment
RD\$300 / USD\$5

Level 1

INSIDER

10 – 999 Vita Points

Level 2

A

1,000 – 2,499 Vita Points

Level 3

A +

2,500 Vita Points

T H E A L I S T

VIT A LIST

REWARDS	INSIDER Level 1 (10-999)	A Level 2 (1,000 – 2,499)	A+ Level 3 (2,500)
Welcome gift	●	●	●
Birthday Celebration	●	●	●
Vita Points per purchase	10	12	14
Vita Points per recommendation	●	●	●
Purchase with Vita Points	●	●	●
Free delivery		●	●
Exclusive events			●
Create your smoothie			4,000vp

Mupi Publicitario



Recycling containers



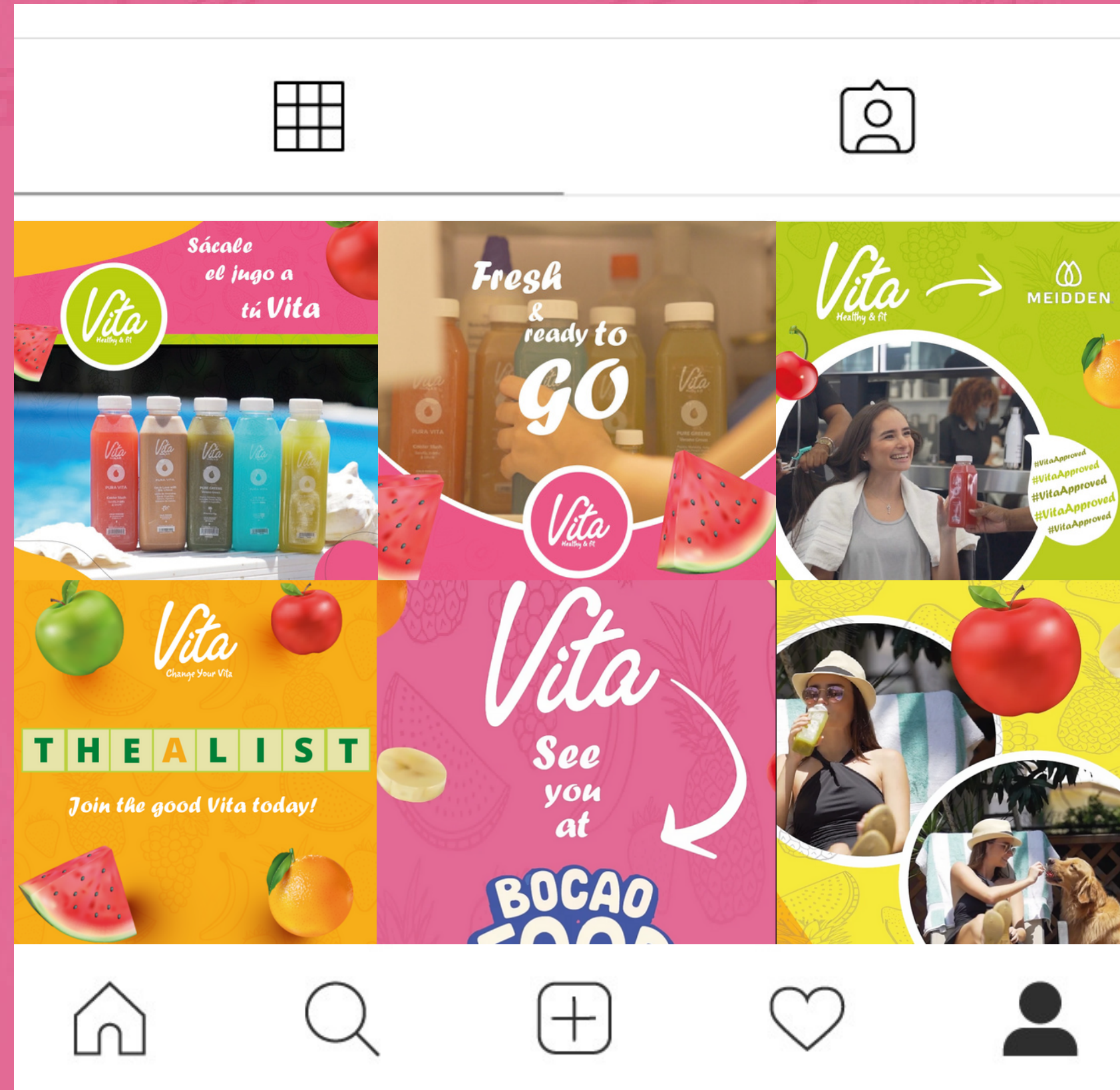
Instagram Stories ●



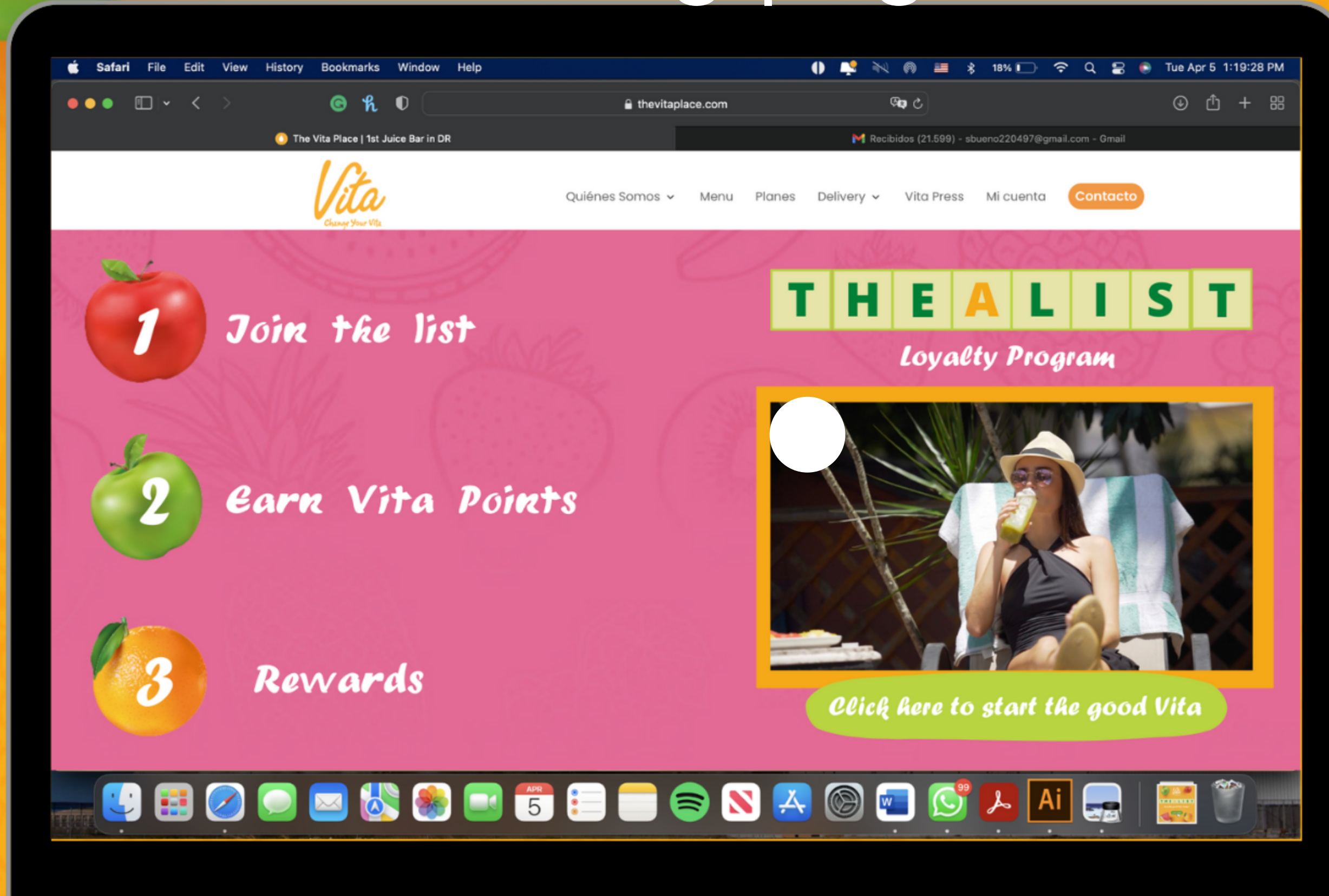
Youtube Ad

The image shows a laptop screen displaying a YouTube video player. The video is titled "#VeranoVita 2020 Home Edition 🍹 | Behind The Scenes | Vita Healthy & Fit" and has 1,836 views from July 2, 2020. The video content shows two women sitting at a table outdoors, drinking Vita beverages. To the right of the video player is a large advertisement for Vita. The ad features the Vita logo with the tagline "Change Your Vita" and the text "THE ALIST" in large, colorful letters. Below this, it says "Join the good Vita today!" and includes a green button that says "CLICK HERE" with a hand cursor icon. The ad also features images of various fruits: a green apple, a red apple, a watermelon slice, and an orange. Below the video player, there are several recommended videos, including "Me Estoy Acostando Con Tu Hermana | Broma de Uber | EdwinElCapoTV" and "Messiah feat. Dowba Montana - Vaina Cara (Video Oficial)". The laptop's dock at the bottom shows various application icons like Safari, Messages, Photos, and Spotify. The background of the entire image is a vibrant orange with various fruits like apples, lemons, and watermelon slices.

Instagram Feed



Landing page



Welcome to your new Vita

- A real brand but this was not for business purposes
- All the % were based on real qualitative and quantitative research that helped build the strategies
- Some of the pictures *white dot* were taken by a Dominican photographer to build this example
- The presentation was made in Spanish so I translated the whole thing

