

NAKED FRUIT AND VEGETABLE JUICES

Goals: Expand the market share of Naked brand juices and smoothies among younger consumers.

Creative Strategy: Humorous print and outdoor advertisements based on the phrase “get naked with_,” with subsequent copy expanding on the particular product. Each piece is followed by the slogan “Have you got naked yet?” Copy will be accompanied by studio images of the product (or products) with the constituent fruits and vegetables arranged around them.

Copy:

General brand-wide advertisement:

“Get Naked with us.

Naked juices and smoothies are all-natural blends of fruits and veggies that will put a spring in your step, a healthy kick to your diet, and a smile on your face. With at least a full serving of fruits or vegetables in each bottle, our drinks are delicious and guilt-free. Have you got naked yet?”

Product-specific advertisements:

“Get naked with a carrot.

Naked carrot juice is a tasty and low-calorie way to get your daily vegetables. We can’t guarantee that you can see in the dark, but we can guarantee the juice of 5 carrots in each bottle, and a rich, semi-sweet flavor that would make bugs bunny envious. Have you got naked yet?”

“Get naked with beets.

Naked Bright Beets fruit and vegetable smoothie is a delicious and energizing take on root vegetables, featuring beet, carrot, apple, and lemon juice combined together in a healthful harmony. With all-organic ingredients and no sugar added, you won’t believe that you’re getting a full serving of fruits and vegetables in every bottle. We promise. Have you got naked yet?”

“Get naked with orange mango.

Naked orange-mango is a rich and all-natural fruit juice loaded with vitamins A and C without all the added sugar and fillers of regular fruit juices. With two full servings of fruit in a single delicious bottle, both your tongue and your immune system will be very happy. Have you got naked yet?”

VISUAL COMPOSITION

Created in Photoshop with existing Naked stock photo found through Google search, used for limited non-commercial display.

Get naked with us.



Naked™ smoothies are all-natural blends of fruits and veggies that will put a spring in your step, a healthy kick to your diet, and a smile on your face. With at least a full serving of fruits or vegetables in each bottle, our drinks are delicious and guilt-free. Have you got naked yet?

This fine print will elaborate on Naked's trademark and legal status, give links to the company website and a customer service hotline, and contain a generic disclaimer rebuking health claims associated with the products.

