



TRADE ANNOUNCEMENT
14th JUNE 2023

**TROPICANA SHAKES UP THE JUICE CATEGORY WITH NEW CAMPAIGN
'IT'S THAT JUICE'**



June 14, 2023:

Tropicana has today announced its bold creative campaign, “It’s THAT Juice”. The new campaign, created by advertising agency LOLA MullenLowe, brings to life the concept that – like Tropicana – the thing that makes you shine brighter is what’s on the inside.

The bold and inspiring creative, set to run throughout 2023, brings focus to the brand’s classic chilled range and its new ambient range. Launched in May, Tropicana’s latest innovation fills the gap in branded offerings in the not-from-concentrate ambient juice category and offers shoppers the opportunity to enjoy the great quality and taste of Tropicana for longer.

Rolling out across the UK with OOH & digital, BVOD, Social and PR, the campaign grounds itself in the brand’s philosophy of positivity, fuelling a sunnier world, one person at a time. The campaign breaks away from generic category messaging and visual codes and commands a distinctly bold, differentiated approach to advertising and communications.

Mick Van Ettinger, Chief Marketing Officer, Europe at Tropicana Brands Group, says: “The launch of this new campaign marks an exciting moment for our beautiful brand. It expresses our confidence as market leaders and showcases what makes Tropicana special. It’s about more than our heritage, or our sun-ripened oranges that are handpicked at their peak and squeezed within 24 hours – it’s because Tropicana isn’t just any juice, it’s THAT juice.”

The campaign has been brought to life via an integrated agency effort to drive consumer engagement. In addition to creative from LOLA Mullenlowe, the media buying strategy was developed by Hearts & Science and a PR and social campaign will be executed by Stir and SEEN Connects, respectively.



Tomás Ostiglia, Executive Creative Director at LOLA MullenLowe, comments: “One of my first memories is my mother bringing a pack of Tropicana to the breakfast table, like bringing a treasure. For me this brand is the joy of the family and I know that for our entire team it is very excited to be able to create the campaign that will relaunch this beloved brand throughout Europe”

Garrett O’Reilly, CEO, Hearts & Science, says: “It’s exciting to see the launch of our first campaign for Tropicana, supporting them in unveiling their bold new brand proposition – “It’s THAT Juice”. As the brand looks to challenge category norms, this creative gives them a fantastic springboard to create edgy and impactful media activations that will cut through and get them noticed – a journey we’re thrilled to be a part of.”

You can access the campaign video, for It’s THAT Juice, [here](#).

-ENDS-

For more information, please contact Amy McKerlie at Stir PR:
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Please access and download hi-res imagery [here](#).

NOTES TO EDITORS

About Tropicana Brands Group

Tropicana Brands Group brings together an exciting, global portfolio of some of the world’s most iconic juice brands including Tropicana, Naked, KeVita, Izze, Dole and Copella. Established in 2022 as a joint venture between PAI Partners and PepsiCo, the company aims to promote new growth for its business, opportunities for its people and accelerate a vision to quench the world’s thirst for more nourishment and delight. With a global footprint of more than 2,000 associates that spans North America and Europe, we are proud of our industry-leading capabilities in areas that include innovation, R&D, manufacturing, distribution, sales, marketing and nutrition expertise.