



# Florida Orange Juice

## “The Best Start Under the Sun.”

### Online Advertising Case Study

Category: **Packaged Goods**  
Advertiser: **Florida Dept. of Citrus**  
Media Agency: **Click Here**



Case Study presented at the iMedia Summit, May 15, 2002



## Campaign Objectives

- **Introduce new theme** – “Florida Orange Juice. The best start under the sun.” – with a rich user experience
- **Measure branding impact and direct response**
- **Educate** about benefits of drinking orange juice without driving users to a website
- **Maximize budget**

## Creative Strategy

- Develop engaging creative utilizing Eyeblaster technology to overcome limitations imposed by standard ad units
- Generate brand interest and interaction (without clicking through to website)
- Create “microsite” daughter windows to enrich user experience with orange juice facts and recipes

## Media Plan

### Target Audience

Mothers 25–44 with children aged 3–17 in home

### Frequency

4+

### Flight

12/3/01 – 4/30/02

### Sites

American Greetings, Better Homes and Gardens, Child.com, FamilyFun.com, iVillage, Ladies’ Home Journal, HealthyKids, L90 Network, Parents.com, Tribal Fusion Network

### Tracking and Metrics

Brand impact study via Dynamic Logic

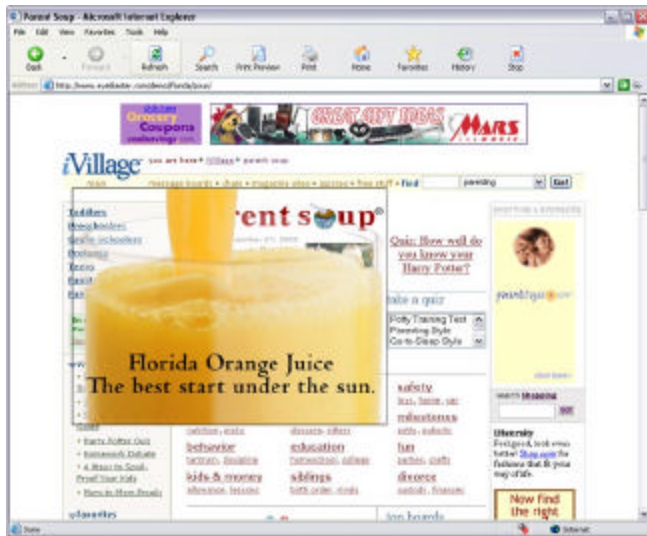
Real-time direct response reporting via DoubleClick and Eyeblaster



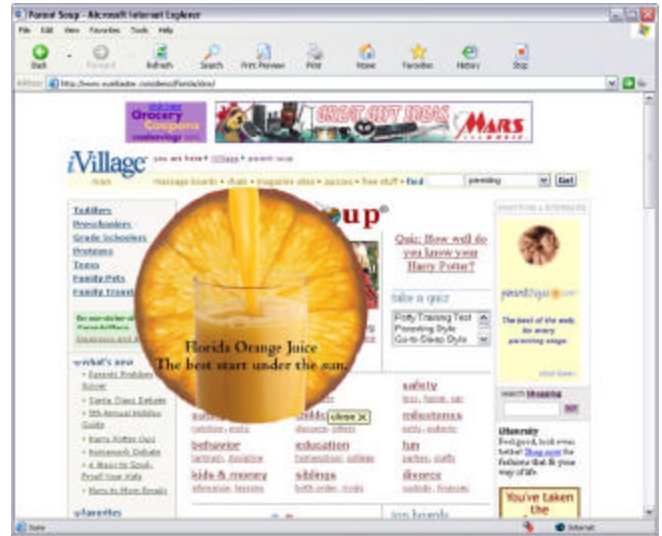
## Creative Units – Click to View Online Demo

### Floating Ads

#### “Pour”

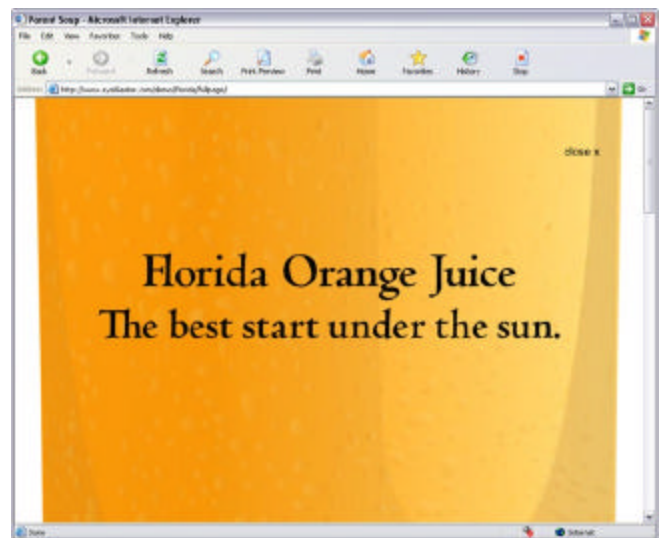
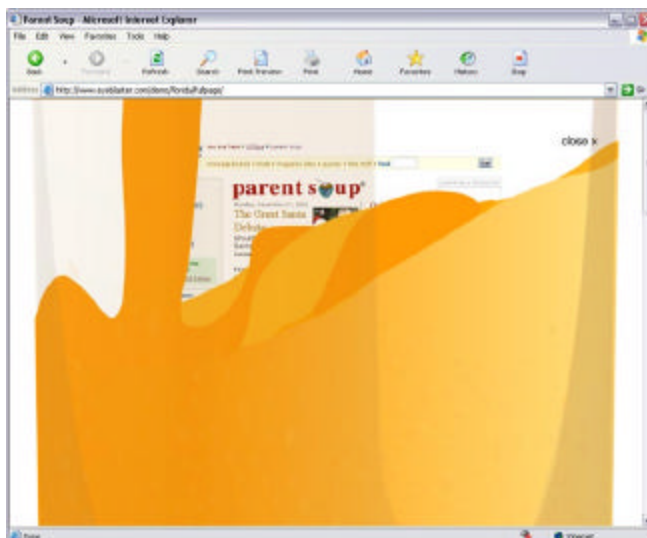


#### “Slice”



### Full-Page Overlay

#### “Pour”





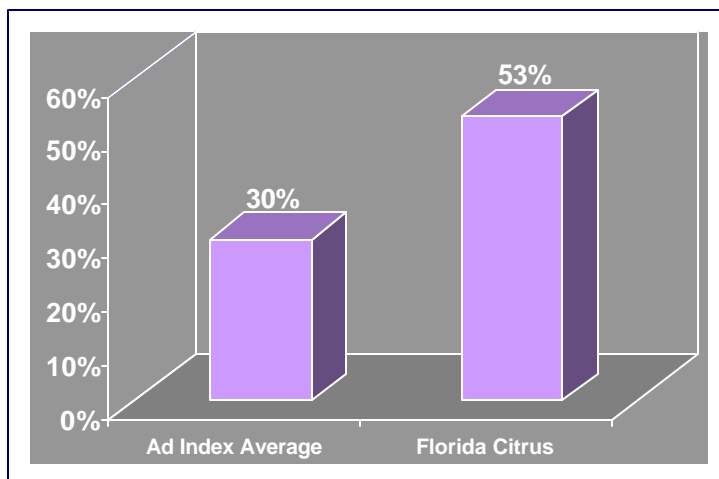
## Branding Results

Exposure to the Florida Citrus campaign led to significant increases in:

- Awareness
- Message Association
- Likeability
- Purchase Intent

### Ad Recall

Florida Citrus ads were 77% more memorable than the Dynamic Logic online advertising norm



**“Eyeblander ad units were the most powerful ad unit in this campaign. Eyeblander ad prominence and size were factors in its strong performance.”**  
 – Dynamic Logic

	<i>% Lift</i>	Overall Lift	Eyeblander Ads	% Increase
Awareness		<b>5%</b>	<b>19%</b>	<b>+280%</b>
Message Association		<b>4%</b>	<b>12%</b>	<b>+200%</b>
Purchase Intent		<b>2%</b>	<b>4%</b>	<b>+100%</b>
Likeability		<b>2%</b>	<b>3%</b>	<b>+50%</b>

Note: Overall Lift indicates results for the entire campaign, which included banners, skyscrapers, and Eyeblander ads. Content sponsorships and standard ad units were used in tandem with Eyeblander to increase messaging relevance and build effective frequency.

## Direct Response Results

- 9.1 million ad impressions
- 1.05 million clicks
- Average CTR: 11.5%
- Top sites delivered 15.3% CTR

In comparison:

- The Eyeblander average CTR is 5-6% for Packaged Goods floating ads.
- Standard banner units (e.g., 468x60 and skyscraper) average a 0.28% to 1.4% CTR



## Conclusions

1. "Test" campaign has established Internet as a viable branding vehicle for Florida Orange Juice.
2. Eyeblaster ads outperformed all industry average direct response metrics and contributed significant lifts across all branding measures.
3. Client has embraced Internet and plans to extend and refine online efforts.

## About Eyeblaster

Eyeblaster provides an online rich media ad management platform that allows publishers, agencies and advertisers to independently create and manage out-of-banner advertising campaigns. Eyeblaster can serve a variety of rich media formats, including floating ads, window ads, expandable banners, streaming video, wallpaper ads, and commercial breaks. Eyeblaster, Inc. is headquartered in New York, with offices in Los Angeles, Copenhagen and Tokyo and development facilities in Israel. Learn more at [www.eyeblaster.com](http://www.eyeblaster.com)