

True Fruits Analysis

Huda Al-Saddiqi, Ghada Al-Kuwari, Mai Al-Nasser

Sara Johar, Joury Al-Jalham

Prof. Allagui

Start Com 303

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Company Analysis

Initially, True Fruits mission is to create the most desirable non alcoholic drink. The brand purpose is to build their business on quality, authenticity, and lifestyle. In addition to creating an innovative, high impact campaign to help build awareness and consideration of True Fruits products among Qatar's multicultural and diverse audiences. When it comes to the company's reputation, after thoroughly looking at the reviews on True Fruits smoothies, we found that most of the reviews were positive in some European countries. This led to internationalization of the company. Moreover, the company produces natural, high quality products free of additives and they focus on producing natural products.

True fruits is also known for their eco friendly, and simple packaging which further attracts and increases the chance of this sequence of purchase: affective → conative → cognitive pattern. The transparent packaging makes the company look trustworthy and clear with the potential consumers. Their business category is within the Food and beverage market, as the company's main focus is on healthy and environmentally friendly products. The Unique Selling Point (USP) of the company offers what most companies do not offer these days which differentiates them from their rivals. Their USP is that they provide 100% eco-friendly products and all natural "True" drinks.

The design of the packaging used by True Fruits is minimalist which is aesthetically pleasing and is in line with current trends pushing for minimalism. Moreover, glass is used rather than plastic which is more environmentally friendly. This shows that part of the brand identity is being environmentally conscious, this is the visual aspect of their identity. Moving on, when it

comes to brand image, True Fruits wants to be presented as a healthy drink alternative for consumers. They want their consumers to think of their brand as a very healthy brand, especially since True Fruits focuses on providing smoothies free of concentrates, colorants, sugar additives, stabilizers or other unnatural additives, they ensure to use the best choice of fresh fruits in all of their products. Another aspect of their brand image is transparency, whether it's from their packaging or their advertising campaigns, as their packaging is made of clear glass and as the brand claims, this supports their transparency of being a fully environmentally friendly brand. This allows consumers to distinguish their brand due to their clear brand image.

Moving on, when it comes to True Fruits reputation in other markets, they are mostly popular in the European market which is a huge market with many competitors. True Fruits differentiated their products from their rivals in the European market by producing all natural ingredients with no additives, and eco-friendly transparent packaging, which enhanced the trust between the company and the consumers. Therefore, this increased the brand loyalty. In the European market, True Fruits are also known to be in the category of less expensive products in comparison to other products within the market, and this makes True Fruits products affordable and accessible for a wider range of consumers.

Environmental Analysis

The environmental analysis will reveal the impact of the political, economic, social and technological factors on the establishment of True Fruits in Qatar.

Political Factors:

Qatar is a politically stable, and rich country which has high incomes every year. The policies in Qatar are becoming more hospitable and open to foreign products and many businesses. In other words, businesses can be started with no local partner in Qatar. Therefore, there would be a good impact on True Fruits because the overall environment would be friendly and easygoing.

Economic Factors:

Based on GDP per capita, Qatar's economy is one of the richest in the world. The Covid-19 outbreak and its extensive impacts on worldwide markets had an impact on Qatar's economy, just like they did in other nations. These consequences included supply chain interruptions, a decline in local and international tourism, and a reduction in oil prices (OBG, 2022). According to Trading Economics, Qatar's gross domestic product (GDP) in 2019 was higher than 2020 GDP due to the Covid-19 outbreak which had a negative impact on Qatar's economy (2022). The GDP in 2022 is expected to increase. By the end of 2022, researchers and Trading Economics' global macro models predict that Qatar's GDP will amount to \$195 billion USD (Trading Economics, 2022). With the prediction of the increase in the GDP, True Fruits is expected to benefit from the active economy in Qatar. With the increase, wages, and profit is also expected to increase. This will all lead to an increase in product consumption of True Fruits smoothies as long as the economy is active.

Social Factors:

Qatar is a very cultural country with deeply held traditions and values. The society leans more towards a collectivist culture rather than an individualistic one. This means that conformity is likely to be high. Qataris are a minority in the country and it is mostly populated by expatriates who come from a wide range of backgrounds. This makes Qatar a culturally diverse country. The corporate scene in Qatar is thriving. The Qatari population is highly open and accepting of new and trendy businesses. In addition, they value the aesthetics of the business from design to the image to a great extent which True fruits is expected to benefit from. All these factors must be taken into consideration when thinking about the consumption of the product and the overall image of the company. Due to a diverse and welcoming environment, the product consumption of True Fruits is expected to increase as well as brand awareness.

Technological Factors:

Qatar is considered a technologically advanced country. “Qatar is emerging as one of leading countries in the world in new technology adaptation, innovation, and system automation. Qatar's ICT market is currently estimated at \$4.4 billion and is expected to grow rapidly in the future, creating a rich environment for U.S. businesses of all kinds to enter the ICT sector.” (ITA, 2022) Moreover, Qatar’s population is very accepting and open to new technologies and advancements. For instance, food delivery applications (such as Talabat, Carriage, Rafeeq, Snoonu, etc.) are highly popular. The population is extremely dependent on them when it comes to grocery shopping, ordering meals, catering, etc. Such applications render many aspects highly convenient and efficient. Thus, it would be very valuable if True Fruits was accessible on these applications.

Brief description of the product

True Fruits products are mainly being sold in supermarkets, canteens, cafes, and petrol stations. True Fruits smoothies are sold online and in various supermarkets located in Germany such as: REWE, Aldi, and online websites like Amazon. True fruits produces 8 types of smoothies such as, (smoothie blue, smoothie green, etc). True fruits is known for their natural, eco-friendly, and high quality drinks. Design and packaging is one of the important elements of the product. True fruits use Glass instead of PET and sell transparent bottles to draw potential customers. In addition, the packaging is rather simple with simple ceramic print instead of labels. The different elements used by true fruits differentiates the product from their rivals.

True fruits use different social media platforms to promote their smoothies such as instagram, and tik tok, by posting videos that follow the trends and reach a wider range of people around the world. In the German market, True Fruits smoothies are also promoted by offering discounts. True fruit smoothie price in Germany depends on the size. The 250 ml is 2.49€ and the 750 ml's price is 3.99€. Price in Qatar, (not available). There aren't many smoothie competitors in Qatar, but one of the smoothie brands that is sold in some of the supermarkets is 'Innocent', which prices their smoothie 'tropical light' at 21 QAR.

The features of True Fruits smoothies are unique because eco-friendly packaging is an important feature for the company and relates to the whole motto and idea of the brand - "healthy, natural". In addition to the glass bottles, the ceramic print further differentiates the product from the other brands in the market, and helps the product stand out in supermarket racks. The product positioning in other markets is that it stands out because of the glass packaging which shows the "true colors" of the smoothie itself, and the company as a whole.

Moreover, it is positioned as an affordable product for almost everyone and accessible. In the social media accounts they reassure potential customers that even if some people do not have money they can still buy the smoothies. True Fruits aims for its product usage to be an 'on the go', accessible, and 'lifestyle' product. In order for True Fruits to expand their business they have opted for the standardization strategy as they haven't suggested adapting any of their objectives, products, or image to fit in with the GCC region and specifically Qatar. They want to be recognized globally as a healthy, transparent company, and they want to keep using the same components of their products if they expand to the Qatari market. An example of this is their consistency with their packaging, ingredients sources (imported), and their message of providing a portable, lifestyle, most desirable 'non-alcoholic' drink which they don't plan on modifying. When it comes to the success of previous campaigns, one of True Fruits previous campaigns was promoting their product as eco friendly by using the tagline "Glasklare Entscheidung" (True Fruits, 2019) which translates to 'crystal clear decision', presenting an image of one of their smoothies in a glass bottle. This is beneficial as it presents the product as environmentally friendly, healthy and 'transparent' which combines the company's objectives and promotes the company's message and identity to the consumers. In this way True Fruits were identifying and reaching their target market by persuading them into purchasing their products.

Consumer Analysis

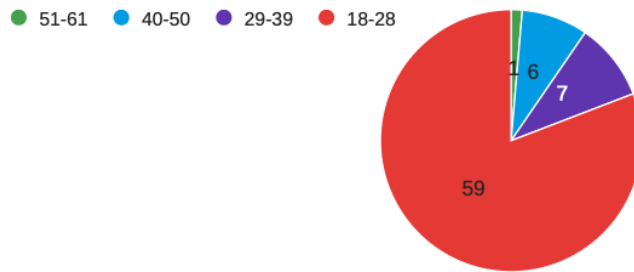


Figure 1: Survey respondents age

After the analysis of the survey conducted, the results suggest that the demographics of the respondents for True Fruits, are individuals between the ages of 18-28 who were 80% (graph 1) of the participants.

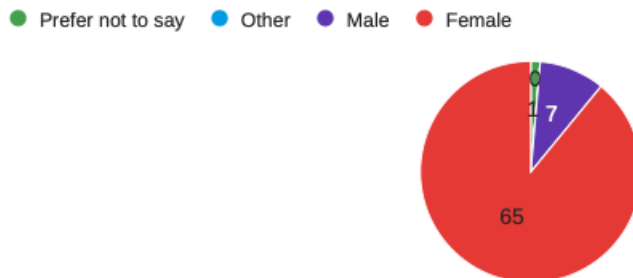


Figure 2: Survey respondents gender

Looking at the demographics of the results 89% of the respondents are females compared to males who were 9.5%. This suggests that the survey leans more towards females than males as they were the majority of the respondents who completed the survey.

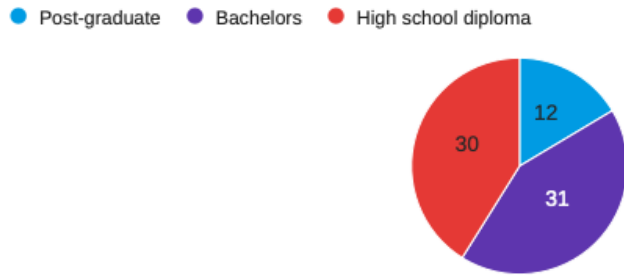


Figure 3: Survey respondents educational level

In addition, looking also at demographics results, most of the respondents are individuals with both a bachelors (42%) and high school diploma (41%) educational levels. This suggests that they would be aware of the health benefits, environment friendly and quality of the True Fruits smoothies, and this is why there's a higher chance of them consuming these products.

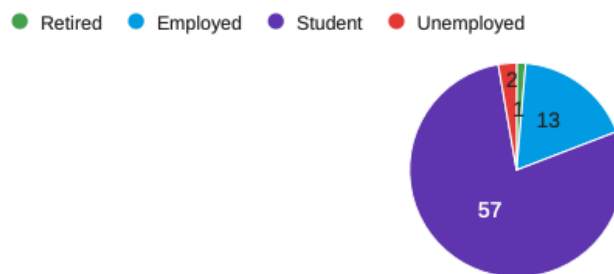


Figure 4: Survey respondents occupation

The majority of the respondents are Students (78%) and Employed individuals (17.8%), and this makes them potential target audience because they will be willing to purchase the product as it is affordable for both categories.

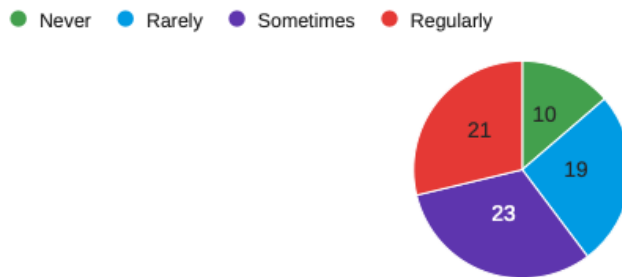


Figure 5: Survey respondents when asked how often they exercise

Looking at the psychographics results which are the activities, interests, and opinions of the individuals 31.5% exercise sometimes and 27.6% of them exercise on a regular basis. This suggests that they are more likely to consume the True Fruits Smoothies as they provide the health benefits they want and suit their healthy lifestyle.

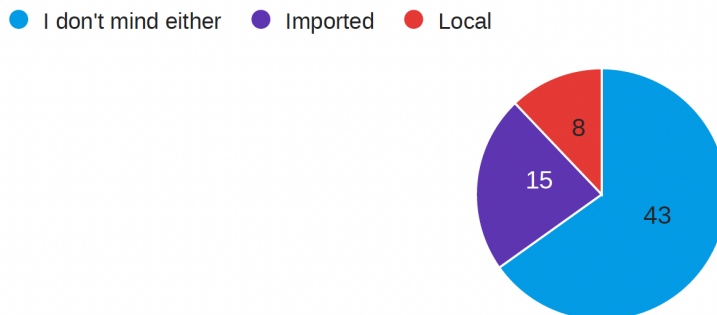


Figure 6: Survey respondents preference of imported or local fruits

When looking at the opinions of the individuals whether they prefer the fruits to be imported or local, 65% of the individuals responded that they do not mind either, which means that True fruits will not have much difficulties when it comes to the location of their fruits as they import their fruits.



Figure 7: Survey respondents when asked if they consider smoothies as a healthy drink alternative

Moving forward, the Psychographics results suggest that 77% of the individuals consider Smoothies as a healthy alternative drink, which also suggest that True fruits will have a target potential market of a huge number of individuals that will purchase smoothies because they consider it as a healthy drink, and this abides with their brand image.

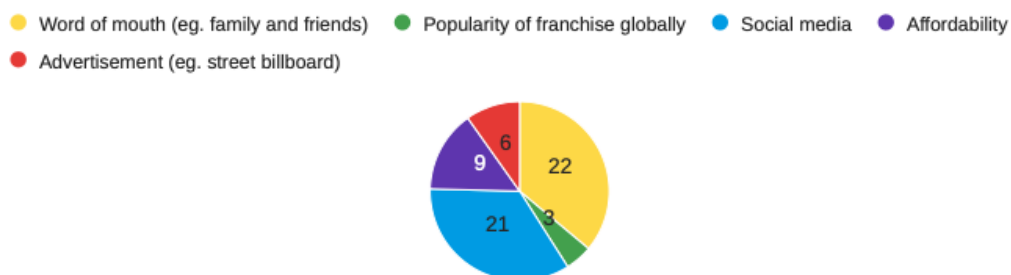


Figure 8: Which communication form attracts survey respondents to purchase from a new company

In interpreting the Technographics results of the survey conducted, the participants are more likely to purchase True Fruits products through both 'word of mouth' (36%) and Social Media (34%). This suggests that the marketing approach for True Fruits should focus more on consumer psychographics and Social Media advertisements in order to attract and reach the potential target market.

Competitive Analysis

In Qatar, there are so many competitors, one example is Evergreen. Since both organizations provide nutritious meals with the consideration of the environment that makes them competitors, their goals are similar to True Fruits. It is based on providing ready-made healthy plant-based meals and drinks that are convenient as an alternative to fast food. Additionally, as people start to become more interested in living a healthy lifestyle and caring about the environment, more healthy restaurants and cafes are opening which makes the market more competitive to meet the demands of the population. Evergreen and True Fruits share similar visions; for example, Evergreen only uses biodegradable, environmentally friendly packaging, whereas True Fruits uses glass rather than PET. Ghanim Al Sulaiti, the owner of EverGreen and of many vegan and sustainable businesses, is another competitor who is familiar with the Qatari market. Evergreen opened in 2017, so there are already customers who are loyal and have trust in the company, making it harder to attract new customers.

SWOT Analysis:

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • True fruits company is the leading smoothie producer in Germany • Qualities that separate True Fruits from other companies are that they are eco-friendly natural, valuable product (no concentrates, no colorants, no sugar additives, no stabilizers or other unnatural additives) • True Fruits would be an affordable brand for many consumers which can increase its popularity. 	<ul style="list-style-type: none"> • Company lacks awareness • Need to find a successful local distributor (eg. Al Meera, Sidra) • Standard price of smoothies are too low compared to market price which can result in loss of profit • Glass packaging may not be suitable for consumers as they aren't easily portable.
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • The media coverage of True Fruits would be an opportunity to expand the organization • In some areas in Qatar there are fewer competitors, therefore True fruits should find the right location • Collaboration opportunities (eg. talabat delivery) 	<ul style="list-style-type: none"> • Competition from other brands was on the rise and supermarkets were • Road closures may delay purchase of products or delivery of products. • Negative consumers reviews • There are other companies in the market who have the same idea • The consumers may changer their views towards the brand

Campaign Objectives:

The campaign objective is to increase brand awareness by generating interest in the brand, and also to increase recognition by 20% of the target audience . After increasing the brand awareness, the focus will be on getting the target audience to consider buying the products and trusting that they are all natural and beneficial. After gaining recognition, and trust, the target audience is expected to engage with the brand and wait for products to be introduced to the market.

Campaign Strategies

For our clients campaign we are opting for an integrated communications campaign, focusing on both Advertising and Digital strategies in order to maximize recognition and profit for our client - True Fruits. We aim for more visibility and interactivity between our client and the consumers in Qatar. This is why our integrated strategies will help do so, as the advertising strategy will increase visibility of True Fruits since it will adhere to a larger audience, especially considering that True Fruits wishes for their products to be accessible and affordable for all. This is why advertising will help reach our goal of visibility by the public, and our target audience who may not have access to social media, or don't have the time or resources to be in contact with our digital campaign. Moving on, our second campaign strategy, digital, is a perfect method of reaching specifically our target audience, as in our modern time and age, social media has become the largest communications platform. Specifically, looking at Qatar's population usage of social media, a "Report on DataReportal February 2022, said that there were 2.95 million social media users in Qatar in January 2022" (Baluyut, 2022), and looking at the statistics we gathered from our survey, 34% of our respondents suggested that social media would attract them to purchase from a new franchise, and in this case, it's True Fruits. This is why the digital strategy has a very high success rate in achieving our campaign goals, and increasing the recognition and launch of True Fruits in Qatar. Together, both of our campaign strategies will maximize the recognition of our client True Fruits within the Qatari market, and ensure a successful campaign.

Advertising and Digital campaign strategy

Our objectives for our advertising and digital campaign is to increase brand visibility, awareness, engagement, and trust, between our target audience who are mainly constructed of females of the ages 18 - 24.

Creative Brief

Objective (What we want to accomplish):

The main objective of this campaign is to increase brand awareness by 20% and to share the perfect amount of information for the target audience. The other objective of this teaser campaign is to build excitement about the product and to have the target audience curious to find out more about the company and encourage them to engage with the brand.

Target audience:

After conducting the survey in the Qatar market, the results were leaning towards women, and mainly young adults within the age range of 18-28. Women of that age consider smoothies as healthy alternatives and they look for drinks with no additives.

Current positioning:

Not applicable, it's a new product which means it is not positioned in the mind of the consumer.

Desired positioning:

The desired positioning is for the consumers to believe that the brand is fresh and healthy.

Reason why:

Since the initiation of the brand their reputation of producing 'fresh' products has persisted in the European market.

The key message:

We want them to know that True Fruits is true with their claims - Believe it...it's TRUE!

Tone of voice:

Friendly and relatable

Requirements/constraints:

All legal contracts must be in Arabic and English, and products' ingredients should be translated to Arabic.

Our Campaign

The big idea of the 6 month campaign was created after investigating the product and its characteristics, the brand name was taken into consideration while looking for a unique and effective idea. The name of True Fruits is unique and symbolizes their identity , this is why emphasizing on the word 'True' will increase the brand awareness in the new market. Our objective of the Advertising campaign is to apply the cognitive message strategies, by implying the generic message 'True', in order to adhere to a wider range of our target audience who are young women (ages 18-24), and ensure a successful campaign. The way to strategize the campaign is quite simple and the aim is to make this simple idea as interesting as possible, with a specific message that could encourage people to connect with the story of the company. If the target audiences connect with the story, there is a higher possibility that they will connect with the brand.

During the process of creating the campaign strategy for True Fruits. We thought of real life scenarios where people tell interesting facts in order to entertain others. Even though the interesting facts may be coming from typically educated people, people do not easily believe these facts unless they're coming from a reliable source. But what if the facts are true? The only way to do that and apply it to the brand is to create a campaign whereby we conduct research

about real interesting facts that are impossible to believe. In this way True Fruits becomes the 'TRUE' reliable source. Throughout the teaser campaign, unique facts can be used to connect with the target audience and grab their attention before revealing the product. To create the beginning of the campaign we need a month to create brand awareness and also to entertain the people. Throughout the teaser, we can start sharing interesting facts as digital multimedia on different social media and online platforms and outdoor areas. With time, people are expected to wait and get used to facts being uploaded. In the campaign, the most interesting facts must be filtered to entertain the viewers. The purpose of the teaser campaign is to gain the trust of the consumers and this happens when they research if the facts we share are true, and they turn out to be true. Over the duration of two weeks, people are expected to start believing everything we say is true, and this is when the trust of the consumer is gained.

The 'believe it...it's TRUE' campaign is created to help True Fruits engage and connect with the target audience in a new market. We created this campaign because the competitors of True Fruits claim that they do not add chemicals or preservatives to their products but they do not share proof and they do not try to gain the consumers' trust. This helps consumers distinguish True Fruits from their competitors. The reason we created this campaign is because the target audience is the younger generation, specifically women would most likely investigate and seek the truth of the company's claims of being 'TRUE' before purchasing their products. This is why we will help gain their trust throughout the campaign, and proceed with the reveal campaign which shows the real products and their traits. After 1 month of the teaser campaign, we can start to create advertisements, and digital posts to reveal it through the same platforms after gaining the trust of the target audience.

In order to achieve continuity and consistency amongst both of our campaign strategies, and to optimize a large amount of recognition for our client True Fruits, we will be applying our 'believe it, it's True' campaign throughout both of our marketing strategies. For instance, in our Advertising campaign, we will display our message "believe it...it's TRUE" across street billboards all around Qatar, as well as, promoting the brand's 30 second video commercial on local TV channels such as Qatar TV, Al-Rayyan, and BeIN. Similarly, when it comes to the digital strategy, we will portray our message throughout our chosen platforms, Instagram and Twitter, by sharing our digital posts which will reveal our message across both social media platforms with the hashtag "believe it...it's TRUE".

In addition to this, throughout our digital marketing campaign, we plan on allowing our target audience to interact with our hashtag by including a fact of their own, or their opinion after trying our products. If this is successful, True Fruits could possibly create a trend throughout both social media platforms. This will not only increase brand awareness, visibility, and interactivity, it will also allow True Fruits target audience to share their opinions which can help the company interact with the audience at a closer level, thus creating trust, as consumers will feel confident sharing their thoughts with True Fruits. When trust is achieved between the company and the audience, then our campaign will be successful since through the consumers trust, our campaign objectives will be successful, and True Fruits placement in the Qatari market will become stable.

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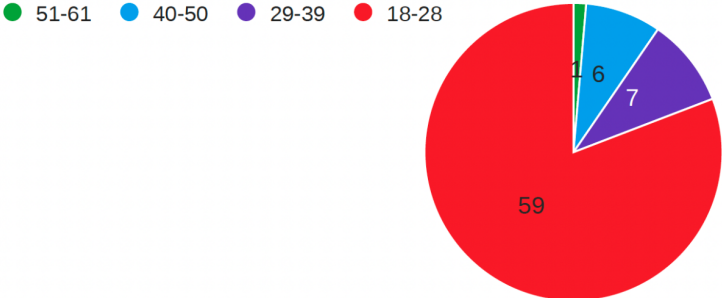
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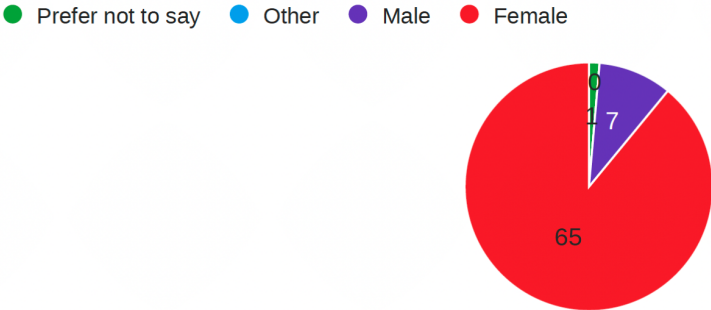
Available at: <https://tradingeconomics.com/qatar/gdp> (Accessed: October 30, 2022).

Appendix

Q1 - What's your age range?

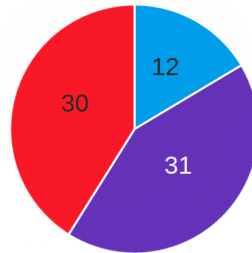


Q2 - What's your gender?



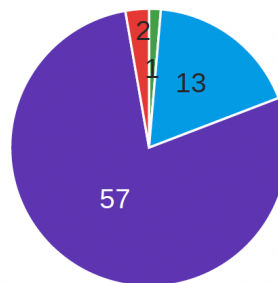
Q3 - What's your education level?

● Post-graduate ● Bachelors ● High school diploma



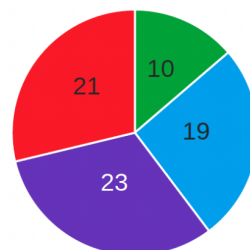
Q4 - What's your occupation?

● Retired ● Employed ● Student ● Unemployed



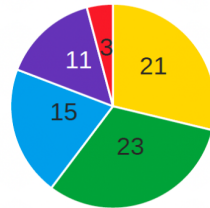
Q5 - How often do you exercise?

● Never ● Rarely ● Sometimes ● Regularly



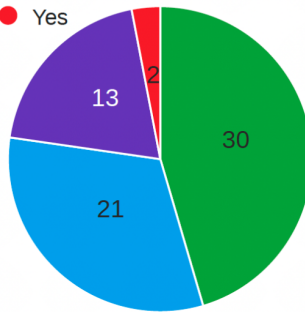
Q6 - How often do you drink fruit smoothies?

- Never
- Rarely (once every few months)
- Occasionally (once or twice in a month)
- Regularly (2-3 times a week)
- Almost daily (5+ times a week)



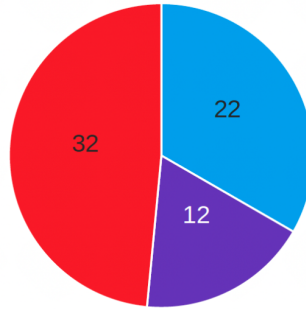
Q7 - Do you drink fruit smoothies as a meal substitute?

- No
- Not really
- Sometimes
- Yes



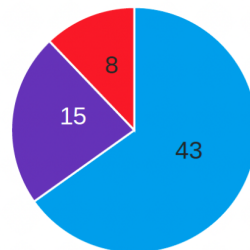
Q8 - Do you prefer fresh or frozen fruit smoothies?

● I don't mind ● Frozen ● Fresh



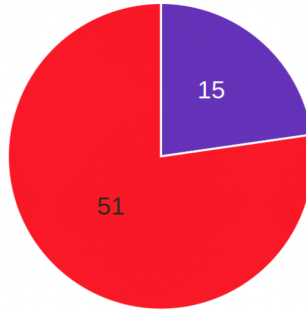
Q9 - Do you prefer local or imported fruits?

● I don't mind either ● Imported ● Local



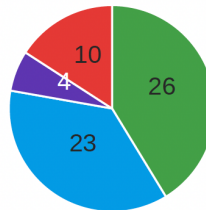
Q10 - Do you consider fruit smoothies as a healthy drink alternative?

● No ● Yes



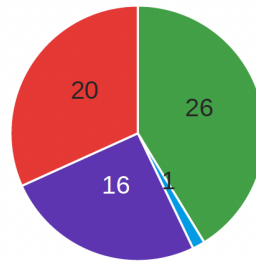
Q11 - What additives do you like in your fruit smoothies?

● I prefer my smoothies fresh without additives ● Natural additives (eg. honey)
● Artificial additives (eg. food dye, flavor enhancers) ● Sugar additives (eg. stevia)



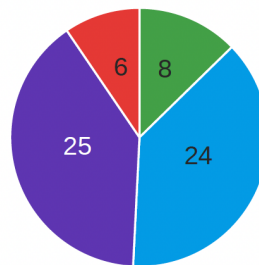
Q12 - What's the max calories you would consume in a fruit smoothie?

● I don't care about the calories ● 700 - 900 ● 300 - 600 ● 100 - 200



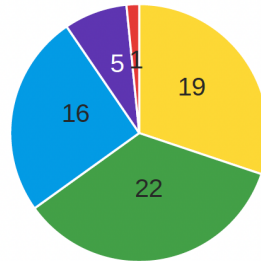
Q13 - What's the max you would pay for a fruit smoothie?

● 30 - 35 QAR ● 20 - 30 QAR ● 10 - 20 QAR ● 5 - 10 QAR



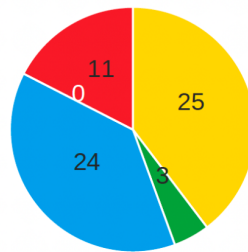
Q14 - How often do you purchase store bought fruit smoothies?

● Never ● Rarely ● Occasionally ● Frequently ● Very frequently



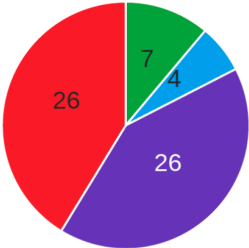
Q15 - Where do you usually buy your fruit smoothies from?

● I don't buy smoothies ● Canteens ● Cafes ● Petrol stations ● Supermarkets



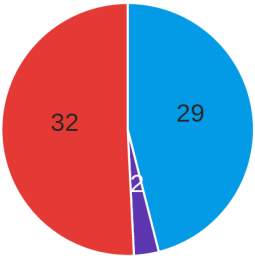
Q16 - Which aspects of a product captures your attention the most?

● Price ● Logo ● Nutritional values ● Packaging appearance (eg. color, size, material)



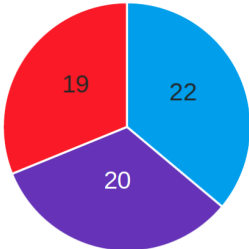
Q17 - Do you prefer eco-friendly packaging?

● I don't care ● No ● Yes



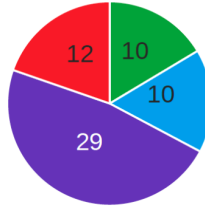
Q18 - What packaging would you prefer?

● Plastic ● Paper ● Glass



Q19 - Which style of packaging would you most likely reach for?

- I don't care about the packaging
- Vibrant, trendy packaging
- Simple, transparent packaging
- Minimalist packaging



Q20 - What would attract you to purchase from a new franchise?

- Word of mouth (eg. family and friends)
- Popularity of franchise globally
- Social media
- Affordability
- Advertisement (eg. street billboard)

