

ck

CASE STUDY

SUNKIST® SAUCES & DRESSINGS



HELPING AN INGREDIENT
MANUFACTURER LAUNCH
INTO RETAIL

A RETAIL MARKET LAUNCH TO REMEMBER

ColinKurtis helped expand the Sunkist® brand identity in a new category with an on-trend and exciting product launch campaign. Initially known as a fresh fruit brand and later expanding into soda beverages and more, Sunkist® wanted to broaden its product offerings with a premium, citrus-flavored line of sauces.

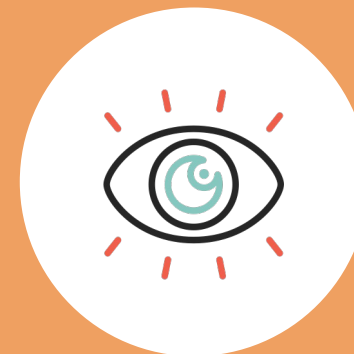
As a result, Sunkist® Sauces & Dressings grew brand awareness throughout the food industry with a new product line—and was even named *Prepared Foods* Favorite Product in April 2022.

WHEN LIFE HANDS YOU AMAZING RESULTS



575.7K TOTAL ENGAGEMENTS

256K Web Engagements
191K Social Engagements
106K Sweep Entries
+9.7K Social Followers



39 MILLION TOTAL IMPRESSIONS

9.5 Million Impressions
from PR
29.5 Million Impressions
from Digital & Social



DIGITAL MEDIA CAMPAIGN

2.5x ROAS —25% higher
than our original goal
13K Digital Ad
Engagement

THE CHALLENGE

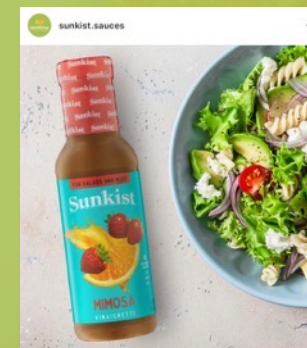
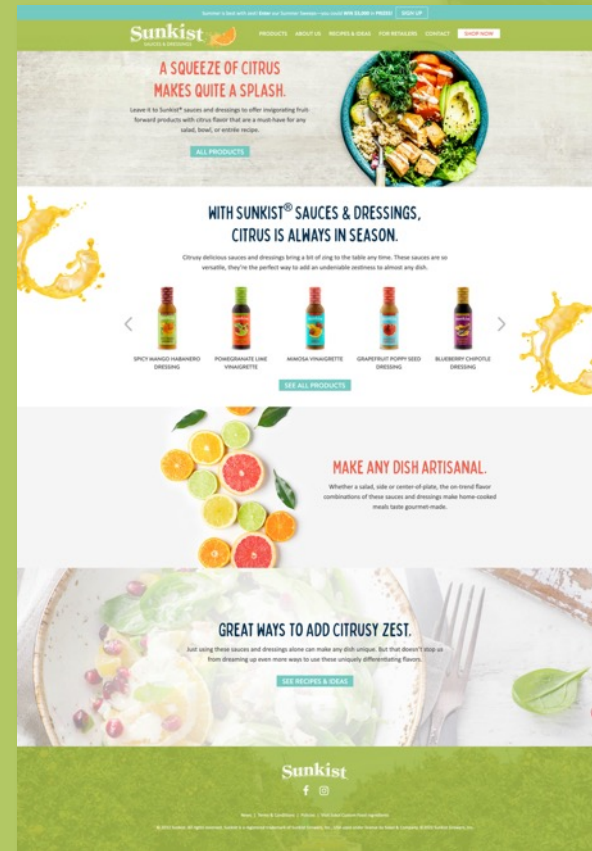
Sokol Custom Foods licensed Sunkist® to create a dressing & sauce consumer product. And since Sunkist® was known primarily as a fresh fruit and soda brand at first, **ColinKurtis supported them in finding unique and engaging ways to highlight their citrus-flavored additions.**



THE SOLUTION

Bring Sunkist® Sauces & Dressings to market with a fresh citrus look! ColinKurtis identified marketing opportunities in the digital space to create a winning market launch plan. We built a multi-faceted campaign, including a website, social media presence, Google Ads, trade & consumer PR and sweepstakes to generate buzz for Sunkist® Sauces & Dressings.

Additionally, with the product sold at a higher price point, we had to effectively communicate the value these dressings and sauces brought to the table.



LAUNCHING A TASTEFUL WEBSITE

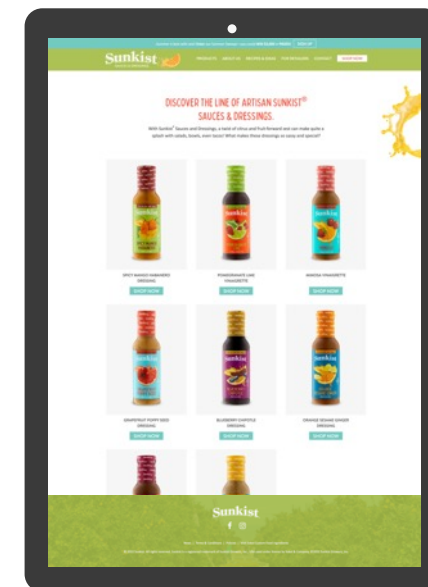
A stellar product launch requires a new website.

Including engaging information such as recipes, seasonal tips, customer reviews and more, ColinKurtis designed and implemented the perfect balance of fun and luxury on the new Sunkist® Sauces & Dressings site.

For an optimal user experience, ColinKurtis updated content with quarterly SEO reviews and updates and created additional pages. The clean, easy-to-navigate layout provided the desired brand exposure and led customers to purchase the sauces directly from the Sokol site.



sunkistsauces.com



THE ZING TO CUSTOMERS' ZEST

With the flavor trends on our side, we launched a sweet sweepstakes, called Sunkist® Sauces Summer Sweeps, to increase brand awareness and grow engagements. Think summer, but with a citrus twist.



The sweepstakes gave consumers a chance to win gifts ideal for summertime. Altogether, the prizes were valued at over \$3,000 and included the following items:

- RTIC 52 Quart Ultra-Light Cooler
- Black Sonos Roam Portable Speaker
- Khaki Picnic Backpack Set with Insulated Waterproof Pouch for Family Outdoor Camping
- Sunkist Sauces® Branded Charcuterie Board
- Assortment of Sunkist® Sauces & Dressings
- Wayfair Gift Card

FRUITFUL RESULTS WITH GOOGLE ADS

ColinKurtis carefully crafted a Google Ads campaign to develop brand awareness and gain web traffic for users seeking dressings, sauces and new recipes!

Part of our recipe for success included strategic ad placement and management to ensure the best ROI possible.

Ad · www.sunkistsauces.com/products

Spicy Mango Habanero Dressing | Sunkist® Fruit-Forward Sauces

Vibrant Fruit-Forward Products That Are a Must-Have for Any Salad, Bowl, or Entrée Recipe. The On-Trend Flavor Combinations of These Sauces Make Home-Cooked Meals Feel Gourmet-Made.

Ad · www.sunkistsauces.com/products

8 Delicious Artisan Flavors | Perfect for Salads or Entrées

Vibrant Fruit-Forward Products That Are a Must-Have for Any Salad, Bowl, or Entrée Recipe. The On-Trend Flavor Combinations of These Sauces Make Home-Cooked Meals Feel Gourmet-Made.

Ad · www.sunkistsauces.com/recipes

Make Home-Cooked Feel Gourmet | Sunkist® Sauces & Dressings

Here's to Making Your Everyday Recipes Feel Fresh and Citrusy — Check Out Our Favorites! Sunkist® Grapefruit Poppy Seed Dressing Creates a Uniquely Textured Fruit Salad Topping!

Ad · www.sunkistsauces.com/recipes

Pomegranate Lime Chicken Sauce | Bring Some Zing to the Table

Here's to Making Your Everyday Recipes Feel Fresh and Citrusy — Check Out Our Favorites! Sunkist® Grapefruit Poppy Seed Dressing Creates a Uniquely Textured Fruit Salad Topping!



MOTIVATED BY FLAVOR

The ads were tailored toward customers who cook and bake at home but are seeking that extra pizzazz of flavor to take their dishes from plain to gourmet.

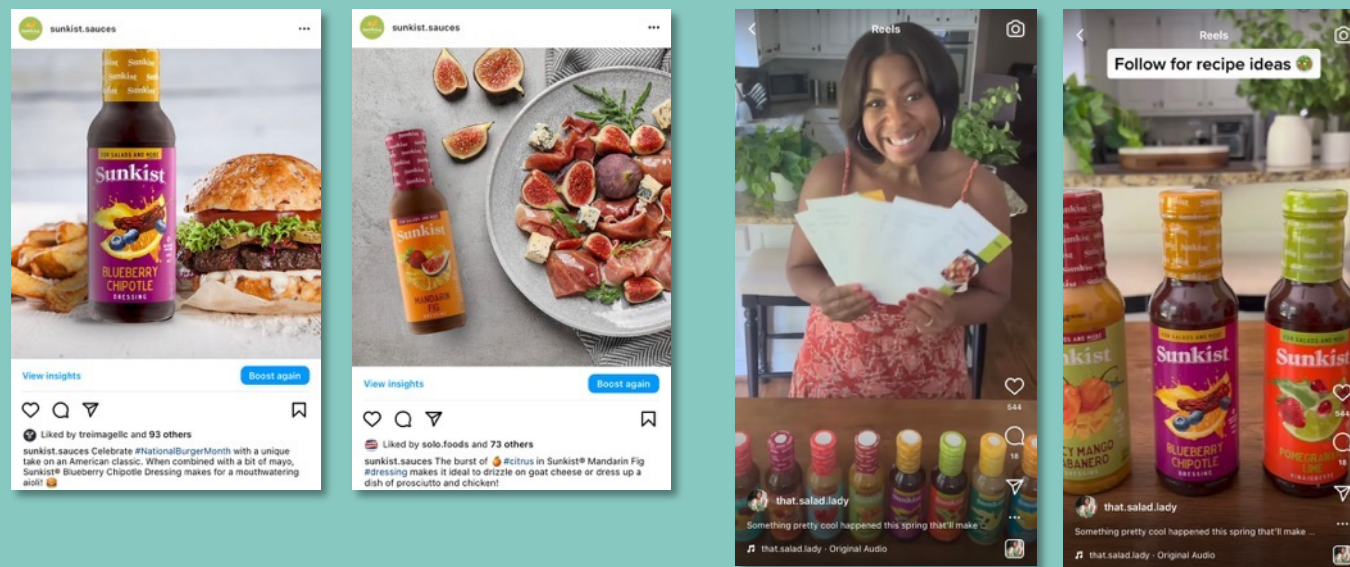
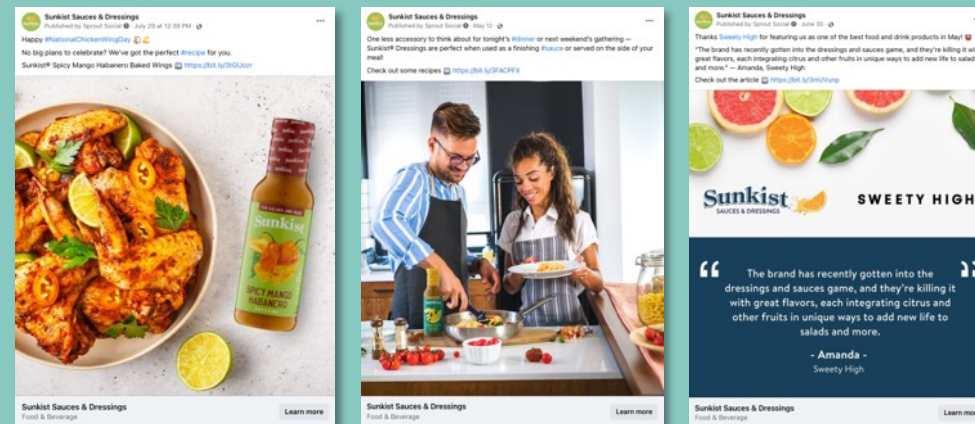
This Sunkist® Sauces & Dressings line helps cooks feel like successful chefs in their own homes by providing the zesty or sweet final touch.



DRESSED UP FOR SOCIAL MEDIA

Sunkist® Sauces & Dressings made quite the debut on social media platforms, utilizing both paid and organic opportunities. With the creation of fresh Instagram and Facebook accounts, we had a blast developing content from scratch:

- **Recipe posts**
- **Visually appealing food photography**
- **Sweepstakes reminders and much more**



IN FACT, CITRUS HAS NEVER LOOKED BETTER!

Sunkist® Sauces & Dressings made quite the splash with **29.5 million impressions** from Digital & Social and **191K social engagements**.

A DELECTABLE PR BLEND

The perfect topping deserves the perfect PR strategy.

So, together with a consumer PR partner, ColinKurtis developed a media pitch campaign to support the product launch.

From media relations and pitching to press release creation and reporting, our thoughtful approach took Sunkist® Sauces & Dressings from the 'pick of the crop' to the 'pick of the store shelf'!

SWEETY HIGH

All the Best Foods and Drinks We Tried in May 2022

amanda mcarthur | Jun 1, 2022



If you're anything like us, you're constantly seeing tempting new foods and drinks at stores, online and everywhere else—but who has the time (or the cash) to try them all and see which ones are actually worth putting in your body?

Here at Sweetie High, we do all the heavy lifting (aka *tasting*) for you. And we tasted all kinds of deliciousness over the last month. Want to know what we loved? Keep scrolling to discover all of our faves from the month of May.

Sunkist Sauces

Sunkist doesn't just make soda anymore! The brand has recently gotten into the dressings and sauces game, and they're killing it with great flavors, each integrating citrus and other fruits in unique ways to new life to salads and more. At the moment, we're all about their Orange Sesame Ginger Dressing, with an Asian-inspired flavor that brightens up any salad with tangy sweetness while also being perfect for dipping egg rolls, marinating meats and more.



Sunkist and Sokol debut line of sauces and dressings

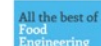


April 25, 2022

KEYWORDS: dressings / sauces

Order Reprints

No Comments



Sunkist, the iconic citrus brand known for fruits and juices, has partnered with Sokol, a 125-year-old family owned food formulation team to unveil the latest flavor innovation—a retail lineup of sauces and dressings. Created to complement everything from salads to tacos, dipping sauces and more, the lineup includes gluten-free and nut-free offerings with no high fructose corn syrup. Currently, four SKUs are available nationally at Walmart locations with future retailer announcements to come.

Developed by some of Chicago's top culinary and food product development experts, these build sauces and dressings are designed to be versatile.

Raise your bottle for the outstanding PR result of

9 million IMPRESSIONS!

Sokol launches "better-for-you" line of fruit-build and inspired sauces and dressings



26 Apr 2022 --- Sokol has launched a range of better-for-you citrus-based sauces and dressings. The US company will include gluten, soy, nut, dairy and egg-free offerings.

Speaking to **FoodIngredientsFirst**, Paul Noble, chief commercial officer, Sokol examines the health conscious formulations.

"We created formulations to remove high fructose corn syrup and worked in low sugar ingredients where we could. Fruit and citrus contain naturally-occurring sugars, but they add immense flavor in exchange," he says.

"We are thrilled to introduce this healthy and flavorful offering into the marketplace," adds Mark Madden, VP of marketing and global licensing at Sunkist Growers. Sunkist, a centennial family-owned food formulation team, is partnering with Sokol to launch this range of citrus sauces.

"This collaboration represents over a century of expertise and know-how from our agricultural cooperative as well as from Sokol," adds Madden.

The products will be available nationally in all US Walmart locations, with other future retailer announcements still to be disclosed.



Eight fruit-based sauces for the home chef
According to Noble, Sokol has played with the increased demand for taste combinations: "We are seeing increases in the sweet-spicy and sweet-tangy combinations, and we think fruit is the best foundation for those flavor profiles."

"Citrus overall is growing, along with tropical fruits, and the acid and sweetness they bring to sauces make them especially crave-worthy," says Noble.

"People are interested in new and exciting flavors for at-home cooking, and especially in the sauces and dressings aisle, they want versatility."

Sokol will be launching lemon pepper caesar, grapefruit poppy seed, spicy mango habanero, mimosa, blueberry chipotle, mandarin fig, orange sesame ginger, and pomegranate lime. (Credits: [illegible])

Fruit & vegetable innovation crops up in nut butter blends, sauces & plant-based colors



Citrus sauces and dressings
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Debut line of sauces and dressings Sunkist and Sokol

April 25, 2022



05/01/2022

Sunkist Dressings & Sauces

Famed citrus brand Sunkist has partnered with Sokol, a family-owned food formulation company, on a line of dressings and sauces. The product line comes in eight fruit-forward flavors designed to complement not just salads, but also tacos, bowls and more: Lemon Pepper Caesar Dressing, Grapefruit Poppyseed Dressing, Spicy Mango Habanero Dressing, Mimosa Vinaigrette, Blueberry Chipotle Dressing, Mandarin Fig Dressing, Orange Sesame Ginger Dressing, and Pomegranate Lime Vinaigrette. These versatile SKUs add tang and zest to just about any type of recipe while also being gluten- and nut-free offerings with no high-fructose corn syrup. The suggested retail price per 12-ounce bottle of any flavor is \$4.98.



DIGITAL MEDIA CAMPAIGN RESULTS

After a successful product launch for brand awareness, ColinKurtis took to online retail programs promoting sponsored ads on Walmart.com & Instacart to drive sales! 40% of grocery sales in the next 2 years are anticipated to come from third-party delivery partners like these.

What we did to set up Sunkist® for sales success:

- Created advertising accounts
- Updated SKUs and product listings
- Developed keywords
- Managed placement, bidding and reporting

From July 2022-December 2022, Sunkist® saw 25 million impressions and a 2.5x ROAS, which was 25% above our original goal!



Sponsored

\$4.98 41.5 ¢/oz

Sunkist Gluten-Free, Lemon Black Pepper Caesar Salad Dressing, 12 oz

★★★★☆ 73

Pickup Delivery

Add to cart



+ Add



\$5²³

Sunkist Sauces & Dressings
Grapefruit Poppy Seed Dressing
12 fl oz

Sponsored



colinkurtis

LAND A SWEET PARTNER

Get in touch with Mitch Robinson
mitch@colinkurtis.com to find out
what the marketing and creative
experts at ColinKurtis can do for you
and your business.