



In2Sabre Awards 2016
The Most Beautiful Harvest by Ocean Spray

Agency or company submitting

Weber Shandwick

Client name or suppliers

Ocean Spray Cranberries, Inc.

Ocean Spray's purpose is to ignite a passion for cranberries around the world. While international markets have always factored into Ocean Spray's growth plans, the 85-year-old cooperative has made a concerted effort over the last few years to expand their marketing plans with the goal of introducing the uniquely tart little fruit to consumers around the world. However, marketing the fruit, which is largely harvested in just three regions of North America and in Chile, is not without its challenges, particularly in places where a translation for the word cranberry may not even exist. As a result, many people are unfamiliar with where cranberries come from, how they're grown and harvested and their one-of-a-kind health benefits.

So how do you introduce the uniqueness of the cranberry to people around the world in an engaging, scalable way? Enter virtual reality. Ocean Spray, in collaboration with Weber Shandwick and its Creative Labs studio, turned to virtual reality technology harnessed by Oculus Rift to create a campaign showcasing the harvest that would ignite a passion for cranberries around the world and boost the cooperative's growing international business by educating media, influencers, customers and distributors about the taste, health and heritage of the cranberry.

For the past 10 years, Ocean Spray's "Bogs Across America" campaign, an extension of the cooperative's "Straight from the Bog" TV advertising campaign, has proved to be a successful U.S. consumer marketing tool. By showcasing the beauty of a harvest through physical bog displays featuring fresh, floating cranberries (imitating a real wet harvest) and allowing media and consumers to visit with real

Ocean Spray cranberry growers the cooperative has been able to endear consumers to the brand throughout North America and select markets in Europe.

Coupling insights from the decade long campaign with sales data and the growing consumer demand in markets like China and Latin America, the team crafted "The Most Beautiful Harvest" experience to fully immerse viewers into the breathtaking beauty of the cranberry harvest and tell the story of how cranberries make their way from the bog to tables around the world.

With such a visual story on our hands, the team did extensive research into emerging disruptive technologies to widen the reach of the campaign, and showcase the cranberry harvest in a visually stunning way to increase brand awareness. Stemming from insights into the rise of visual influence, the team explored technologies such as Google cardboard, wearables, Google Glass, and Oculus Rift. Ultimately the team determined that Oculus Rift's 360-degree filming technology was the best means to tell the visual story of the cranberry harvest.

At the end of the 2014 harvest season, the team flew to the May family bog outside of Vancouver, British Columbia to film one of the last harvests of the season with drones, cinema cameras and a custom-built, 360-degree camera rig outfitted with six GoPros (built by Weber Shandwick's Creative Lab) to capture video of the bogs and the harvest. Throughout the four-



day shoot, 1.8 million pounds of berries were harvested and brought to Ocean Spray's processing facility. Nearly 500 minutes of footage were shot in bone chilling 26-degree temperatures.

By mixing technology with brand heritage, Ocean Spray and Weber Shandwick created a first of its kind experience that can be shown to influencers, media, customers, distributors and eventually consumers around the world at exclusive events and online.

The immersive experience, titled "The Most Beautiful Harvest," combines 2D footage with five unique 360-degree scenes from the harvest (see accompanying link to view online). Narrated by one of the iconic, comical growers from Ocean Spray's "Straight From the Bog" TV commercials, the film takes the viewer through the cranberry harvest from bog to bottle. The experience is also available in Spanish and Mandarin.

"The Most Beautiful Harvest" experience is delivered through Oculus Rift headsets located in branded viewing booths. To date the cooperative has embarked on an 11-city media tour, scheduling exclusive media and customer events in China, Australia, South Africa, parts of Europe, Peru, Puerto Rico, Canada, the United States and Mexico. All tolled the experience will travel more than 23,958 miles around the globe in an effort to introduce the exceptional berry to every corner of the world.

To kick-off the tour, the team coordinated an exclusive with the *Wall Street Journal* featuring the experience and Ocean Spray's global initiatives. The campaign is also supported by additional efforts in each market, including but not limited to media relations, social media, recipe development, sampling and sponsorships. Consumers can view the experience on Ocean Spray's website. A wide-scale global consumer activation is planned for 2016 using Google Cardboard.

RESULTS

Weber Shandwick and Ocean Spray leveraged two contrasting assets – the natural beauty of the harvest and emerging virtual reality technology – to create a global campaign that brought the cooperative's passion for cranberries to the world. By using cutting-edge technology to showcase the harvest, and bringing it to locations where the harvest is not native, we were able to reinforce Ocean Spray's commitment to innovation and educate key stakeholders and influencers about the cranberry and harvest.

To date the campaign has yielded impressive results:

- Secured top-tier media exclusive with *Wall Street Journal*, as well as local media coverage in each international market. Coverage and media attendee highlights include Woman's Day Australia, CTV News (Canada), and Shanghai Times; as well as Weibo, WeChat and Facebook postings from the majority of our attendees around the world
- Showcased experience to more than 175 top-tier media and influencers in seven cities including Shanghai, Beijing, Shenzhen, Sydney, Lima, Toronto and Orlando; four additional tour stops pending in 2015
- Increased awareness of the cranberry and its harvest process
- Expected to drive demand in key markets around the world via customer/distributor showcase

Most Beautiful Harvest

Online experience - www.oceanspray.com/themostbeautifulharvest