



LIFE COMES FULL CIRCLE

Team #885

NSAC NATIONAL STUDENT
ADVERTISING
COMPETITION

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EXECUTIVE SUMMARY

Just like a cranberry goes through each season, Ocean Spray has grown over generations. In 1930, three cranberry growers came together with intentions of cooperation rather than competition to create Ocean Spray. Since its inception, Ocean Spray has been associated with the founding principles of **taste, heritage, and health**. While heritage is still at the core of all that Ocean Spray does, the term “heritage” has greatly evolved.

Although Ocean Spray has maintained its position as the leading cranberry producer for years, its impact among younger generations is less established. Currently, the majority of Ocean Spray’s consumer group is over 45 years of age.¹ Younger consumers, between the ages of 24-35, referred to as Millennials currently have low involvement with the brand. However, these Millennials grew up alongside Ocean Spray products: in their lunchboxes and on their dinner tables. Now at a new stage in life, it is time Millennials revisit Ocean Spray.

There is a disconnect between Millennials’ past and current mindsets of the Ocean Spray brand.¹ To merge this gap in their life cycles, the **Life Comes Full Circle** campaign will target Millennials and remind them of how well Ocean Spray fits into their current life. Through sentimental and fully integrated channels — in-store, digital, out of home, and partnership — the campaign will increase brand equity and household penetration among the target.



RESEARCH OVERVIEW

CAMPAIGN GOALS

- Generate 7%+ increase in brand equity among Millennial audience¹
- Grow household penetration by 0.5% points among Millennials over the next two years¹

The national survey asked respondents to rank six categories of purchase considerations: price, convenience, health value, brand loyalty, taste, and packaging. Results concluded that taste is the number one factor considered when purchasing a juice.² Focus groups reaffirmed the idea that most Millennials are loyal to juice brands because of cost, taste, and childhood household consumption.³ During the blind taste tests, **83% of participants preferred Ocean Spray the most.**⁴ After selecting their favorite juice, the majority of the participants assumed Ocean Spray was that selection. In-depth interviews revealed the common sentiment that Ocean Spray is “the most accurate representation of what cranberry juice should taste like.”⁵

These findings confirm the campaign’s goal of reaching Millennials by emphasizing Ocean Spray’s brand pillars. Because taste and childhood household consumption were key research findings, the campaign will accentuate the sentimental consumer connection to the brand. As this nostalgic reminder will lead to purchase, Millennials will then learn to appreciate the health benefits of Ocean Spray. Because of Millennials’ long standing brand associations with Ocean Spray, the brand equity and penetration will increase among the generation.

1,561 TOTAL RESEARCH IMPRESSIONS



PERSONAS



ADVENTURE SEEKER

Located in San Francisco, CA

Age 25

High school graduate

- Works as a park ranger
- Limited social media use — cares more about physical experiences
- Passionate about wildlife and nature
- Enjoys traveling, hiking, and cliff diving

To do list

- Register for Half Marathon
- Make cranberry smoothie for camping trip
- Find a dog sitter



SUPER DAD

Located in Loudoun County, VA

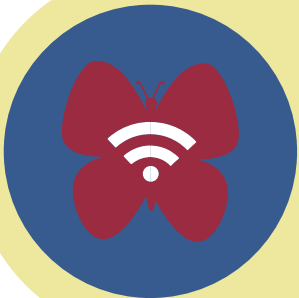
Age 32

Bachelor's degree in History

- Stay at home father
- Takes cooking classes during the school day
- Facebook fanatic
- Looks forward to meeting his friends at the bar

To do list

- Soccer game — bring raisin fruit clusters for the team
- Buy another Alexa for home office
- Upload Facebook album from kid's spring chorus concert



SOCIAL BUTTERFLY

Located in Boston, MA

Age 27

Bachelor's degree in Marketing

- Saleswoman — content but not satisfied with position
- Loves using social media — even has a Foodstagram
- Does yoga or pilates twice a week
- Cares about healthy eating

To do list

- Buy Pact Infused waters for brunch with the girls
- Renew Pure Barre membership
- Update bullet journal

COMPETITIVE ANALYSIS

Based on association tests, the campaign researchers compiled consumer sentiments regarding the top market competitors. While some companies focus on their brand's nutritional value or reliability, Ocean Spray has a **niche combination of consumer benefits — taste and heritage** — to reach Millennials in a new way. Ocean Spray is not defined solely by hard sells, so it will reflect personal benefits from an emotional connection with the brand.⁶



MARKET TRENDS

According to research, sales of fruit juices have dropped consistently since May 2017.⁷ However, market trends indicate several approaches to counteract this decline. By encouraging newer products, Ocean Spray **opens its possibilities to reach a younger target market**. According to MMI Research, there has been a 30% increase in Mocktails incorporated into restaurant menus.⁸ Mocktails give Millennials an appealing and cheaper alternative to regular cocktails, while reintroducing the Ocean Spray brand into their current lifestyles. Energy drinks are another rapidly rising market opportunity; a survey of 1470 people found that 47% consume energy drinks several times a week.⁹

The Life Comes Full Circle campaign recognizes these cutting-edge market trends and will use them to Ocean Spray's advantage. Ocean Spray currently sells these updated products — the campaign will simply highlight new products alongside classic products to tie generations and the past to today.

Millennials are at a point in their lives where they have the opportunity to carry on old traditions and begin to create new ones. The Life Comes Full Circle campaign intends to make Ocean Spray the brand that comes to mind when reminiscing on life's memories. According to Forbes, this campaign approach is especially applicable to a Millennial target because "share a compelling blast from the past with a millennial, and you're likely to reach them on an emotional level — the holy grail of brand marketing."¹⁰ The goal is to become more than a brand, but a part of the traditions Millennials uphold.



“ Share a compelling blast from the past with a millennial, and you're likely to reach them on an emotional level — the holy grail of brand marketing ”



Acknowledging the previously stated in-depth interview finding, Ocean Spray is "the most accurate representation of what cranberry juice should taste like." Ocean Spray is the cranberry taste Millennials associate with their childhoods and family traditions.⁵

Encompassing family values as well as diverse ideals of today, this campaign pinpoints Millennials' position on life's cycle. Ocean Spray and Millennials share one common truth — heritage. Ocean Spray has stayed true to its family-owned farming techniques, but are now renewing its products to reflect market trends. Millennials cherish their backgrounds and the core values that have shaped them, but are beginning to define what makes them distinct individuals. Both at a decisive point on their cycles, Ocean Spray and Millennials should embrace life's circle.^{2, 3, 4, 5, 6}



MANIFESTO

Dear Millennials,

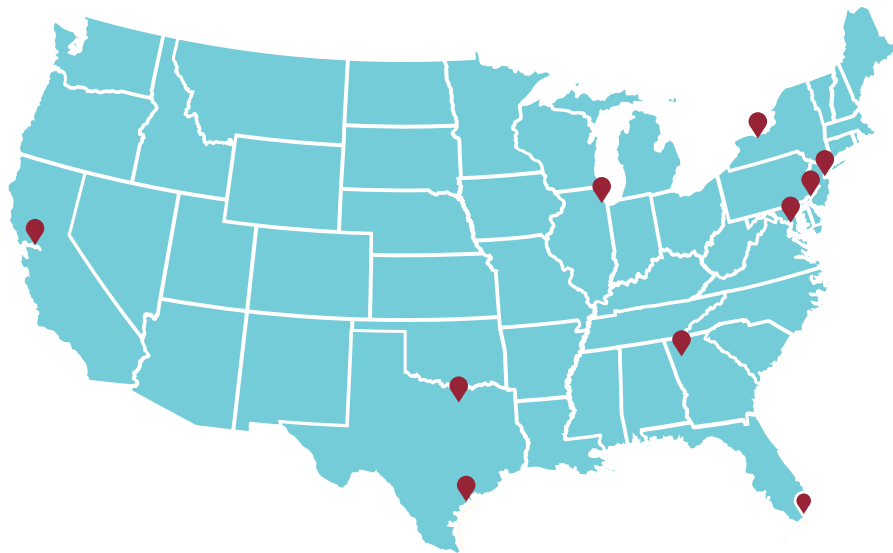
It's 2018. Time to be proud of where we are from and who we are now. We embrace diversity, but we stay true to our roots. We experience new days and new people, but never forget the old memories. We may not call home as often as we should, but will always have our parents on speed dial. How do these old and new values relate? Well you see, life comes full circle. There is no way to live unless we have both. This is the generation that subsists on heritage and progress. Tradition and reinvention. Getting older is not out with the old and in with the new. It's about passing on what's meaningful and keeping alive what's at your core. Uncover your Ocean Spray story and watch how it travels with you — full circle.

MEDIA STRATEGY

The crafted media plan will target Millennials in all moments of their day-to-day to gain as many opportunities of brand engagement as possible. The plan will revolve around placing Ocean Spray in every moment of Millennials' lives: from their Thanksgiving feast to the office break room. Each media platform was chosen for its **reach, frequency, and relevance to achieve the campaign's objectives.**

The campaign's creative section and budget reflect an emphasis on the digital and out of home touchpoints. They were strategically selected because Millennials have the highest internet usage of all age groups, making digital a touchpoint necessity.¹¹ As for out of home, 72% of Millennials value spending their money on experiences over all else.¹²

Each execution of the Life Comes Full Circle campaign will be strategically placed within 12 Millennial-heavy cities within the United States.¹³ In order to build brand relevance, cities were tactically chosen based on the highest Millennial populations, appropriate seasonal experiences, and store locations.



IN-STORE

Ocean Spray products are not at the top of Millennials' grocery lists.^{1, 2} Novel in-store promotions will draw their attention directly to the products and encourage trial in ways other juices are not currently advertising.



DIGITAL

Ocean Spray will encourage consumers to make the brand their own through user-generated content. With organic and paid content, Millennial feeds will be penetrated with nostalgic content that screams "share your own."



OUT OF HOME

Millennials are compelled by experiences — events they can attend with friends, places they can visit, and stories they can share with family.^{3, 5} The campaign's collection of experiential out of home events will cater to Millennials' thirst for *doing*.



PARTNERSHIP

By partnering with companies whose missions relate to family ties, Ocean Spray will be represented by esteemed organizations that share like-minded values.

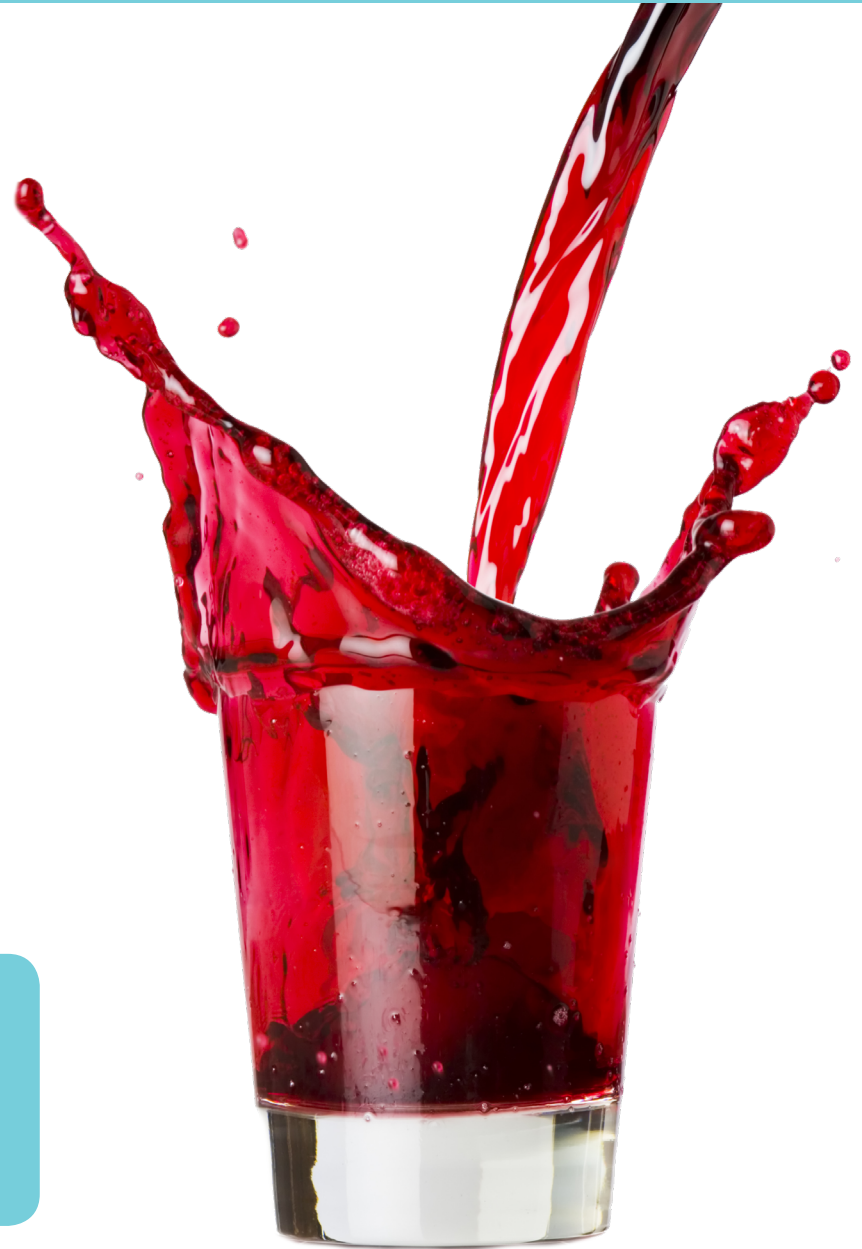
CREATIVE STRATEGY

Ocean Spray products have been the center of households for decades. From Grandma's cranberry sauce at Thanksgiving to a glass of cran-apple juice before starting the day, Millennials have their own Ocean Spray story to tell. No matter the memory, these small moments in life contribute to Millennials' centers. **It all comes full circle when Millennials start incorporating their childhood habits into their adult lives.** Sometimes, these habits even turn into new ones. Because a circle never ends, Ocean Spray can be found at any point.

Millennials are the generation that celebrates progression and diversity. The Life Comes Full Circle campaign will position Ocean Spray as a brand that can return as a constant in Millennials' dynamic lives. The campaign reconnects the emotional link with the brand that was established in Millennials' childhoods. Millennials find comfort in where they come from, and Ocean Spray is that middle ground between their past and present selves. This campaign embraces the fact that life comes full circle.

OBJECTIVES

1. Reintroducing Ocean Spray as a relevant brand to Millennial lifestyles
2. Bridging the gap between past and current brand perceptions
3. Emotionally connecting Ocean Spray products with Millennial households



CREATIVE CONCEPT

Millennials love to share old family photos. The Life Comes Full Circle campaign will take that reminiscent feeling of digging up an old photo and turn it into something new. Millennials add their current environments and lifestyles into the mix of recreating physical photos. This campaign creates these sentimental visuals, encapsulating the cycle of old evolving into new and interacting with present day.

“ The Life Comes Full Circle campaign creates these sentimental visuals, encapsulating the cycle of old evolving into new

This visual theme of an old photo paired with a new twist will be implemented across all touchpoints, as the visual concept translates digitally. The campaign’s video content will incorporate stop motion and vignette styles, resonating with how Millennials consume digitally. Whether still or in motion, the Ocean Spray brand will be visually inserted into the memorable and carefree moments Millennials cherish in life.



LIFE COMES FULL CIRCLE

January 1st, 1964 to January 1st, 2019



LIFE COMES FULL CIRCLE

December 5th, 1980 to December 18th, 2018





Digital Recipe Cards

In the juice and snack aisles of grocery stores that Millennials frequent, such as Target and WalMart, there will be small touch screens with red balloons attached.^{2, 5} These screens will feature recipes — designed to look like Grandma’s handwritten recipe cards — that incorporate Ocean Spray products and encourage purchase. The touch screens combine the idea of sharing old family recipes with cutting-edge digital interactivity in stores. Millennials can then email the recipe to themselves or share it to their Facebook wall. These cards are symbolic of passing on one Ocean Spray tradition, or recipe, to another generation.



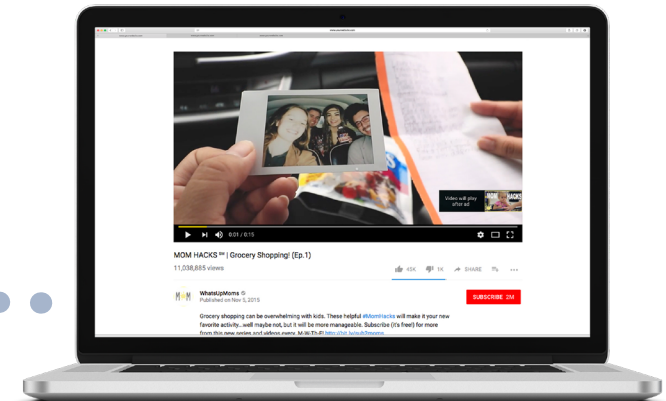
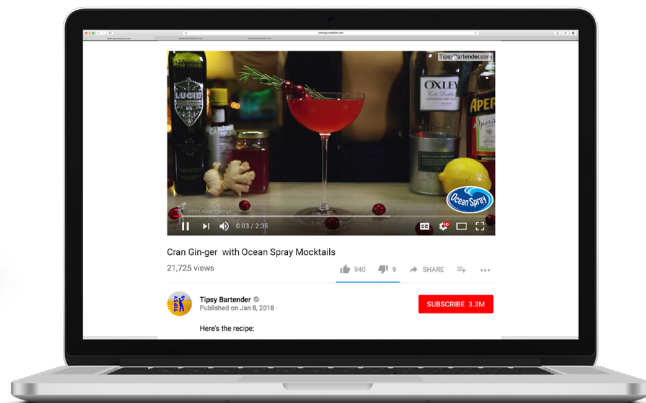
Juice Six Packs

With an Ocean Spray six pack, Millennials can get a taste of classic and current juice flavors. Randomized on-the-go sized Ocean Spray juice bottles will be packaged in sixes. Each randomized six pack will include one original cranberry bottle. Placed next to the 64 oz jugs in juice aisle and marked with red balloons to draw attention, Millennials will be encouraged to branch out and purchase Ocean Spray flavors they might not typically consider. The 15.2 oz bottles are the perfect size to get a taste without committing to purchasing a full bottle. These packs will be implemented in Target and WalMart stores across the nation. Millennials can bring home a taste that suits their entire household, no matter the generation.



Facebook

Similar to the Friendaversaries on Facebook, Ocean Spray will sponsor digital family scrapbooks that can be shared on Millennials' profiles. Temporary profile pictures are becoming increasingly popular and prevalent.¹⁴ An Ocean Spray temporary frame — where two bottles pour to meet in a circle that frames the user's picture — will reach Millennials on the platform they use most.¹⁵ This same frame visual will also be implemented in one of the campaign's out of home concepts (see page 15).



<https://vimeo.com/260880038>
Password: NSAC18Team885

YouTube

76% of Millennials report watching videos online on a daily basis.¹⁶ The campaign's commercials will play predominantly as pre-roll ads on YouTube. The main commercial will feature a group of friends recreating a road trip from a past generation. With an old Polaroid and some snacks along for the ride, Ocean Spray continues its involvement in Millennials current lives.

Similarly, working with Topsy Bartender, a video will feature Ocean Spray's Mocktails. Millennials revealed in in-depth interviews that when they do drink Ocean Spray, it is often in an alcoholic setting. The campaign will resonate with Millennials by incorporating Ocean Spray into instances where they already are familiar. These videos are popular on Instagram and Facebook as well, further integrating the campaign's digital content.

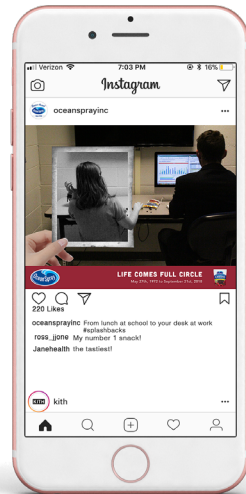


Amazon Prime Video

The content aired on YouTube will also be played as interstitial advertisements on Amazon Prime movies and TV shows. Since more than 50% of consumers search Amazon first for products, the campaign is placing Ocean Spray content as close to purchasing Millennials as possible.¹⁷

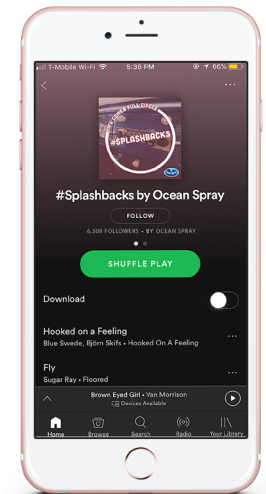


<https://vimeo.com/260870975>
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Instagram

To reach the younger end of the Millennial target audience, Instagram will be used to deploy the concept #Splashbacks. These flashback images will pull from the creative concept, combining past generations and classic Ocean Spray products with modern takes that reinvent the old versions. Millennials will quickly catch on to Ocean Spray's photo recreations and enjoy finding and retaking their own family photos.



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Spotify

Ocean Spray will release a playlist featuring throwback songs that send Millennials back to the carefree days. With hits across all genres and past generations, there will be something for everyone on the #Splashbacks by Ocean Spray playlist. In order to entice Millennial listeners to follow the Splashbacks playlist, a 30 second spot will be played on free accounts.



Turkey Trot Tent

Various Ocean Spray juices, Cran-Energy bottles, and Pact Infused waters will be placed at tents set up at finish lines of Turkey Trot races. These Ocean Spray tents will be at 12 U.S. races, including San Francisco, Philadelphia, and Dallas providing participants with satisfying refreshments.¹⁸ Cans of cranberry sauce will also be handed out to encourage individuals to incorporate Ocean Spray into their Thanksgiving meal later that day. The #Splashbacks playlist will play while Millennials, families, and friends end their morning races. The Ocean Spray sponsored tents will remind them that Ocean Spray is a staple of every Thanksgiving holiday.

Social Swings

Red, glow-in-the-dark, circular swings will be placed on the National Mall of D.C. to encourage visitors to hang with friends while sipping on Ocean Spray beverages.¹³ Sponsored by Ocean Spray, the event will bring Millennials to a youthful state of mind after a long day of work. Sitting in physical spheres, life can truly come full circle. Millennials will love to engage in this interactive and picture-worthy event that brings together classic Ocean Spray in a contemporary social experience. Ocean Spray drinks and snacks will be available at the Ocean Spray booth and the #Splashbacks playlist will also be playing to liven the event's atmosphere.





Pouring Paths

A brick wall in Chicago will be painted with two bottles of Ocean Spray pouring from above, forming a circle in the bottles' converged path. On top of being known as a top city for Millennials to live in, Chicago has become a Millennial destination specifically for its wall art and murals.^{22, 23} When Millennials pass the Ocean Spray wall art frame, they will feel inclined to stop and snap a picture. They will instantly share the art on their personal social media, increasing Ocean Spray's brand awareness across Millennials.

Bog Pit

Filled with giant, cranberry colored plastic balls, a 10,000 square foot Bog Pit will be installed in the Miami's Bayside Marketplace.¹⁹ Research shows that with its beautiful weather year-round, the Bayside Market has become one of the most popular destinations for Millennials to visit. The Ocean Spray Bog Pit will undeniably bring a craze to the playful and vibrant atmosphere of the area.^{20, 21} The childhood activity will bring Millennials back to playful memories. Once they have had their fill in the Bog Pit, they can grab Ocean Spray Mocktails from the bar or blindly bog for on-the-go bottles in large containers. A photo booth will be available for friends and families to capture the memory, encouraging sharing of the pictures on their personal social media with the hashtags #BogPit and #Splashbacks.





HelloFresh

HelloFresh provides convenience to today's modern dinner table, helping Millennials with families or busy careers to sit down and still enjoy a shared meal. HelloFresh already integrates Ocean Spray products into some of its packages, making a partnership between the two an ideal match. The Ocean Spray centered recipes will feature the handwritten recipe cards used in the in-store touch screen advertisements. HelloFresh and Ocean Spray naturally complement each other in the shared mission of getting families cooking and eating together. A big part of people's roots is centered around the table — let Ocean Spray and HelloFresh be at that center.



Best Friends

Pets are family, too. To reinforce the big idea of passing on tradition while also fostering progress and reinvention, Millennials can integrate someone new into their families with the help of Ocean Spray. Ocean Spray will donate \$50,000 to Best Friends, a national organization with the mission to end kill-shelters. With centers in New York City, Los Angeles, and Atlanta, large Millennial populations are exposed to the national organization and mission. Best Friends also helps save nontraditional pets such as birds, horses, and pigs. Everyone remembers the day their parents brought home their first pet. Now, Millennials can bring home that same experience and a new friend to their households.

\$5 MILLION PLAN

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	COST
IN-STORE													
Digital Recipe Cards													\$1,025,495.00
Juice Six Packs													\$1,243,750.00
DIGITAL													
Facebook													\$719,000.00
YouTube													\$250,000.00
Amazon Prime Video													\$200,000.00
Instagram													\$646,000.00
Spotify													\$45,000.00
OUT OF HOME													
Turkey Trot Tent													\$16,200.00
Social Swings													\$250,480.00
Bog Pit													\$15,250.00
Pouring Paths													\$14,800.00
PARTNERSHIP & CSR													
Hello Fresh													\$500,000.00
Best Friends													\$50,000.00
													TOTAL
													\$5,000,000.00

With impressions and reach at the forefront of the \$5 million budget's objectives, this allocation will bring the Life Comes Full Circle campaign directly to Millennials. By emphasizing the digital and out of home touchpoints, this campaign is tailored to Millennial consumption behavior. ^{24, 25, 26, 27, 28, 29, 30, 31}

MEDIA PLACEMENT & IMPRESSIONS



In-Store

Impressions: 1,955,488,000

Placement: In-store tactics will incentivize experimentation and purchase of various Ocean Spray products, simultaneously advancing the sharing tradition mentality.^{32, 33}



Facebook

Impressions: 100,750,000

Placement: 81% of Facebook users are between the ages of 20-40. Reaching Millennials on their most frequented platform, customizable Ocean Spray content will encourage Millennial interaction among friends and family.²⁶



Instagram

Impressions: 50,005,000

Placement: Instagram hashtags will allow Ocean Spray's #Splashbacks to trend across the medium. Hashtags and throwback content will encourage Millennials to model the technique within their own photos to advance the #Splashbacks trend and increase user-generated content and customer engagement.²⁷



YouTube

Impressions: 202,000,000

Placement: 76% of Millennials watch videos online daily. By spending a large portion of the budget on pre-roll advertisements, the campaign will reach a substantial Millennial population.²⁸



Spotify

Impressions: 3,000,000

Placement: A customized #Splashbacks Spotify playlist will gain interest and furor among Millennials. Ocean Spray's playlist will be plugged through 30-second advertisements on free accounts. Taking advantage of the relatively inexpensive and Millennial dominated music streaming trend, Ocean Spray will gain buzz among listeners of the targeted age range.²⁹



Amazon Prime Video

Impressions: 200,000,000

Placement: Content aired on YouTube will also be implemented as interstitial advertisements on Amazon Prime movies and TV shows. 50% of Millennials use Amazon first when purchasing products. Content will quickly persuade Ocean Spray purchases through a service which promotes Millennials' convenient and hassle-free consumer mindset.³⁰



Turkey Trot Tent

Impressions: 1,680,000

Placement: According to in-depth interviews, Millennials often associate the Ocean Spray brand with the Thanksgiving holiday. By bringing the brand straight to Millennial heavy cities on the holiday, the tents will help increase top of mind awareness.³⁴



Social Swings

Impressions: 3,469,860

Placement: As one of the campaign's largest anticipated attractions, this D.C. event will garner much Millennial attention. This advertisement will promote the campaign's initiative through yielding thoughtful contemplation and interaction among Millennials.³⁵



Bog Pit

Impressions: 4,500,000

Placement: An Ocean Spray Bog Pit will be installed in Miami, a highly concentrated Millennial area, encouraging playful spirits while coming full circle to Ocean Spray's traditional bog reputation. This fun out of home advertisement will promote positive brand awareness among the target audience.³⁵



Pouring Paths

Impressions: 3,107,429

Placement: Wall graffiti, a clever guerilla advertising technique, is inexpensive and effective. This out-of-the-box advertisement will resonate with the creative interests of Millennials and bring trendy exposure to brand through a large scale and attention grabbing medium.³¹



HelloFresh

Impressions: 1,740,000

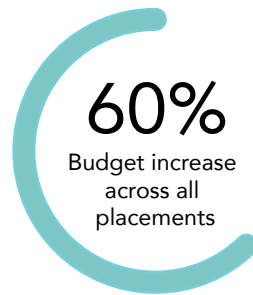
Placement: A third of Millennials have tried meal-kit services because they provide convenience to modern dinner tables. The HelloFresh partnership will advance the implementation of Ocean Spray products and recipe cards into packaging to bring the brand to top-of-mind awareness as a necessary component to both timeless and modern meals.³⁶

TOTAL 2,525,740,289

\$10 MILLION PLAN

\$8 MILLION

All previous executions used in the initial \$5 million budget will be increased by 60%. This equates to \$8 million of the \$10 million budget. The schedule, stores, and locations implemented will remain the same, but benefit from the increase in funding. This will expand the reach to the Millennial target.



\$2 MILLION

The remaining portion of the \$10 million budget will be spent on an event for the experience-seeking target. In the months of September through November, Ocean Spray will host **NYCran**. This will be a one-of-a-kind rooftop experience in the heart of New York City at the bar 230 Fifth. The roof will come to life with cranberry colored, insulated domes. Creating a twist on the traditional bar scene, Millennials will jump on this contemporary, limited time even. The free cover charge, drinks, and food will draw a large crowd, estimating around 2,000 guests each night. Millennials will be surrounded by an Ocean Spray centered nightlife. This accentuates that Ocean Spray fits into their working and young lifestyles. Beginning in August, a Facebook event will be created to promote the upcoming event and \$100,000.00 of the budget will be allocated for paid geo-targeted promotions through Facebook.





CAMPAIGN EVALUATION

Prior to the launch of the campaign, key performance indicators were set. In order to gauge success, brand awareness, interest, and trial will be measured throughout the campaign. Focus groups and quarterly surveys will be conducted throughout the duration of the campaign to measure brand awareness and affinity. A majority of the return will result from increasing brand awareness and product consideration through the campaign results. Sales numbers will also be tracked throughout the country in order to measure household penetration.

Creative executions were chosen with optimization techniques and analytics in mind. A large percent of the budget is spent on digital advertisements, which provide detailed consumer interaction analytics and allow for further control throughout the campaign. Measurements such as impressions, click-through rate, conversion rate, and time spent will be used to judge the effectiveness of these executions.

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