

Brighter mornings in the land of long nights

INUVIK, CANADA: Juice brand Tropicana wanted to highlight the fact that it played an important role in the morning ritual of millions of Canadians, to coincide with the launch of its newest juice, Tropicana Essentials, with added calcium and Vitamin D.

The brand wanted to elevate its role beyond simply being a brand of orange juice and increase loyalty amongst its consumers and become Canada's National Provider of Brighter Mornings.

A warm 'cold' comfort

In order to do this, Tropicana spent a month in Inuvik, one of the country's northernmost towns, during the coldest and darkest days of the winter. The 3500 residents of the Arctic town in the Northwest Territories live without a sunrise for several weeks every winter. Tropicana literally brought a brighter morning to Inuvik with a giant artificial sun that emitted 100 000 lumens of light. A team of Canadian filmmakers captured the raising of the 'sun' in Inuvik for a series of documentary-style commercials.

The lights were affixed to a 12m wide helium balloon which then rose and illuminated the town. The Tropicana Brand's 'sunrise' coincided with Inuvik's annual Sunrise Festival, which celebrates the return of sunlight after weeks of relative darkness.

The brand also provided 1200 free cartons of Tropicana Pure Premium Orange Juice - one for every household in the community. The Tropicana team also worked with local leaders to identify community-based breakfast and nutrition programs in need of financial support.

Contributions were then made to Sir Alexander Mackenzie School, Tot Spot Daycare and the Inuvik Food Bank.

In addition to TV advertising, the campaign features blogged commentary and behind-the-scenes imagery from Inuvik to provide a catalyst for conversation on a new Tropicana Brighter Mornings Facebook page.