



# Libby's Juicy Juice® and Arthur

## Arthur gets the job done for Libby's Juicy Juice

Libby's Juicy Juice was looking for a sponsorship opportunity that would help the company reach its target audience while reinforcing its commitment to literacy and education. It found the perfect sponsorship package in *Arthur*, a brand new children's television series based on the popular books by Marc Brown. From the outset, *Arthur* was a smash hit, becoming one of the most popular kids' shows on television and launching a mutually beneficial partnership with its sponsor.

Company:  
**Libby's Juicy Juice®**

Target audience:  
**Children 2–11 and Moms**

Sponsorship:  
**Arthur**

Term:  
**1996 – 2002**

## Goals

- Reach a large national audience of kids and "PBS Moms," who care about nutrition and quality products
- Associate the Juicy Juice brand with children's literacy and self-esteem
- Forge a strong association between Juicy Juice and the trusted and respected PBS brand

## Strategy

The Sponsorship Group for Public Television worked with Juicy Juice to develop a customized sponsorship package that featured numerous co-branded contest and promotional opportunities. A complete menu of on- and off-air benefits succeeded in expanding dramatically the scope and reach of Juicy Juice's on-air spots.



Arthur Storybook Spectacular promotion

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# CASE STUDY



## Tactics

### On-Air

- **The TV series:** Two 15-second spots per broadcast were seen by as many as 14 million *Arthur* viewers each week.

### Off-Air

- **The web:** Linked corporate logo on the popular *Arthur* website, driving traffic to Juicy Juice's corporate web site.
- **Outreach:** Juicy Juice logo on 564,000 Healthy Habits for Healthy Kids brochures developed for use by the USDA's WIC nutrition program in order to help Juicy Juice become an approved WIC juice supplier.

- **Contests:**

- Juicy Juice was a featured sponsor of the *Arthur*/TV Guide Story Writing Contest (10,000 submissions).
- Juicy Juice and SGPTV created the *Arthur* Storybook Spectacular promotion, a loyalty program that offered a free, customized *Arthur* book and a chance to win a \$15,000 scholarship. To promote this contest, Juicy Juice placed promotional bursts on 22 million packages and tagged its 30-second commercial spot with *Arthur* announcing the Storybook Spectacular contest. The spot ran on "mom friendly" television shows such as the *Today* show, *Good Morning America*, *Live with Regis & Kelly*, and soap operas.

- **Promotional opportunities**

SGPTV created a number of special co-branded Juicy Juice/*Arthur* promotions, including:

- **Arthur coupons** distributed at sampling events.
- **Arthur and Friends collectible trading cards** on 4.23-ounce boxes of Juicy Juice juice boxes.
- **Arthur-branded Juicy Juice boxes** featuring free *Arthur* sticker books and activities on the inside label.
- **Redesigned product packaging** to include *Arthur* characters or a mention of Juicy Juice's sponsorship on all products.
- **Lead sponsorship of the "Arthur's Lucky Pencil" stage show.**
- **The Reading Rewards Promotion**, which offered an opportunity for 65,000 child-care facilities to win free *Arthur* books and a visit from an *Arthur* walk-around character.



Juicy Juice boxes



Arthur outreach

## SGPTV'S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact SGPTV's Mike Nelson at 800-886-9364 or visit the SGPTV Web site at [www.sgptv.org](http://www.sgptv.org).