

Boost invests in TV

SYDNEY: Boost Juice Bars will launch its first TVC in three years on the back of successful sales this summer.

The "Smile" TVC hits screens on Monday (23 February) through agency Belong, carrying the tagline: "We don't just make smoothies, we make smiles."

Jeff Allis, chief executive of Boost Juice Bars, said TV would make up 40% of the juice chain's marketing spend this year, and it will also increase its overall marketing spend.

"It's not a dramatic increase, but at Boost we generally always spend more than what's in our funds anyway. We don't have the capacity to run TV that often, but our sales have been up, which helps," Allis said.

Boost sales are up by 20% this summer on the previous season.

The TVC will run in NSW during the Seven Network's Home and Away and Grey's Anatomy and Network Ten's So You Think You Can Dance, with 30-second radio ads on Austereo's 2Day FM to run the following mornings.

The TVC will roll out nationally if successful in NSW.

Boost Juice's traditional demographic is 18 to 29-year-old women, but the brand will this year broaden its target market to women in their early 30s.

"We are 10 years old now, so women that were 20 when Boost first came on the scene are now 30 and possibly mums, so we're considering some of our customers have grown up bit," Allis said.

Story by: Heather Jennings
AdNews
13 Feb 2009