



Move Over Tropicana and Minute Maid and Make Room for Premium Nectars

Sun Tropics Inc. of San Ramon, CA debuts in Northern California a new marketing campaign for its Premium Nectars, which has more fresh fruit taste according to customers. It also has more fruit selections based on its origin in the Philippines beyond what the traditional major juice brands offer, like Mango, Guava, and Calamansi Lime.

([PRWEB](#)) May 23, 2010 -- Crossover Creative, an award-winning marketing and advertising consulting agency in the San Francisco Bay Area, created "Taste More Fruit." based on current customers' responses to how the product tastes as good as fresh fruit. Crossover felt that insight was supportive of the brand's quality as premium nectar and would make it more competitive in the juice category especially with their selection of exotic fruit premium nectars. The key is the word "premium" that Sun Tropics has captured in the high quality taste of its nectars, which unlike some nectars uses no high fructose corn syrup and lower sugar delivering a "true to the fruit" taste. The other key attribute to the campaign theme is the fact that fruit is healthy, which is something that truly matters in today's health-conscious marketplace.

Considering the establishment of the New Age Beverage category some nectar have been successful in, Sun Tropics Premium Nectars with its exotic intrigue and focus on being true to the fruit has an opportunity for their share of this market. And when you consider their current customers who are mostly Asian and Hispanic there is room to grow in the major markets across the country whose mainstream has become multicultural.

The campaign is well integrated despite its limited budget. Crossover with its media partner ifthen, based in Miami and Rome, crafted an impactful combination of online media, outdoor and print demonstrating that a small company, with the right message and media vehicles, can create a major presence.

The online work is a combination of banners and website branding that puts the campaign in full attention of users in various networks people frequent for information. The key was to make the point of "Taste More Fruit." (See link below full screen)

<http://cbs5.com/food>

About SunTropics

Sun Tropics, Inc. was established in 2002 with the vision to bring to market "true to the fruit" juices and nectars. Their background in tropical fruit processing and ties with Filipino farmers & processors, equipped them to bring out the best from fruits. SunTropics Premium Nectars and Juices are now available through selected Costco, Whole Foods Markets, and Asian supermarkets.

<http://www.suntropics.net>

About Crossover

Crossover Creative has developed award-winning regional campaigns for marketing effectiveness in the San Francisco Bay Area. Recognized by its urban multicultural work for regional and national brands Crossover is



now transcending that experience into today's mainstream digital marketplace.

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