

Sunny delight



**ASSIGN
BUSTER**

They first released an advert that was a national phenomenon and it sold lots of bottles. Sunny D claimed it tasted as good as Coke but also a healthy alternative that would quench the thirst of children. The advert was so powerful that it became the nation's 3rd bestselling drink in 3 months of being released and in 1999; it sold 200 million bottles in the year, leading to large supermarkets doubling and tripling their orders.

The reason it was so good was because it claimed it was fresh and fresh means healthy so parents wanted to buy them for their kids because they wanted drinks to be healthy and good for their kids and that is what it seemed. However, people started reading the labels and telling other people to read the label which led to lots of people finding bad things about Sunny Delight. People started finding out that Sunny D had only 5% juice and the other 95% was things like water, food coloring and other dodgy things. There was also a high amount of sugar which parents didn't want. After finding this out, parents started buying alternatives.

One day a 4 year old girl from Wales who drank a liter and a half of Sunny D a day woke up one day and found her skin had turned orange and got sent to hospital. By the time 2001 came around, their sales have halved and they went from 3rd in the UK to 42nd in the space of 3 years. Sales have never recovered from it. If Sunny Delight were to release another advert, they would need to change their company to become healthier; they also need to not put as much sugar in each bottle. They need to be patient, to slowly get their customers trust back again. Their adverts should be truthful and not claim to be something they're not.