

Title The promotion strategy of the “Red Orange” in Italy
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Abstract

The concept of food has radically transformed so that today consumers think of it, besides its nutritional and sensorial characteristics, as a very important factor to keep staying healthy. Among nutrients that can be defined “functional”, “the red orange of Sicily” differs for some of its intrinsic characteristics that blonde oranges do not have, such as its higher vitamin content, and, above all, its pharmacological property. The “red” orange can be indicated as a *typical* and *exclusive* product of the Italian production patrimony; *healthy* and *nutrient* both for its high content of Vitamin C compared to that of blonde oranges, and for the presence of anthocyanins which play an important antioxidant function. These *plus*-characteristics of our product can be used in the communication campaigns aimed at informing consumers and guiding their purchases in order to meet the growing need for “functional” nutrients for the health and the psycho-physical wellbeing. Marketing techniques set the promotion policies within a strategy belonging to a more articulated and wide marketing plan, based on market researches, SWOT analysis and the setting of a macroenvironment in order to establish targets and methods. With reference to the perception, from which it is possible to highlight the history of this product and the level of perception of its properties, such as the content of anthocyanins, besides safety and traceability, which could help communicating the differences with other citrus fruits. The following abstract will be articulated as follow: An introduction of the specific characteristics of the “red” orange and its potential role within the consumption models aimed at individual’s health. A research aimed at analyzing the final destination of the fresh and processed products both in Italy and abroad. Analysis of the latest promotion campaigns aimed at increasing red orange consumption, and start elaborating an integrated plan of communication to improve the knowledge and perception of the “red orange” itself, pointing out its strong and sore points to better and more functionally organize the above-mentioned integrated plan of communication, measured for strategic actions and at geographical level, targeting and the final consumers’ demand.