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POM Wonderful campaign reinforces antioxidant superpower status

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POM Wonderful is launching a brand new marketing campaign to champion the health benefits of antioxidants and continue to establish POM Wonderful 100 percent pomegranate juice as the antioxidant superpower. The creative advertisements display the iconic POM bottle in compelling designs that bring the health benefits of antioxidants to life.



“Two-thirds of super premium juice consumers report looking for antioxidants when making food and beverage choices — and we’re continuing to provide the solution,” said Charlotte Mostaed, director of marketing for POM Wonderful. “Antioxidants help fight free radicals which may damage our cells, and our 100 percent pomegranate juice has four times the antioxidant potency of green tea and more antioxidant potency than cranberry juice, grape juice, or red wine, according to an in-vitro study at UCLA. As the antioxidant superpower, we’re dedicated in our efforts to provide insights and awareness around a benefit that is so important to our consumer.”

The campaign was created by The Wonderful Company’s in-house creative team, Wonderful Agency, and includes digital advertisements on Facebook and Instagram and print advertisements running in Runner’s World, WebMD, Better Homes & Gardens, and more. The attention-grabbing campaign is also supported with rejuvenated TV spots starring The Worry Monsters — larger-than-life inner voices of doom and gloom who are at their happiest when their human counterparts are at their most downtrodden. The Worry Monsters complain bitterly that their once unhealthy and fretful humans have started making healthier choices, like drinking POM Wonderful 100% Pomegranate Juice, the Antioxidant Superpower.

The TV spot will run during nationally syndicated doctor shows into the new year. POM Wonderful continues to have the highest brand association with antioxidants of any brand in the super premium juice category and is dedicated to educating the consumer by providing insights and awareness around antioxidants with this new health-focused campaign. Additionally, POM Wonderful continues to invest in the super premium juice category, accounting for nearly 7 percent of the overall growth of the category from 2016 to 2018, with the 48-ounce SKU growing by \$18.3 million during that period.

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