we are bananas

Spotify Stickers – April/May 2020

Special Stickers leveraging technology

- We want to have a consumer-driven, consistent and engaging year-round program of series of stickers that will bring quarterly meaningful news to the brand on the shelves around the world

- We want to be perceived as leaders by pioneering in new technologies and solutions bringing the new close to the traditional and connecting the dots – from the sticker to the mobile etc

- We want to be relevant to Millennials by leveraging technology, such as AR apps, and embracing our value of continuing to bravely go where other banana or fruit brands wouldn't dare go

- We want to create virtual experiences that vary from fun, to shareable content, to education

- We want to create a cost effective and efficient virtual packaging out of each sticker, that will allow us to communicate differently and directly with our Shoppers and Consumers

Why SPOTIFY?

- **Sound is the 6th sense** and in digital a big trend, as it is more engaging, can bring a stream of memories/emotions and upgrade communication keeping brand voice.

- **Chiquita** wants to exploit this trend while leveraging on its iconic **jingle**.

- **Spotify** is a streaming on demand platform, that provides **music, videos and podcasts** from record labels and media companies, and pays the artists royalties based on the number of artists streams as a proportion of total songs streamed.

- As a free service, basic features are free with advertisements or automatic music videos, while additional features, such as improved streaming quality and commercial-free listening, are offered via paid subscriptions.

- Launched on October 7, 2008, the Spotify platform provides access to **over 50 million tracks**. Users can browse by parameters such as artist, album, or genre, and can create, edit, and share playlists. Spotify is available in most of Europe and the Americas, Australia, New Zealand, and parts of Africa and Asia, and on most modern devices, including computers, smartphones and tablets.

- As of October 2019, the company had **248 million monthly active users**, including **113 million paying subscribers.**

Chiquita & SPOTIFY: 6 special stickers

- Chiquita will launch **5** stickers with a Spotify code, each one allowing to download a different **Chiquita playlist**, according to your mood of the moment.

- Each playlist will start with a minimum of 10 songs and will be updated every day, so that consumers can constantly download additional content, up to a maximum of 100 songs per playlist at the end of the promotional period.

- Each playlist will start with a **special re-mix** of the Chiquita historical **jingle**, in the style of the playlist itself.

- An additional special **6th yellow sticker** called **Golden Banana** will take consumer to a Spotify podcast: they will receive a special **password** to access the Chiquita website Spotify game to win fabulous Chiquita prizes linked to music (e.g. loudspeaker, headphones, Spotify Premium subscription, etc.).

- Anyone can download the Spotify **free app**, click the **search** button and use the **camera** to scan the stickers on Chiquita bananas; this will allow them to listen to the playlists in streaming. With Spotify premium consumers will also be able to download the playlist and have it forever in their device.
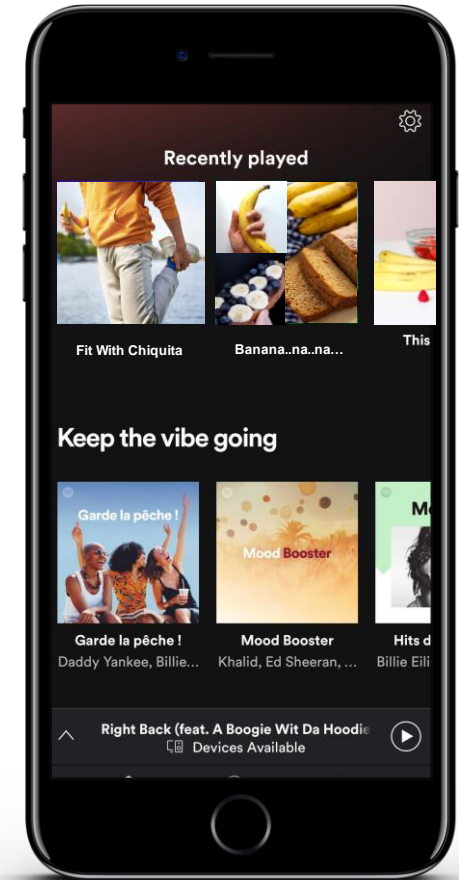
Chiquita & SPOTIFY: playlists

- **Smile Workout**

  This playlist will cover our active side with energetic music to keep you going in your activity.

- **Cook & Dance**

  This playlist is a fun way to advertise our recipes and fun while you do it. This playlist should be vibrant, sing-a-long and with elements of latino.

- **Tropical Vibez**

  A playlist rooted with Chiquita heritage, our famous theme song including all of that tropical beach vibe!

- **Feeling Happy**

  A happy playlist of all the latest and best feeling tracks that are out right now to get you feeling happy!

- **The Classics**

  Chiquita has been around for 150 years, so there has been a lot of genres come and gone. Here is a selection from some classic decades.

# Chiquita & SPOTIFY: mechanic of digital promotion

OBJECTIVE: main purpose is to drive the maximum number of people to play the game on EasyPromo platform and therefore collect their data.

PROMOTIONAL MECHANIC: one out of the 6 stickers will be a **yellow special one**, with a code allowing consumers to access a podcast on Spotify (short audio file announcement) with the **instructions and password** to play to the Chiquita game on the special Chiquita website page (URL for the /yellowbanana landing page). Consumers will have then access to the EasyPromo platform after inserting their data; the winners will be **randomly chosen** via a drawing at the end of the promotional period (**until 15th of June**) and can win **Spotify premium subscriptions** and **Chiquita portable loudspeaker**. We will also have **in store and POP materials** to reinforce the communication about the partnership with Spotify (see following chart).

Please note that consumers might be able **to play and win in 3 ways**:

- through the **Yellow Sticker on the bananas** or in the **communication in store**, by scanning the Spotify code;
- on the **Chiquita website** contest landing page /yellowbanana (starting April 27th) by clicking on the Spotify podcast link in the first screen introduction;
- via our **Social Media posts** links on Facebook and IG and via Spotify digital media, although this is still under definition (starting on April 27th in the US and May 11th in Europe).
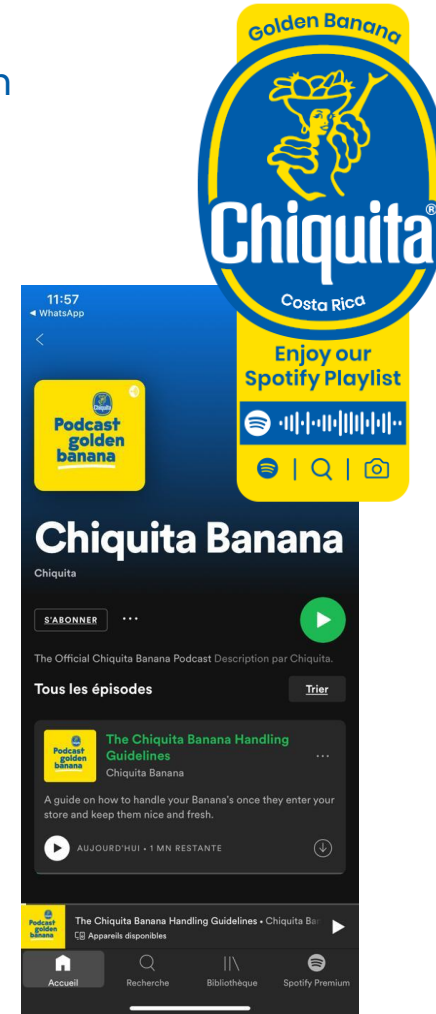
Chiquita & SPOTIFY, Sticker deployment plan

The Spotify stickers will start arriving in stores:
- **Week 16-17,** North America
- **Week 19,** Northern Europe, Italy & Greece
- **Week 19,** Nordics and UK
- **Week 19-20,** Middle East & Asia

NOTE: in order to make the Yellow Banana sticker more 'precious' we will have 1 yellow sticker on every 12th front finger; this corresponds to 4 yellow stickers per box.

Chiquita & SPOTIFY, Paid Media (objectives)

	Objectives	Objectives Granular	Goals / Measurement
Business Objective	Increase Sales	Increase Sales between 4/27 – 5/22 (US market) within set geographies and stores (EU & UAE 5/11 – 6/8)	Look at geographies/store list within time range to assess any sales lift vs. YAGO (set benchmark) NOTE – COVID19 may impact reporting
Brand Objective	Increase Consumer Groups and Program Participation	• Generate new leads to the newsletter / CRM database • Raise awareness for Spotify Sticker campaign • Create involvement in Spotify Sweepstakes	• Gain 15k new sign-ups (+50% vs Chobani) • Achieve at least 100k visits to Sticker Moments microsite • Achieve at least 200k visits to Sweepstakes microsite
Consumer Objective	Increase Relevancy esp amongst younger audience	• Showcase modernity and relevancy of brand through new tactics / channels • Increase our relevancy to a younger audience	• Execute Spotify Ad campaign • :45 Time on site (+50% vs. Benchmark) • 70% Bounce Rate (+12.5% vs. BM) • 1k New Sign-ups
Testing Objective	Pilot Spotify and NewsAmerica digital programs	• Measure effectiveness of Spotify pilot • Measure Eminence Programmatic buy vs NewsAmerica Programmatic buy	• Results of value-added Brand Effect Study • :45 Time on site (+50% vs. Benchmark) • 70% Bounce Rate (+12.5% vs. BM) • 10k New Sign-ups • Eminence vs NA CTR, web metrics (time on, bounce, signups)

Chiquita & SPOTIFY, Paid Media (channel selection)

Methodology	Details
Prioritize Pilot Tests	• Assess effectiveness of Spotify as a new platform • Assess efficiency / effectiveness of NewsAmerica digital vs. Eminence Google Ads
Maximize spend across channel mix that offers best chance at microsite visit & newsletter sign-ups	• Balance CPM cost vs. CTR outcome • Balance "low" and "high quality" impression channels
Maximize Brand & Message Recall with Frequency	• Hit frequency goals across holistic interconnected media (at least 3-5x over campaign)
Support US market with digital media after loss of POS	• Assess effectiveness of NewsAmerica digital through time frame sales lift report • NOTE – COVID19 crisis may impact read

Chiquita & SPOTIFY, Paid Media (spending and KPIs)

By Market / By Channel Rollup	Impressions	Cumulative Reach	Sticker Site Visits	Sweeps Visits
USA Total	67,066,668	30,373,332	51,500	112,847
Germany Total	15,169,137	9,113,607	25,250	37,305
Italy Total	11,800,000	7,800,000	17,000	31,000
Netherlands Total	9,800,000	5,800,000	17,000	25,000
UAE Total	3,800,000	2,305,000	7,200	8,200
Greece Total	9,400,000	5,400,000	12,500	22,500
Facebook	21,200,000	21,200,000	33,000	73,000
Instagram	20,400,000	20,400,000	35,000	67,000
Programmatic Display	37,000,000	7,505,000	62,450	62,450
Spotify Audio Everywhere	8,435,805	1,686,939	-	4,402
NewsAmerica Digital Buy*	30,000,000	10,000,000	-	30,000
Totals	**117,035,805**	**60,791,939**	**130,450**	**236,852**

Chiquita & SPOTIFY, wesbite sticker page

On the main sticker collection page, you can click on the CTA, and discover more about the news stickers, recipes linked, lifestyle etc..

Chiquita & SPOTIFY, Yellow Banana contest

Consumers will be able to participate to a contest for a chance to win Spotify subscription, speakers or airpod cases.
They need to enter the password **yellowbanana.**

Future URLs.
www.chiquita.com/yellowbanana
www.chiquita.de/yellowbanana
www.chiquita.it/yellowbanana
www.chiquita.nl/yellowbanana
www.chiquita.gr/yellowbanana

Chiquita & SPOTIFY, Lifestyle visuals
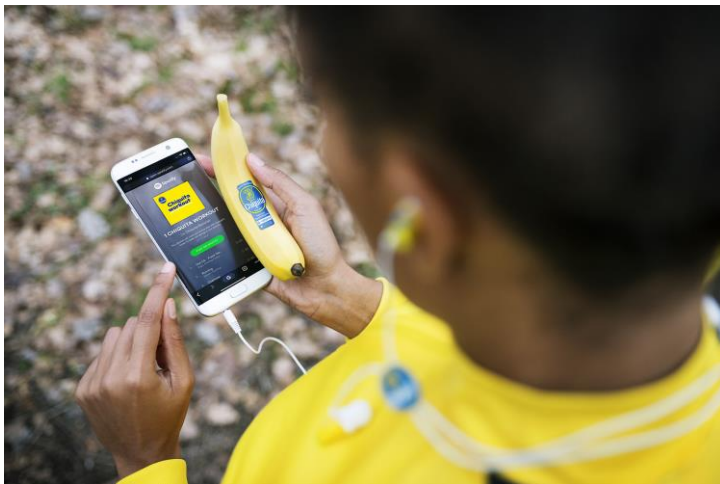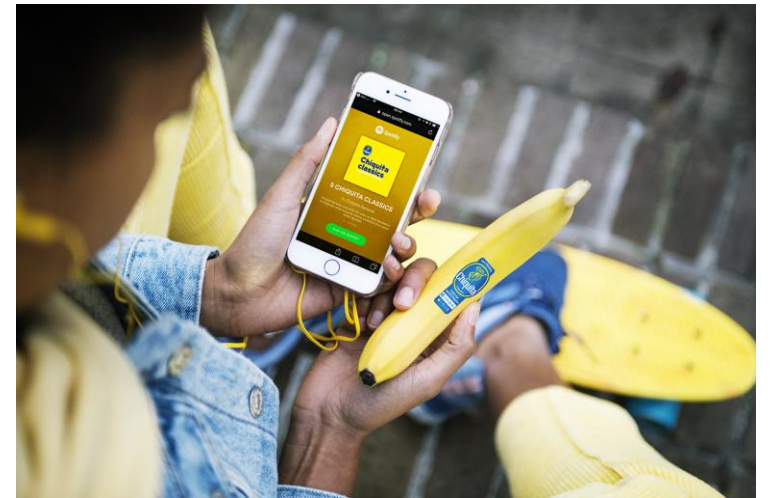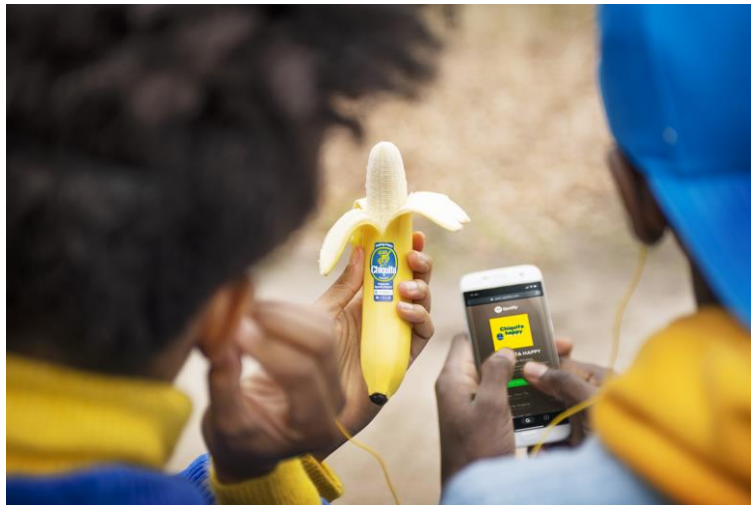
Chiquita & SPOTIFY, Recipes visuals

Pomegranate Chiquita banana smoothie

Strawberry Chiquita banana smoothie

Tropical mango Chiquita banana smoothie

Orange Chiquita banana smoothie

Chiquita & SPOTIFY, Social Media + Influencers

The goal is to have 2 influencers moments and Giveaways in all our channels.

Influencers:
1st Moment
- The best performing influencers from the last 2 months will get a "secret bag" with some of the goodies.
- They will ask their followers what they think might be inside.
- We will give some hints on what might be inside and offer the same "bag" on our IG on the 1st day of the campaign.

This moment will be used to create buzz and engagement.

2nd Moment
- The influencers will talk about the campaign, the playlists and the giveaways (first weeks of May).

Social Media:
- **The content is still under approval**; however, we are planning to have weekly giveaways on Instagram and on our local Facebook pages in order to boost our follower base.

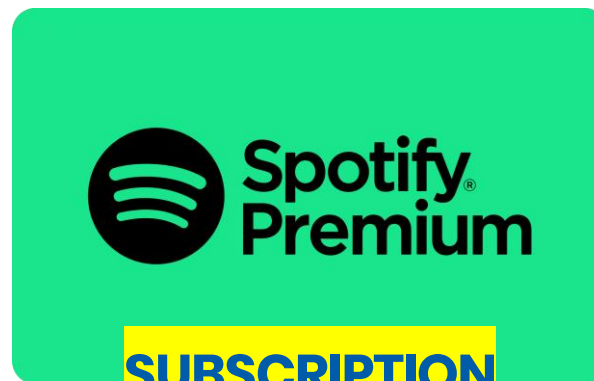Chiquita & SPOTIFY, Social Media content (examples)

sound on!

Chiquita tropical vibes

just scan my Spotify code

Feeling Happy
Chiquita®
Enjoy our Spotify Playlist

Chiquita & SPOTIFY: prizes

AIRPOD CASE

LOUDSPEAKER

SUBSCRIPTION

Chiquita & SPOTIFY, prizes detail

PRIZES	TYPE	QUANTITY
WEBSITE Contest	Spotify yearly	40 (1 x 4wks x 5c +20 UAE)
	Speakers	100 (5 x 4wks x 5c)
SoMe Giveway	Spotify yearly	10
	Spotify trimester	10 (US only)
	Speakers	40
	Airpod case	25
TOTAL		

Note: countries involved are I, D, NL, Gr, US and UAE. All will distribute 1 Spotify subscrition x 4 weeks + 5 loudspeakers x 4 weeks; only exception is UAE only distributing 20 Spotify subscription and no physical prize.

www.chiquita.com