

**we
are
bananas**



Chiquita Fitness Stickers – July/August 2020

Chiquita special stickers



We want to make people **bananas** about Chiquita bananas by creating a cool, global, experiential year-round sticker program that lets them interact in different ways with the Chiquita stickers.

What we want to achieve:

- 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 a quality, healthy fruit, with the best taste perception;
- We want to be relevant for **Millennials** and engage them to share, create and diffuse as much as possible our contents and their own contents via social channels;
- We want to create **exciting experiences**, that vary from **fun**, to **useful** content, to **education**.

Chiquita fits with Fitness ;-)



At Chiquita we are bananas about fitness because we believe a healthy lifestyle is made of 2 elements:

1. healthy food and diet, with the delicious and light recipes starring Chiquita bananas;
2. fitness and movement, helped by the nutrients and natural sugar provided by Chiquita bananas.

On top, Chiquita bananas taste better, and the Blue Sticker is a guarantee of the highest quality!

That is why Chiquita bananas are the perfect ally for a healthy, nutritional and delicious diet, to be completed by a constant physical exercise for an overall well-being of body and mind.



Chiquita: the tasty power fruit



Chiquita bananas are a delicious super fruit:

- They provide a **“good” natural sugar** – fructose – and a generous helping of fibre that helps to ensure this is slowly digested and absorbed, preventing sugar spikes (the “sugar rush” that leaves you craving more sugary food) and guarantee long lasting energy.
- They are a **great source of fibers** – which enhances the sensation of being full – and specifically of soluble fibre – that drives down bad cholesterol and reduces the risk of coronary heart disease and type 2 diabetes.
- They are full of **essential vitamins** and **minerals**, such as riboflavin (vitamin B2), which is really important in maintaining the body’s energy supply and also helps to absorb and activate other beneficial vitamins and minerals.
- They are **heart protective**: famously **rich in potassium**, a mineral important to building lean muscle, and **low in sodium**, they can help you sleep soundly and protect you against heart attack and stroke.



With all these benefits, it’s no wonder endurance athletes and runners love Chiquita bananas – indeed, we partner with many runners and marathons around the world including the famous New York, Boston, Disney and Athens races.

Chiquita Fitness Summer 2020



Due to the huge success of 2019 Fitness challenge we are launching a new fitness routine with banana shapes also this summer. However, as our lives have changed forever, we want to ensure we provide useful tips for ANY SITUATION.

That is why Chiquita is promoting this summer **3 new Fitness Challenges** through its **12 fitness stickers** to collect, to try, to exercise, to give to family and firends, to share...

We have 3 types of exercise and therefore 3 challenges:

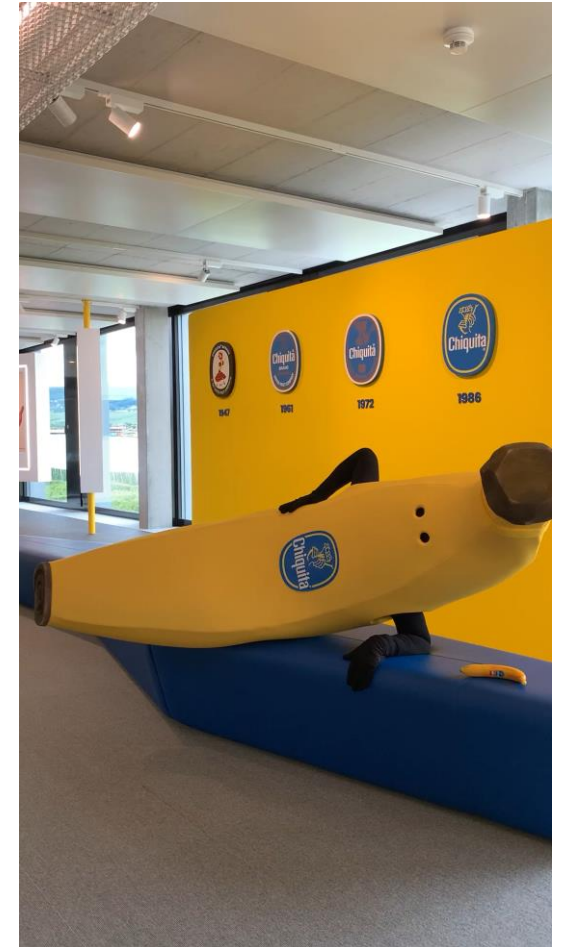
1. **Warm up** – to prepare your body for the workout;
2. **Home workout** – full routine of easy exercise for people that are now used to have their daily routine @home;
3. **Mindfulness** – relaxation after the session... or the shortcut for the lazy ones ;-).



Chiquita Fitness Summer 2020: exercise + recipes



- For this year's challenge, we will have the **Banana Man** (Miss Chiquita's best friend) producing some videos, explaining the challenges and showing some ideas on how to combine them. He will ask to the community of banana-lovers to share their version of the challenges using the #ChiquitaChallenge.
- The videos will be available on our website and also in our IG channel.
- The special Fitness stickers will be complemented by 6 special **fitness recipes** expressly dedicated to each of the challenge.



Chiquita Fitness Summer 2020: mechanic of the activation



ON LINE GAME

- Are you able to recognise the exercise that our bananaman is performing and to match it to the appropriate name of exercise?
- Participate to the **Chiquita MATCH IT game** by guessing all the combinations of the 8 bananaman's moves with the corresponding exercise names on Chiquita stickers.
- You can try as many times as you want, but you must complete the matching game in **1m 30s**.
- Insert your data for a chance to win some of our lovely Chiquita merchandising prizes for sports (waterbottles, T-shirts, caps, jackets, etc.)



Chiquita Fitness Summer 2020: deployment plan



The Chiquita Fitness Challenge stickers will start arriving in stores:

- **Week 27–28**, North America (full presence week 28)
- **Week 30**, EMEA
- **Week 31**, Nordics and UK
- **Week 32**, Middle East & Asia



Chiquita Fitness Summer 2020: website



We'll have a new section in the Sticker Collection section of the website.

The 5 landing pages of the Fitness Routine Stickers will be available from 6th of July:

<https://www.chiquita.com/stickers/fitness-routine/>

<https://www.chiquita.de/stickers/fitness-routine/>

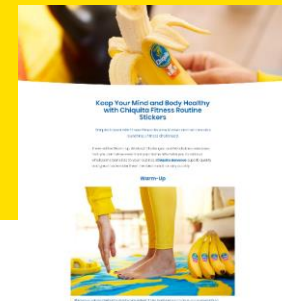
<https://www.chiquita.it/stickers/fitness-routine/>

<https://www.chiquita.nl/stickers/fitness-routine/>

<https://www.chiquita.gr/stickers/fitness-routine/>

Translated in 4 languages German, Italian, Dutch, Greek.

WARM-UP



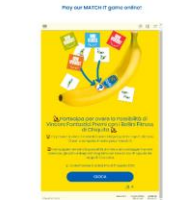
WORKOUT CHALLENGE



MINDFULNESS



MATCH IT CONTEST



1 VIDEO RECIPES



FITNESS RECIPES



Chiquita Fitness Summer 2020: website



We'll have a new contest in the **"We Are Bananas"** section of the website.



👉 Consumers will have the chance to win sport merchandising prizes if they complete the **"match it"** game 👉

The goal is to pair the moves on the left to the right exercises' names on the stickers. The 5 landing pages will be available from 6th of July:

<https://www.chiquita.com/fitness> (United States)

<https://www.chiquita.de/fitness> (Germany and Austria)

<https://www.chiquita.it/fitness> (Italy)

<https://www.chiquita.nl/fitness> (Netherlands and Belgium)

Chiquita Fitness Summer 2020: Prizes



Giveaways	Water bottles		Waterproof Jackets		Dry Fit Shirts		Running Caps	
	Website	SoMe	Website	SoMe	Website	SoMe	Website	SoMe
Channel	Website	SoMe	Website	SoMe	Website	SoMe	Website	SoMe
<u>Week 1</u>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<u>Week 2</u>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<u>Week 3</u>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<u>Week 4</u>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTAL	30 (5 per markets)	15 Global	30 (5 per markets)	8 (*per market) + 15 Global	30 (5 per markets)	8 (*per market) + 15 Global	30 (5 per markets)	15 Global
Total Goodies	45		53		53		45	

Markets participating: **United States, Italy, Germany, Netherlands, Belgium.**

*For US, DE, NL and GR we are planning 2 giveaways with the jackets and the shirts like we did for Spotify.

Chiquita Fitness Summer 2020: recipes

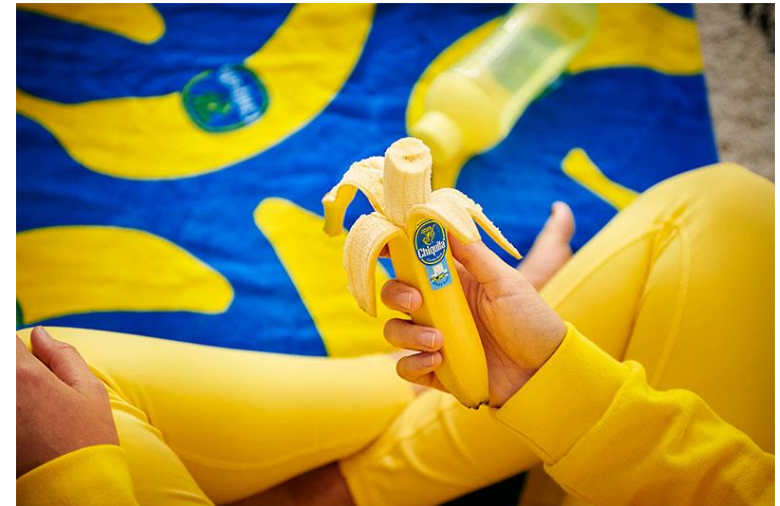


Chiquita developed 6 fitness recipes that fit with each routine!



- Strawberry and Chiquita banana vegan protein smoothie Bowl
- Sumo squat Beet Chiquita banana pancakes
- No-Bake Chiquita Banana Nut Diamond Protein Bars
- Snap Chiquita banana bread protein bars
- Post-workout Chiquita banana protein shake
- Peanut Butter and Chiquita Banana warm-up shake

Chiquita Fitness Summer 2020: Lifestyle



Chiquita Fitness Summer 2020: digital media plan



By market / by channel roll-up	Impressions	Reach	Stickers Site Visits	Sweeps Visits
US	111,758,824	26,911,765	140,000	268,000
GERMANY	52,427,778	15,005,556	89,000	158,000
ITALY	38,635,714	10,607,143	46,000	85,000
NETHERLANDS	19,066,667	5,333,333	28,000	49,000
BELGIUM	8,625,000	2,625,000	11,000	22,000
FACEBOOK	23,800,000	11,900,000	40,000	79,000
INSTAGRAM	22,000,000	11,000,000	37,000	73,000
PROGRAMMATIC DISPLAY	183,913,982	36,782,796	221,000	430,000
PAID SEARCH	800,000	800,000	16,000	
TOTAL	230,513,982	60,482,796	314,000	582,000

Chiquita Fitness PART 2, SoMe



- On SoMe we will create a Chiquita Challenge based on the exercises on the stickers with the Banana Man.
- We will have giveaways on IG and Markets FB, timing TBD.
- Note: no influencer activation for this Fitness sticker.





www.chiquita.com