

**we  
are  
bananas**



**Chiquita Art Stickers – December 2020**

# What Are Sticker Moments?



Sticker Moments are a way to make people *bananas* about Chiquita bananas through a global, experiential, year-round sticker program that lets your consumers interact with our brand.

Sticker moments are a mark of pride for the organization. The sticker is the brand mark and symbol of what makes a banana, a Chiquita masterpiece.

Through this campaign, we want to:

- Drive incremental traffic and sales to your stores
- Increase perception as the highest quality and best tasting banana
- Promote interactivity to increase added value buzz

**The final sticker moment of 2020 will feature an Art sticker.**

# Introducing our 2020 Art Stickers



For the past several years, Chiquita has produced a special “art sticker” every year that focuses on the art of a particular artist. This year, the Global Chiquita Marketing team decided to focus this year’s Art Sticker on a relatively unknown Italian student artist named Mariangela Rinaldi. She produced a banana version of a famous work of art “Girl with the Pearl Earring” which was her entry in our design contest.

**Mariangela completed the collection by producing a series of 12 stickers, each ‘bananafying’ famous art masterpieces.**



# Why Art?



Bananas have a long history of showing up in fine art.

## But this isn't just any art...

It's Iconic art that is...

Memorable

Transcendent

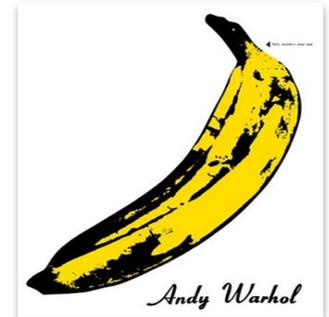
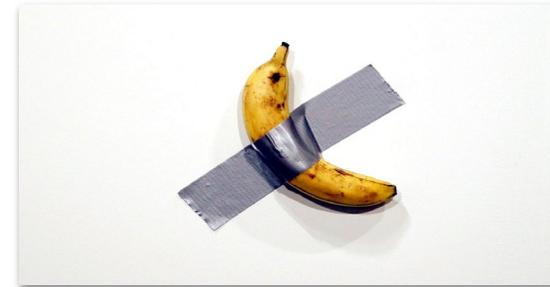
Original and singular

A demonstration of great taste

Classic

A masterpiece

Sound like a brand you know?!



# Chiquita Bananas are a Work of Art



The Chiquita art sticker campaign isn't just about celebrating art, or making it accessible (though the designs do bring a welcome dose of culture to the produce section).

The Chiquita art sticker campaign is about **aligning Chiquita with the elements of an iconic piece of art to take it from everyday, to elevated.**

**We'll use this unique collection of art-themed stickers to show consumers that Chiquita is nature's true masterpiece.**

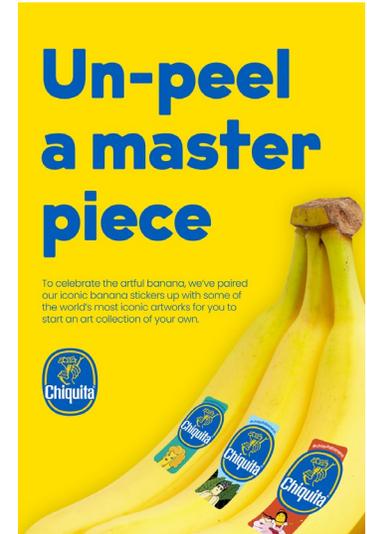
Iconic  
Memorable  
Transcendent  
Original and singular  
An demonstration of *great taste*  
Classic



# How the Campaign Will Come to Life



Our bananas aren't just any old fruit. They're a way to hold a work of art in your hands and un-peel a masterpiece of flavor, form, and quality. To celebrate the artful Chiquita banana, we've paired our iconic banana stickers up with some of the world's most iconic artworks for you to start an art collection of your own. So every banana becomes a fun new way to indulge in great taste—in art, and in fruit.



**Chiquita. Un-peel a masterpiece.**





We'll build a hub dedicated to Art Sticker to continue engaging your consumers and provide a resource for additional content:

- information about the artist and each sticker
- a Personality Quiz to 'Discover which art sticker you are'
- Recipe ideas for your consumers to create their own *masterpiece*

