

# **we are bananas**



**Chiquita “Everything Fruit” Stickers – February 2021 –  
United States**



# Sticker Moment Overview

# 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 has the power to communicate meaningful messages with consumers – in this case, the abundance of banana health benefits.

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 first sticker moment of 2021 will feature an Ingredient sticker.**

# Introducing our 2021 Ingredient Stickers



The first Chiquita sticker of 2021 will be focusing on the health benefits of our product through a unique “Ingredient sticker,” showcasing some of the great vitamins, minerals, nutrients that are inherent to bananas. We’re aiming to raise general awareness of the product/category benefits, and to solicit new buyers and light category buyers to start purchasing bananas more often.



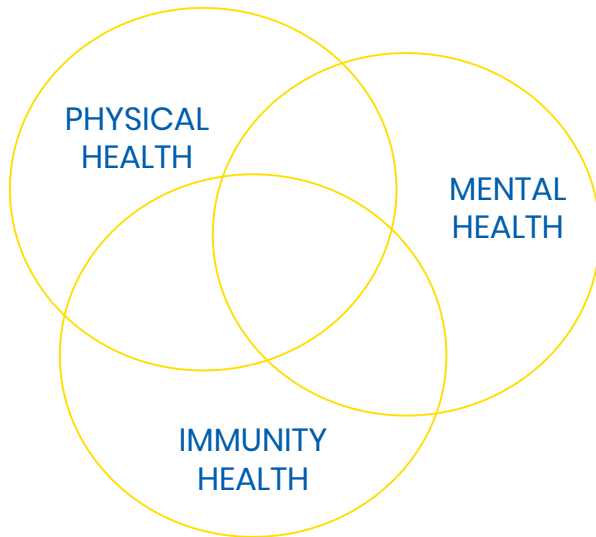


# Why Ingredient?

# Now more than ever, consumers are looking to balance cravings for needs vs wants



## MACRO TREND: 360-DEGREE HEALTH



**77% of U.S. adults report that they are "actively trying to improve their health" in some way. (Mintel)**

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**Comfort food: Italians and French gain more than two kilos on average during coronavirus lockdown**

The average Italian has piled on 4.4lbs while the weight gain in France is even more



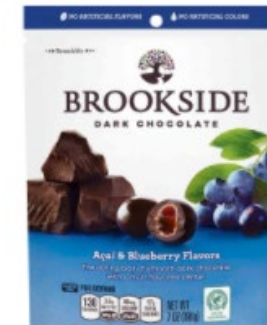
# There's a whole industry of CPG products designed to attempt to straddle our desires for both health and indulgence



“Healthier” versions of decadent treat



“Healthy” snacks that appeal to indulgence



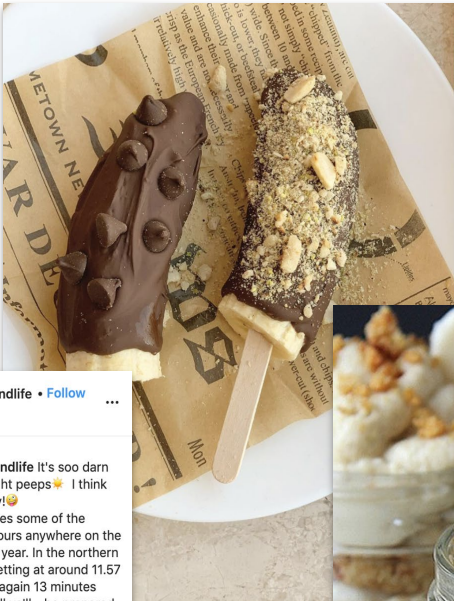
# But Bananas don't even have to try.



**fluftel** • Follow  
Somewhere on Planet Earth

**fluftel** Ride for bananas 🍌 #bananas #cycling #cyclinggirl #cyclist #fromwhereiride #roadbike #girlsonbikes #wanderlust #sockdoping #outsideisfree #tattoo #tattooedgirls #0711 #friendship #stuttgart #roadslikethese #photography #fahrrad #ridebikes #nopainnogain #cyclingshot #switchback #switchbackssaturday #neverstopexploring #nevernotriding #cyclinglife #stayhealthy

2d



**beesrecipess** • Follow  
Summer Paradise

**beesrecipess** These are honestly the best healthy chocolate treat when you fancy something sweet during this hot weather 🍌 They definitely satisfy my chocolate craving! 🍌 Dip your banana in melted dark chocolate, top it with your choice of nuts, freeze it for 20 mins and enjoy! .



**memysmoothiesandlife** • Follow  
Sweden

**memysmoothiesandlife** It's soo darn light outside at night peeps 🍌 I think I'm going craaaazy! 🍌 Sweden experiences some of the longest daylight hours anywhere on the planet this time of year. In the northern parts, the sun is setting at around 11.57 pm and it is rising again 13 minutes later. 🍌 Lemme tell ya'll - be prepared to see plenty of eye rolling and hear plenty of chit chatting about people being woken up too early by the sun, blackout blinds failing, or where to buy the best eye masks if you ever visit Sweden in the summer. 🍌

If you're not familiar with that struggle and you have to create your own sunshine today 🍌 Here comes today's sunrise.

2,265 likes  
7 DAYS AGO

Add a comment... Post



**realfoodwithjessica** • Follow

**realfoodwithjessica** I have always loved banana pudding, so making a healthy version that tastes just as delicious was so important. This Paleo Banana Pudding is creamy, packed with banana flavor, of course, and so much healthier! Made with just 6 simple ingredients and a little cooking on the stove. It's dairy free, naturally sweetened, and so tasty! And if you want to make these jars, I also have a Paleo Nilla Wafer recipe on my site. They're the perfect pair. Clickable link to the recipe is in my profile.

Ingredients:  
Bananas  
Full fat coconut milk  
Coconut sugar  
Salt  
Coconut gelatin

Liked by texanerin and others  
JUNE 8

Add a comment... Post

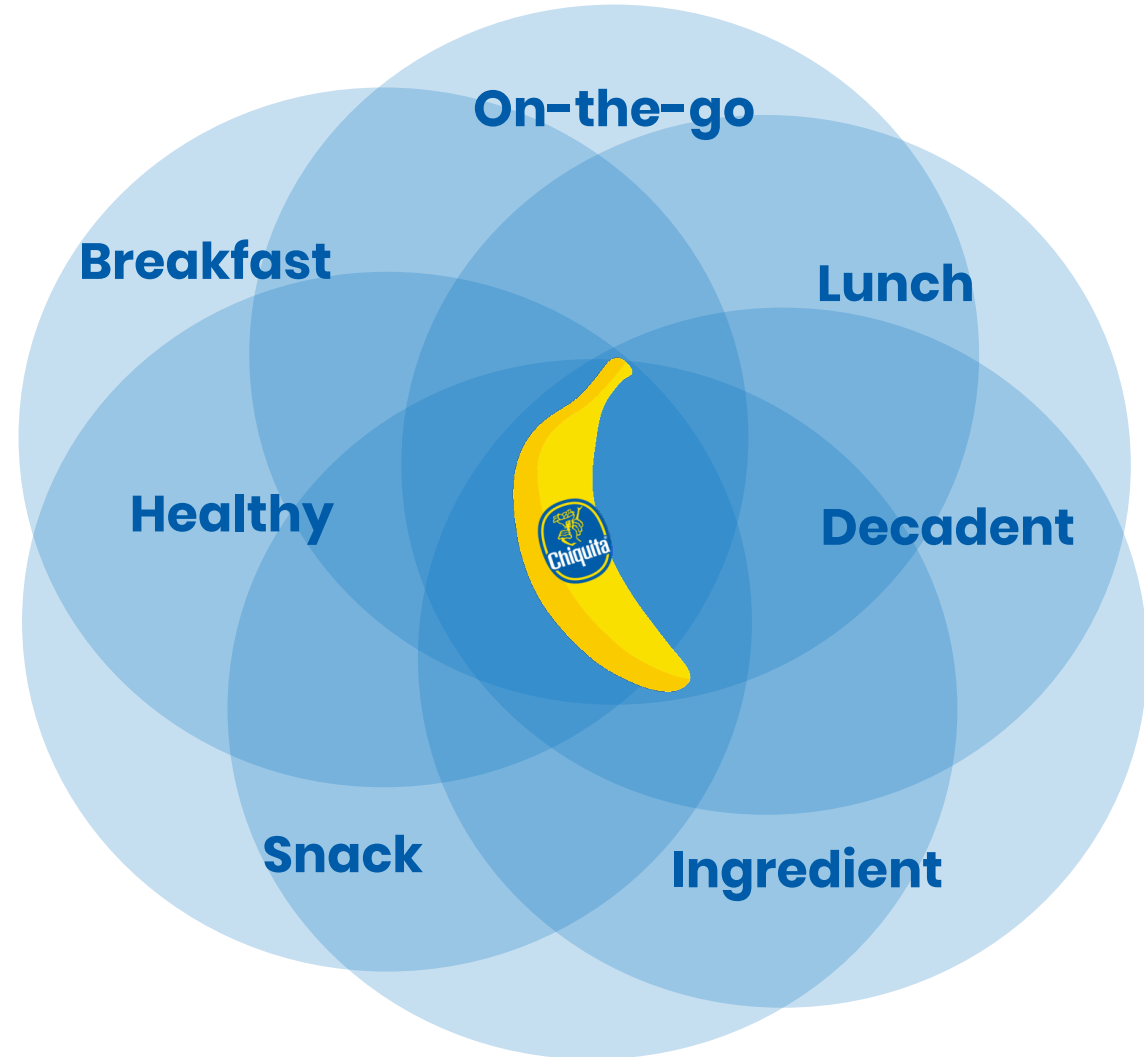


# They're basically the holy grail of foodstuffs.



Bananas have the ability to straddle multiples needs, wants, and occasions.

Chiquita does this best, because it has the best quality and taste.



# This is true across the globe



Decadent

Healthy

## Meal

#BananaPancakes  
380k IG



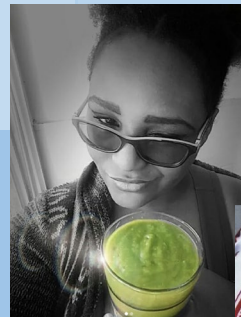
#Banaan 114k IG



#Colazione

## Snack

#BananaSmoothie  
92k IG

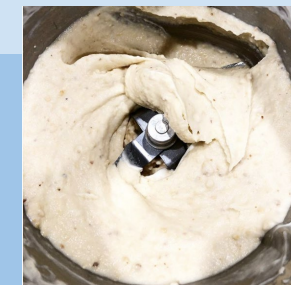


#BananenBrot  
41 K IG



## Dessert

#BananaSplit  
545k IG



#BananaIceCream  
127k IG

# Bananas are naturally, extraordinarily versatile.

*Versatility doesn't just mean there's a banana for every occasion.  
It also means bananas can simultaneously fulfil multiple sometimes conflicting  
desires, and deliver on both needs and wants.*

**Healthy!**



**Great at meals!**



**Energizing on- the-go snack!**



**Delicious!**



**Decadent treat!**





# How the campaign will come to life



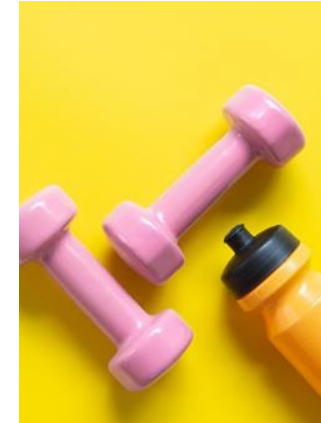
# Visual Direction – Flat Lays



We'll use a "flat lay" photography style (on a yellow background) to convey many different lifestyle vignettes and activities, and showcase how a Chiquita Banana is versatile enough to fit any lifestyle.

Examples:

- A kitchen surface full of dessert items: spatulas, cookies, cupcakes, and a Chiquita Banana.
- A flat lay of workout equipment: weighs, water bottle, headphones, sneakers, and a Chiquita Banana.
- A flat lay of a kids lunch box spread out showing a sandwich, carrots, blueberries, a Chiquita Banana and a note from mom.
- An office desk with notes, a cup of coffee, a phone, and a Chiquita Banana



# Visual Examples







# Visual Example – Sticker Feature





# Measuring Success

# Website Experience



## The Everything Fruit

Did you know that bananas are the only fruit that contain potassium, and more than 100 other vitamins and minerals? That's why bananas are the perfect fruit for everything you need to stay healthy and active. Bananas are the perfect fruit for everything you need to stay healthy and active. Bananas are the perfect fruit for everything you need to stay healthy and active.



To discover all the benefits of bananas, be sure to collect all of our stickers!

VIEW ALL



### The source of potassium fruit:

Potassium is an essential nutrient that helps regulate fluid balance, muscle contractions, and nerve signals. It is also important for heart health and bone density. Bananas are a great source of potassium, and eating them regularly can help you maintain a healthy diet.

- Potassium is an electrolyte that helps regulate fluid balance, muscle contractions, and nerve signals.
- Potassium is important for heart health and bone density.
- Potassium is a nutrient that helps regulate fluid balance, muscle contractions, and nerve signals.
- Potassium is an essential nutrient that helps regulate fluid balance, muscle contractions, and nerve signals.



### The source of vitamin B6:

Vitamin B6 is an essential nutrient that helps regulate fluid balance, muscle contractions, and nerve signals. It is also important for heart health and bone density. Bananas are a great source of vitamin B6, and eating them regularly can help you maintain a healthy diet.

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Try out Chiquita's delicious and easy to make banana recipes:

Chiquita Banana Acai Yogurt Bowl

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Try out Chiquita's delicious and easy to make banana recipes:

Chiquita Banana Acai Yogurt Bowl



The Chiquita Banana Acai Yogurt Bowl is a delicious and healthy snack that is perfect for breakfast or as a midday treat. It is made with Chiquita bananas, acai berries, and yogurt, and is topped with granola and fresh fruit.

- Chiquita Banana
- Acai Berry
- Yogurt
- Granola
- Fresh Fruit

VIEW ALL

Best Chiquita banana chocolate mug cake ever



The Best Chiquita banana chocolate mug cake is a delicious and easy-to-make snack that is perfect for breakfast or as a midday treat. It is made with Chiquita bananas, chocolate, and a mug cake mix, and is topped with granola and fresh fruit.

- Chiquita Banana
- Chocolate
- Mug Cake Mix
- Granola
- Fresh Fruit

VIEW ALL

Chiquita Banana Smoothie with orange and honey



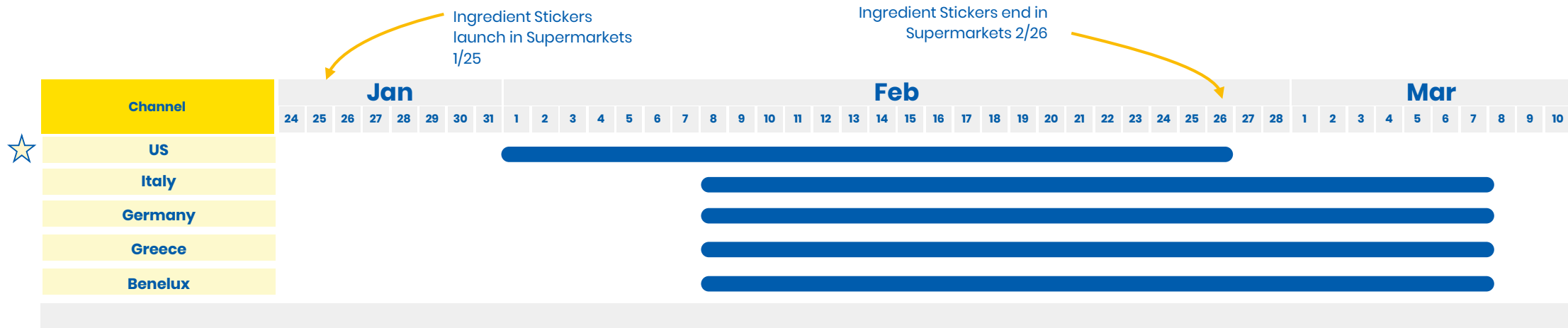
The Chiquita Banana Smoothie with orange and honey is a delicious and healthy drink that is perfect for breakfast or as a midday treat. It is made with Chiquita bananas, orange juice, and honey, and is topped with granola and fresh fruit.

- Chiquita Banana
- Orange Juice
- Honey
- Granola
- Fresh Fruit

VIEW ALL



# Chiquita Ingredient Stickers 2021 – Deployment Plan



- The Ingredient Stickers will launch in US supermarkets on 1/25, though we will delay media support to ensure the product is fully stocked and available for consumers to enjoy
- The Ingredient stickers will transition back to the regular Blue Stickers on 2/27 with media supporting the campaign until the final day



# Thank You!