

Australian Cherries

Integrated Program 2013



Program overview

The Hallway has developed the following program to generate, maintain and increase consumers' interest and purchase of Australian cherries for the duration of the 100 day season.

Our overall objective is to position cherries as the quintessential summer fruit.



Challenge

Even though cherries are in season for 100 days, they don't regularly make it into the grocery buyer's shopping trolleys with all the everyday fruits such as apples and bananas.



Why?



Consumer

The grocery buyer audience mainly associate cherries with Christmas and special occasions. They're perceived as a gift, a treat and they're a little bit fancy.

Product

Their price, the short season and their beauty reinforce the belief that they are special and not for the every day.



How do we overcome this?

Cherries are an **emotional purchase** first and foremost. We need to identify a potent insight that taps into this.

Cherries are an 'experience' – the insight needs to be able to lead to an **'active' territory** and encourage that experience - especially as we want to encourage a new behaviour and encourage consumers to perceive cherries as more of an every day fruit and purchase them more frequently.



Most potent insight

Cherries have a playful side to them and evoke memories of childhood fun and playful rituals - cherry earrings, seed spitting contests, cherry ‘lipstick’, sharing bowls, stained fingers, cherry picking.

Cherries epitomise moments of fun with friends/family in summer - whatever the occasion. Every day is more special when you play..

Our idea needs to tap into the nostalgia around summer fun with cherries, we need to invite consumers to relive their childhood cherry memories and also encourage them to start new ones with their family.



Strategy



Let's celebrate the playfulness that cherries
can bring to the every day



Cherries are the play instigators

Creative Platform



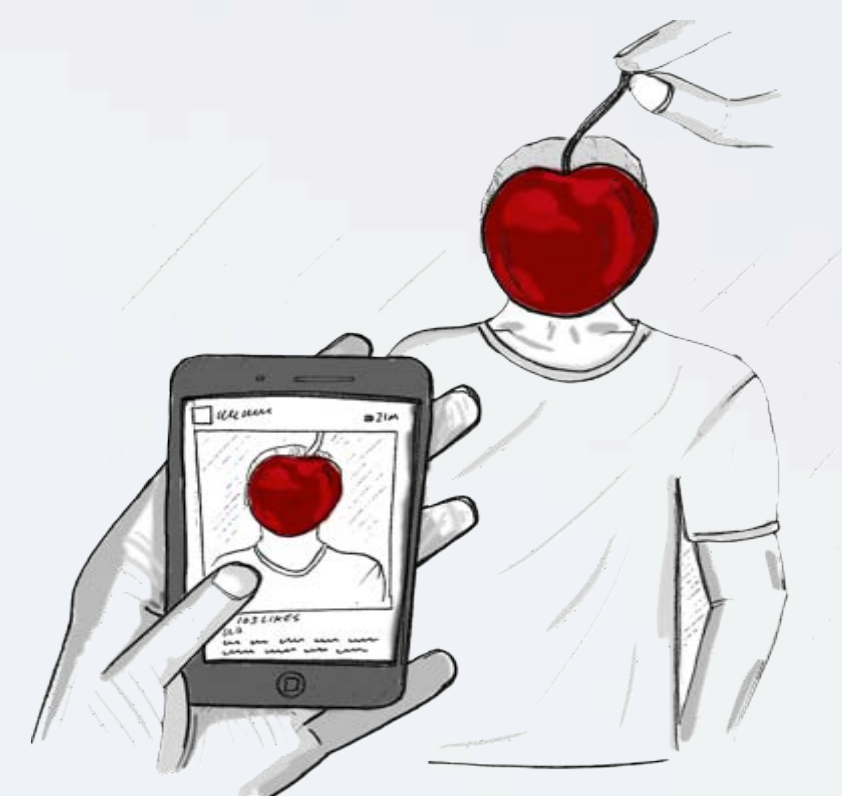


AUSTRALIAN
CHERRIES

DAYS OF FUN

100 Days of Fun

Each year, we will develop a hook to launch the 100 Days of Fun cherry season with a bang and encourage consumers to have fun with cherries every day to increase purchases.



Spit or Miss

Harnessing the traditional and much loved childhood game of cherry seed spitting contests – which is both emotive and active.

This year, we have developed a must play game of summer **Spit or Miss** as our hook to encourage families to buy and play with cherries every day this season.

A large, circular game board for "Spit or Miss" is the central focus. It is a target with concentric rings. The innermost ring is a cherry with the number "100" on it. The next ring out is dark red with the number "50". The outermost ring is a lighter red with the number "25". The words "SPIT AGAIN!" are written in white on the outer rings. A young girl with braids is shown in the upper right, blowing a cherry seed towards the target. The background is dark red with a cherry stem and leaf. At the top left, the "AUSTRALIAN CHERRIES" logo is present. At the bottom left, there is a "HOW TO PLAY" section. At the bottom right, there is a "SHARE THE FUN" section with a Facebook logo.

AUSTRALIAN CHERRIES

SPIT OR MISS

THE SPIT-TACULAR GAME FOR THE WHOLE FAMILY!

SPIT AGAIN!

25

50

100

50

25

SPIT AGAIN!

HOW TO PLAY

Take turns to choose a cherry, chomp it up, swallow your pride, puff out your cheeks and spit the seed at the target. When all the cherries are chomped, the spitter with the most points wins!

Should only be played with adult supervision.
Visit facebook.com/aussiecherries for spit safety tips.

SHARE THE FUN

Share your spectacular spits and miserable misses and **WIN** at facebook.com/aussiecherries

Launch

We are finalising a stunt to launch 100 days of fun – it needs to be visual and have maximum impact to generate national media coverage, therefore putting cherries in key national media and front of mind for consumers.

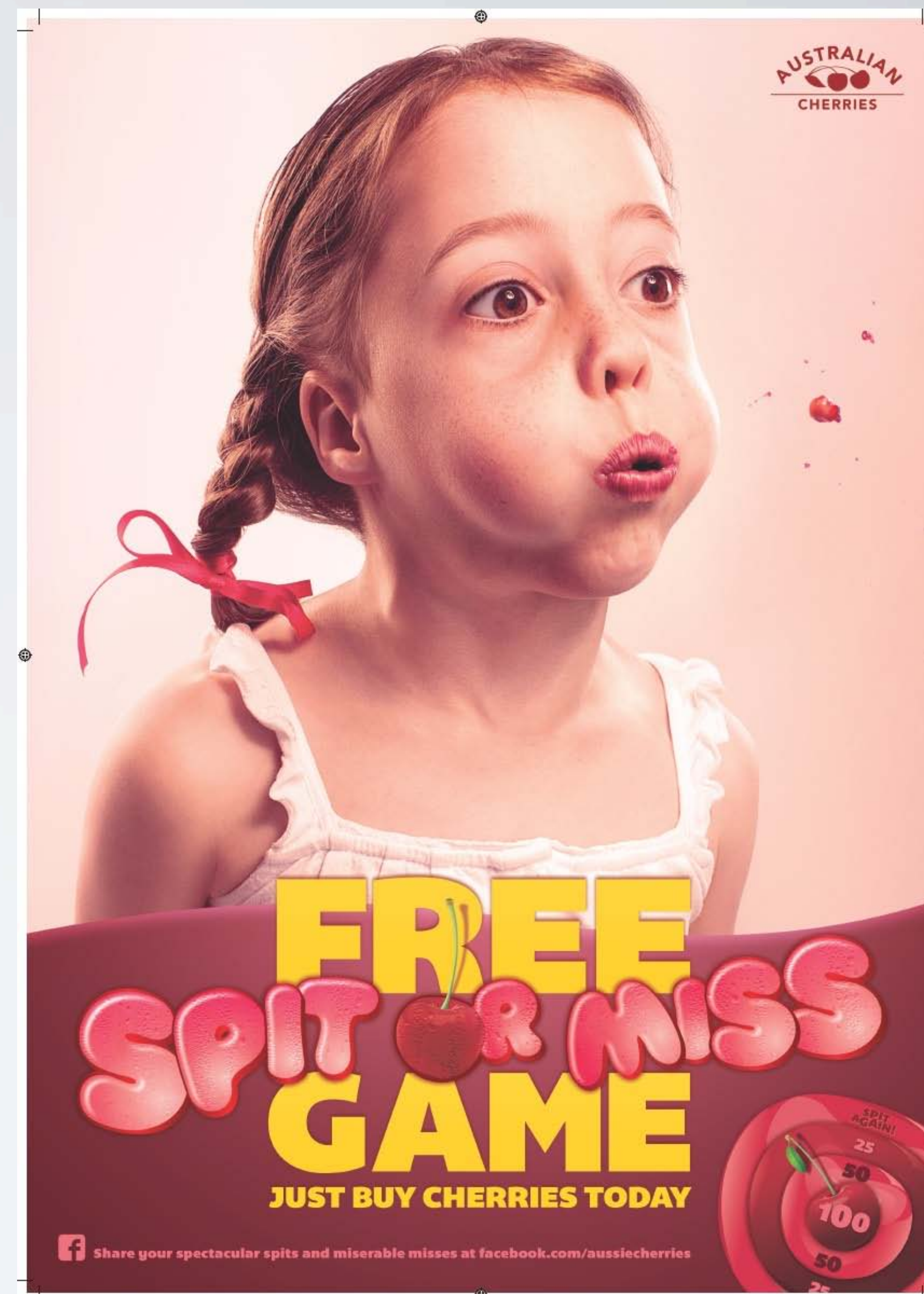
We are looking at recreating a giant Spit or Miss game in a prominent Sydney location, which will be very compelling and visual and drive maximum national media coverage.



A vertical advertisement for the "Spit or Miss" game. At the top left is the "AUSTRALIAN CHERRIES" logo. The main title "SPIT OR MISS" is written in large, bubbly, pink letters, with a cherry seed integrated into the letter "O". Below the title is the tagline "THE SPIT-TACULAR GAME FOR THE WHOLE FAMILY!". The central focus is a large, circular target with concentric rings. The innermost ring is a cherry with the number "100" on it. The next ring out is dark red with the number "50". The outermost ring is light red with the number "25". The words "SPIT AGAIN!" are written in white on the light red ring. A young girl with braids is shown at the top right, blowing a cherry seed towards the target. At the bottom left, under the heading "HOW TO PLAY", the instructions are: "Take turns to choose a cherry, chomp it up, swallow your pride, puff out your cheeks and spit the seed at the target. When all the cherries are chomped, the spitter with the most points wins!" Below this is a disclaimer: "Should only be played with adult supervision. Visit facebook.com/aussiecherries for spit safety tips." At the bottom right, there is a "SHARE THE FUN" logo with a Facebook 'f' icon, and the text: "Share your spectacular spits and miserable misses and WIN at facebook.com/aussiecherries".

POS

To increase purchases, the Spit or Miss game will be integrated into POS and promoted via A3 posters in independent retailers - made up of the point-of-sale kit, the retailer will distribute the game as a gift when cherries are purchased – adding value, encouraging fun with cherries every day and increasing purchases.



Social

We will launch Australian Cherries Facebook page to build a social community of cherry lovers.

Spit or Miss will be integrated into Facebook and we will encourage consumers to share their spectacular spits and miserable misses from playing the Spit or Miss game for prizes - consumers can win a box of cherries or a cherry voucher, driving them in-store to make a purchase.



Questions?

