



Catalonia Qualitat
 Associació Catalana
 d'Organitzacions de
 Productors de Fruita

"Natural Generation"

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OBJECTIVES

We had two main objectives with this campaign, first of all obtain that young people think that consuming fruit is fashionable and amusing and the second one make the parents believe that the consumption of fruit is healthy.

So we wanted to:

- Put the sweet fruit in the young consumer's top mind list
- Concentrate the communication effort on a concrete target
- Design a campaign that combines publicity, promotion and public relations
- Choose an unique message: **Natural generation**

The Natural Generation were people: natural, fresh, dynamic, alive, lovers of the knowledge, enthusiastic of the new creative, brand lover, and spontaneous.

METHODOLOGY

We designed a two years campaign focus on:

Primary Target*

Adolescents from 12 to 16 years old, urban, of all social status and music-lovers

Secondary Target

Parents, teachers
 Doctors

* (we believed that this target could influence the children that used to follow what teenagers do)

We promoted fresh sweet fruit: peaches, apples, cherries, pears, plumbs, nectarines, apricots.

Actions

All the actions were programmed for two years with an annual budget of **601,000 euros** financed with the aid of European Community and the Spanish Ministry of Agriculture

Promotion Publicity Public Relations

RESULTS

The campaign is impressive and well-known

It is suitable for the schools thanks to its playful and pedagogical approach

Involves students and teachers before the event

Adapted to the schools

Attractive and differential

The material delivered helps to remember the campaign

Create sense of expectancy

Provide credibility

Connect with student

Contribute to a seriousness image of the produce

Presence at before the action

Capture the attention during the action

Presence after the action

- ! The fruit attributes were assimilated by young people
- ! The 95% of the public remembers the action
- ! The campaign increases the interest of young people in eating fruit

(*Teachers had included the action in the educational programme of the centre)

Marketing and Advertising Controllers

CONCLUSION

- ! It is important that the information could reach parents
- ! We need to construct alliances with parents and teachers
- ! Promotions must be continuous in time
- ! It is necessary to bring fresh fruit to youth. We have discovered that sometimes they have never eaten some varieties



1. Website with the quiz rules
2. Images on the website of the winners and the school parties
3. Brochure delivered
4. Poster of the first edition
5. Fruits calendar (material distributed)
- 6-7-8. press specialized advertisements

Promotion

Schools: First Natural Generation creative competition

2



Celebration of musical parties in schools:

We announced that we were looking for the singer of the song of the sweet fruit that will be included in one of the more successful summer CD's: the Caribe Mix.

Mechanics:

- mailing to more than **3,000 schools** including the music of the song, the rules of the quiz and some didactic material for the class
- telemarketing and force of sales in the schools **200 visited schools**
- More than **150** celebrations in schools where the students could participate and sing their own songs.
- Reception of **1.192 original songs made by 2.573 boys and girls.**
- Public event for the deliver of the prizes
- Inclusion of the song and the videoclip in the Caribe Mix
- diffusion of the CD
- Website where participating schools were able to communicate with the

organization: sending songs, participating in forums, obtaining the music, acceding to the list winners.

Mailing to the doctors

- We have sent 3.000 letters with a healthy fruit recipe to family doctors and dieticians. The letters included the advantages of fruit consumption.

4



Publicity and Public Relations

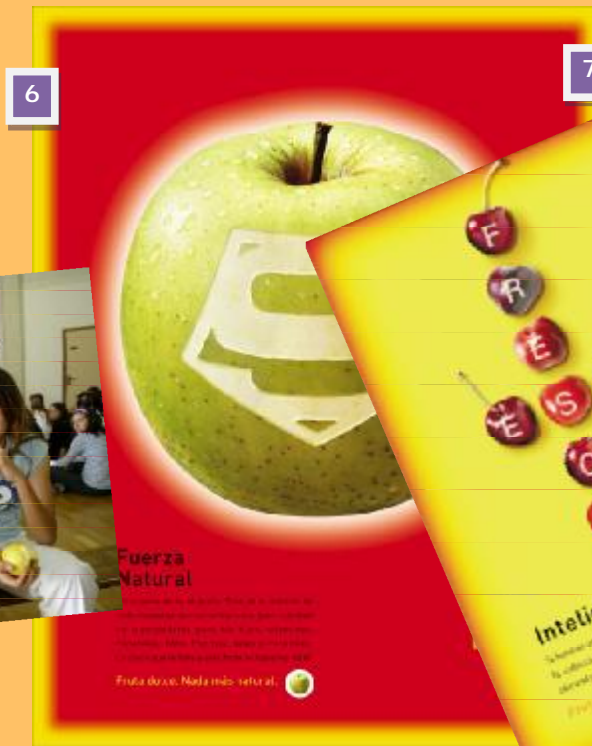
Mass media

Emission of three different spots in television and publication of advertisements in feminine press with the slogan of the campaign. Reaching more that 400.000 impacts.

Public relations

Presence of the fruit in showrooms, product placement, articles of nutrition and health in specialized press, communications of the campaign actions, attention to mass media

6



7



8

