

Case Study Food

Chiquita wanted to drive consumers to the banana table in the produce department. To get those consumers to peel out and race toward the supermarket, Chiquita came to BI WORLDWIDE.

Challenge

Build brand awareness by getting consumers to the banana tables in grocery stores and retailers.

Solution

BI WORLDWIDE brought a full-fledged digital strategy, called Find Chiquita, to get the traffic they craved. Online and over texts, consumers were asked questions. To discover the answers, they had to visit Chiquita in stores where they found an image-rich display that divulged the information they were seeking. Answering correctly gave consumers a chance to win every week.



Results

Everyone who played won merchandise or a discount at Tiki Threads—a fully online clothing eStore. As for the site, it welcomed 170,000 visitors and 75,000 contest entries. And instant win plays, over the web and text, saw 93,000 plays—meaning people definitely found out about Find Chiquita.

