

**WE STAND FOR
FRUITS & VEGGIES**



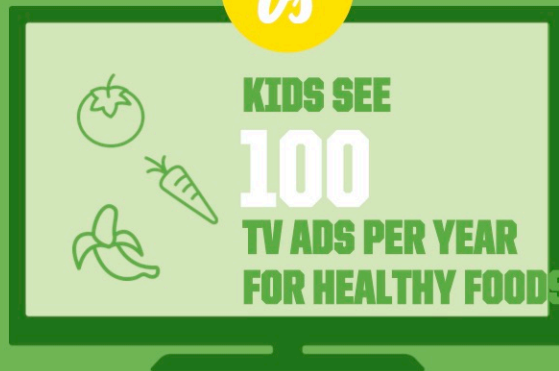
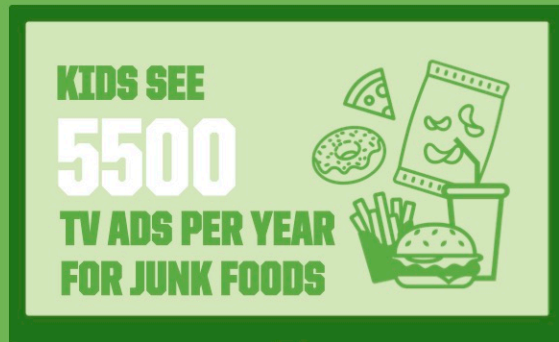
FNV

Our Mission

We're on a mission to get the world to eat more fruits and veggies. Fresh, frozen, canned and dried, - The Partnership for a Healthier America has united every type of fruit and veggie under one awesome brand: FNV. With a dash of playful creativity and boatloads of passion, FNV is harnessing the power of marketing to promote fruits and veggies in the same way big brands market their products. We have amazing partners and celebrities who support us, but we need you too. Stand with FNV and share your love for fruits and veggies.



WHY IS OUR MISSION IMPORTANT?



Of the nearly
\$2 BILLION
spent annually on
advertising food and
beverages to youth,
LESS THAN 1%
is spent on healthier
foods.



Fruit and vegetable
consumption is
proven to reduce
obesity rates

Fruits and vegetables
reduce risk of heart
disease, stroke, and
some forms of cancer.



THE CAMPAIGN IDEA



CELEBRITY POWER



Celebs & FNV: Two Peas in a Pod

TEAM CURRY
FUELS UP
WITH FRUITS
& VEGGIES

GET A TASTE

NATURAL
BEAUTY
MEETS
NATURAL
BEAUTY

SHOW OFF YOUR
FRUITS & VEGGIES

FRUITS AND
VEGGIES NOW
WITH MORE
JESSICA ALBA

GET A TASTE

STEPHEN
CURRY
DRAINS
THREES
& CANNED
PEAS

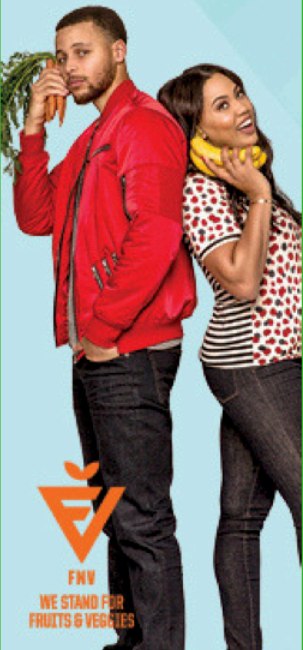
GET A TASTE

JULIANNE
HOUGH
ALWAYS
GIVES
ORANGES A
PERFECT TEN

GET A TASTE

ORANGES:
MADE BY
MOTHER
NATURE. MADE
FAMOUS BY
CAM NEWTON.

GET A TASTE



2016 - 2017 NATIONAL CAMPAIGN



Tactics:

- Out of home advertising on billboards and buildings in target markets and on partner properties

- Digital platforms including YouTube, Pandora, and Spotify



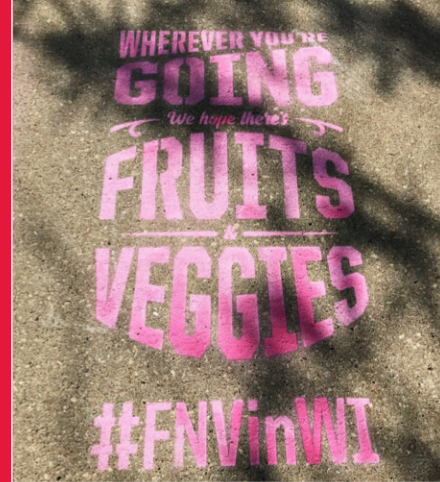
- Social media channels including Facebook, Instagram, Pinterest, Twitter, and Snapchat



SPOTLIGHT ON:

Wisconsin SNAP-Ed

- Coalition of local partners
- 6 month campaign using display, digital, radio, OOH and transit advertising
- Media & creative fees through FNV agency
- Wisconsin specific creative
- Started in 3 pilot communities and expanding to Milwaukee
- 30+ retailers activating FNV creative across stores
- Activations at community events including farmers markets, baseball games and state fair
- Evaluation: Pre/Post Campaign Survey & Retail Intercepts



SPOTLIGHT ON:

Blue Cross North Carolina

The Blue Cross NC FNV campaign in Raleigh/Durham was fueled by a \$1M investment.

- Employee campaign including campus takeover, kick-off event, and ongoing employee engagement
- Co-branded sequential advertising through display, digital, radio and OOH.
- Co-branded FNV takeover of local minor league baseball stadium
- Co-branded activations at community events such as farmers markets and street fairs featuring giveaways, fruit stands, games and contests



STRATEGIC ADVERTISING





FNV IN THE COMMUNITY

From ballpark takeovers, festival fun, concert photo booths, online sweepstakes and farmer's market pop-ups - FNV is in the community.



IN-STORE

Creative assets for full store point-of-sale “takeovers”

- Execution across entire store (produce section, inside aisles, point of sale)
- 10-15 assets per store
- Align in store activation with digital/social overlays
- Plan to measure results via sales data and/or intercepts



Pilot retailer saw

2.5%

category growth in
produce across 43
stores





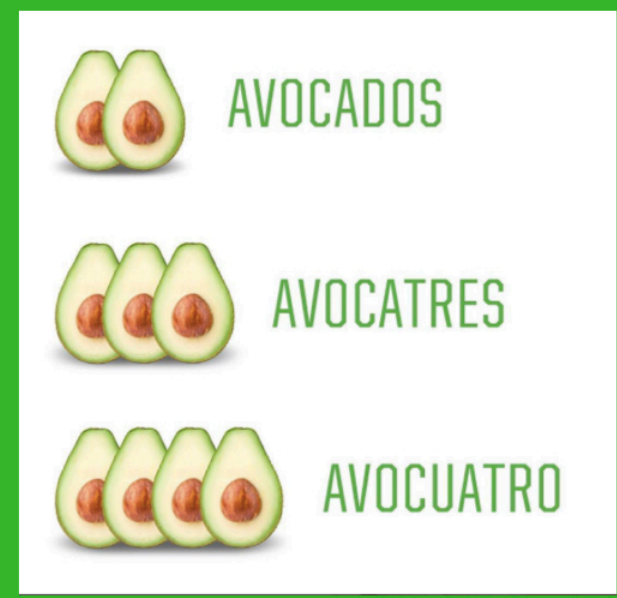
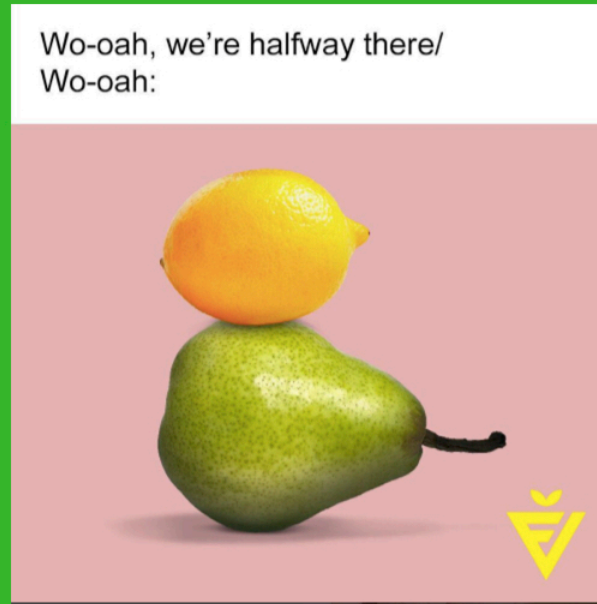
GETTIN' FIGGY WIT IT



Follow @TeamFNV



Social Media



PERCEPTION OF CAMPAIGN



The majority of people understand what FNV is about:

“To promote healthy eating as a cool thing to do.”

“To promote consumption of fruits and vegetables in a fun way.”

“Fruits and veggies are cool. It also emphasizes that famous people eat it to stay fit or healthy.”

93% of those aware of FNV have a favorable impression of the brand.



94% of those aware of FNV report willingness to engage with FNV in some way.

PERCEPTION OF FRUITS & VEGGIES



72% of those aware of FNV say they like to eat fruits & veggies because they are cool, compared to only **44%** of those unaware of the campaign.



8 in 10 Millennials aware of FNV prioritize eating fruits and veggies, compared to just **six in ten** of those unaware.

79% of those who recognize FNV say fruits & veggies are cool, compared to just **55%** of those unaware of the campaign.

CONSUMPTION



MORE THAN 8 IN 10 PEOPLE
who saw FNV increased or held steady the amount
of fruits and vegetables they ate over the last 6
months.

After seeing the FNV campaign, the
number of millennials consuming fruits
and vegetables at least 2x a day
increased 10 points, from

55% to 65%.



65% of people
aware of FNV eat
fruits and veggies at
least 2x a day,
compared to just
47% of those who
are not aware of
FNV.



**BRING FNV TO YOUR CITY
OR STATE**

Questions?



sknell@ahealthieramerica.org