



Cranberry FRIENDSGIVING

Promotion



INCREASE SALES

Supermarkets saw sales lifts between 11-64% across all cranberry products when including the contest with cranberry promotions in 2015.



ATTRACT THE COVETED MILLENNIAL GENERATION

The Cranberry Friendsgiving Promotion gives stores a new way to reach Millennials, who interact with food differently than other generations. Sales opportunities extend beyond cooking into holiday decorations and even jewelry.



Cranberries are a versatile fruit for recipes and décor, and this promotion creates a vital opportunity to drive sales to this coveted demographic.



TIMEFRAME

The Cranberry Friendsgiving Photo Contest runs October - December.



SOCIAL MEDIA BUZZ

The contest challenges Millennials to post Friendsgiving party photos — featuring their cranberry dishes, decor, and cocktails — on social media with #FriendsgivingCranberryContest for a chance to win prize money toward their next dinner party.

211,317,802 media impressions were generated during the 2015 promotion.



Share cranberry
creations and
win cash prizes



#FriendsgivingCranberryContest



FRIENDSGIVING?

Friendsgiving is the growing millennial-driven trend celebrating Thanksgiving with your closest friends - either on Thanksgiving or the weeks before or after.



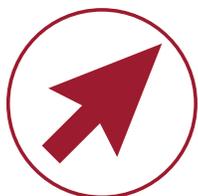
WHAT YOU CAN DO TO DRIVE SALES

IN-STORE

- Showcase on-shelf signage promoting cranberries in recipes and decorations
- Feature colorful end-cap displays with cranberries, other ingredients and recipe cards
- Host in-store demos highlighting cranberries in Friendsgiving recipes and decorations
- Amplify through in-store magazines, ad circulars and overhead radio
- Distribute printed and electronic coupons to drive cranberry purchases

ONLINE

- Post Cranberry Friendsgiving social media content, including tips and recipes using the hashtag #FriendsgivingCranberryContest
- Amplify through blog posts and e-newsletters
- Utilize social media-ready and print-ready promotional assets



ONLINE TOOLKIT

Visit www.CranberryFriendsgiving.com for more information and to download print-ready promotional materials.