

Outspan Sam up for Innovation Award

The Outspan Sam campaign has been nominated for this year's Friut Logisitca Innovation Award, it shows children how fruit is grown, all the way from the plantation to the point of sale. In four different videos, the path of the fruit is traced in all its different stages: from the seedling in the plantation, through harvesting, packing, transport and sale in the supermarket, to the kitchen table.



"We developed a character for Outspan called Outspan Sam, – putting a face to the brand. A fun character to create top of mind awareness for consumers – young and old," explained a spokesperson from Capespan.

The Outspan Sam digital campaign focusses on the production process from "Seed to Plate". Educating consumers on how the product is grown, packed, shipped to the point where it ends up on the shelf, ready to be purchased by the end-consumer.



"The campaign incorporates real life footage shot on our suppliers' farms and animation with Outspan Sam as the story telling character. The campaign focusses on the natural, healthy environment of the product and the care that is taken to grow, select and pack the product. Consumers today are very focussed on food safety (especially in Asia) and the natural goodness of a product like fresh fruit."

The campaign also educates children on the seasonal aspect of fruit and how this impacts the availability and sourcing of fruit globally to ensure that they can enjoy the product all year round. The video clips form part of the

www.outspanflavours.com website where other interesting citrus related facts can be viewed. The consumer can access the clips through QR codes applied to packaging and in-store POS material.

Outspan has a rich heritage dating back more than 75 years and their core message is that Outspan is a trusted global brand.

The last video clip – shipping and merchandising – is currently in production and this will be finished mid March. You can view the clips at www.outspanflavours.com.

We are very proud to be nominated for the Fruit Logistica Innovation Award 2016.

Visit at Fruit Logisitca:

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