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SCSA rolls out summer campaign

Sweet Summer Sweepstakes consumer promo launched to coincide with peak South African season

Summer Citrus from South Africa (SCSA) has announced the launch of its 2018 summer consumer promotion, the Sweet Summer Sweepstakes, as it looks to supply fresh, sweet citrus during the summer months.

With fruits dominating the majority of snacking dollars, including oranges and easy-peeling clementines, summer was an optimal time for brands to be present and appeal to shoppers seeking flavour, quality and value for their citrus products, SCSA noted.

Sweet Summer Sweepstakes provides entrants with an opportunity to win one of three US\$1,000 Visa Gift Cards to help people make "sweet summer memories" with their family and friends this season.

Throughout the duration of the promotion, active 1 June to 31 July, SCSA is offering inspirational and educational content to young families looking to encourage healthy eating during the warmer months.

"Each year that we host a consumer promotion during our peak-of-season, we learn more and more about our target shopper and their preferences around summer citrus which in turn, helps us meet their needs more specifically," said Suhanra Conradie, CEO of Summer Citrus from South Africa. "This year, our goal is to attract and connect with millennial families with young children so that we may serve as a snacking solution for their fun summer activities and help them make memories that will last a lifetime."

SCSA will support the consumer promotion with targeted online advertising to shoppers that meet specific demographic requirements such as age, number of children in the household, and geography, to drive foot-traffic to retailers that participate in the program.

Additionally, the brand is partnering with two millennial influencers, Chrissa Benson from Physical Kitchness and Dianna Muscari from The Kitchen Prep, that will further drive demand and raise brand awareness to reach a wider range of consumers searching for summer citrus content.

