WE STAND FOR FRUITS & VEGGIES
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?

KIDS SEE 5500 TV ADS PER YEAR FOR JUNK FOODS

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.

KIDS SEE 100 TV ADS PER YEAR FOR HEALTHY FOODS
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

FNV WE STAND FOR FRUITS & VEGGIES
FNV WE STAND FOR FRUITS & VEGGIES
FNV WE STAND FOR FRUITS & VEGGIES
FNV WE STAND FOR FRUITS & VEGGIES
FNV WE STAND FOR FRUITS & VEGGIES
FNV WE STAND FOR FRUITS & VEGGIES
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
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
Wo-oah, we're halfway there/
Wo-oah:
PERCEPTION OF CAMPAIGN

The majority of people understand what FNV is about:

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

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

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

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