

Fruttare uses digital to drive SA launch

Fruttare, a relatively new frozen fruit snack in the South African market, has used gamification and mobile vouchers to increase its market awareness.



Tasked with elevating the brand of Unilever and digital agency Liquorice went for an all-digital campaign that has successfully driven over 10,000 people to sample the product so far...with no manual distribution or mailing whatsoever.

"The product has only been in South Africa for about 16 months and the campaign objective was to get mass awareness and encourage people to taste the product," says Liquorice digital account manager, Andrew Paterson. "We decided to go with a mobile coupon offering a free sample and created a fun, online mini-game based on fruit facts to encourage a memorable brand interaction."

Visitors to fruttare.co.za/mobile are invited to "spin the Fruttare Fruit Wheel" on a mobisite and answer a simple question about fruit, after which they can enter their name, cellphone number and optional email address to get a unique wiCode mobile coupon SMSed to their phone. The mobile coupons could be redeemed at any store in the Shoprite Checkers retail group nationally.

The digital-only campaign included Facebook engagement ads targeted to non-Fruttare fans and a digital display campaign as well as the mobisite.

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