



^ A series of three pull-up banners to demonstrate product usage at trade shows

> Sell sheet



Refresh the look and build new sales tools

Business

All natural fruit base for beverages, a new product from an established specialty fruit company

Audience

Foodservice operators from large chain restaurants to coffee shops and quick casual outlets

Challenge

Communicate the quality, flavor and unique bits of fruit in this new product from Oregon Fruit Products Co. Introduce two new flavors and replace old, out-of-date sales materials with a compelling new presentation for regional and international trade shows that generates interest, attention and sales

Strategy

Create a highly visual presentation that emphasizes fruit flowing from the container through the straw to different drinks;

create strong headlines and emphasize key benefits on all materials; coordinate sell sheet with trade show booth banners and follow up postcard to promote summer drink recipes; incorporate existing trademarked logo

Results

Rapid acceptance and increased inquiries for product samples and pricing; acceptance in China including at the Greenery Café at the Beijing Olympics; distribution to Dairy Queen and Cold Stone Creamery in China; achieved significant sales in first year; continued growth internationally



^ Promotional postcard