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Cuties campaign encourages swapping sweets for fruit

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A new consumer marketing campaign for Cuties is helping parents and kids to swap sweets for fresh fruit to satisfy those inevitable candy cravings. Set to the soundtrack of “I Want Cuties” — a play on the classic 80s tune “I Want Candy” — the campaign encourages families to reach for Cuties the next



time a sweet tooth strikes.

“Cuties is America’s favorite fresh fruit brand and kids love them so much they ask for them by name. That makes Cuties the perfect fruit to offer kids in place of candy,” Victoria Nuevo-Celeste, vice president of marketing for Sun Pacific, the growers of Cuties, said in a press release. “Fruit is a naturally healthy way to curb an appetite for sweets because along with sweetness, fruit provides fiber to help you feel full, plus essential vitamins, minerals, and antioxidants. And no other fruit is as

much fun for kids as Cuties, since they're easy to peel, just the right size and super sweet.”

The marketing campaign includes radio, billboards, digital advertising and content, social media activation and deliveries of holiday “sweet swap” ideas to media and influencers. The “I Want Cuties” song is available as a free download at CutiesCitrus.com/IWantCuties, and a dance-along music video will debut during the holiday season.

Cuties is also offering retailers custom social media content, tool kits for registered dietitians and other support to help incorporate the campaign into their stores to drive shopper engagement.

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