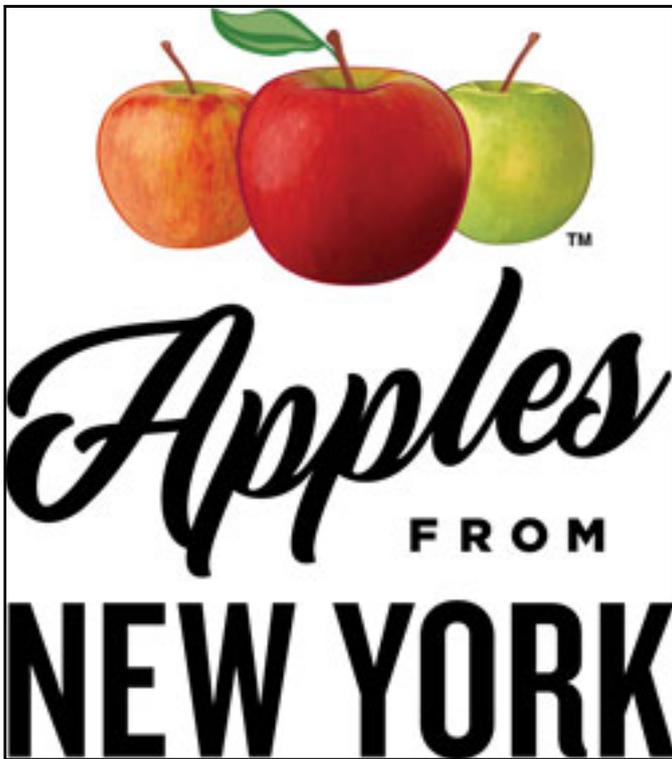

- Advertisement -

NYAA kicks off a series of new ad campaigns

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The New York Apple Association has had a long-standing participation in the Produce Marketing Association's Fresh Summit and looks forward to returning for this year's event.

"It is important for us to stay connected with the trade and this is an opportunity to see many buyers at one venue," said Cynthia Haskins, president and chief executive officer of the NYAA. "Kelly Springer is our new dietitian spokesperson and she will be attending this year's Fresh Summit, sharing the health benefits of eating New York apples along with sampling a new recipe — New York apple harvest salad, a nutty whole-grain salad made with crisp New York State apples."



Springer has been practicing in the field of dietetics for two decades. She graduated in 2001 with a bachelor of science in nutrition and a master's degree in health education at SUNY Cortland. She completed her training with the Academy of Nutrition and Dietetics, receiving a certificate in adult weight management in 2012.

"We are so pleased to have Kelly be part of our team," Haskins said. "She is a true professional, great to work with and has this year kicked off to a grand start."

The NYAA will be operating booth No. 3371 at Fresh Summit, and those that visit will have an opportunity to see many of the new marketing resources that the association has to offer this year, including a new variety guide, which visually showcases many of the apple varieties and eating characteristics.

"We have so many new things this year," Haskins said. "We have a new display shipper that will hold a 42-pound box of apples, totes or pouches. We also have a new two-handle poly tote that is great to kick off the new fall harvest."

As it prepares for the Fresh Summit, NYAA is launching a series of new ad campaigns targeting consumers.

"These will play out on social media as well as in print," Haskins said. "The new ads are bold and are targeting specific demographics. Social media is allowing us to become target specific."

In addition, a series of grower orchard video stories are being shared on social media and NYAA's website. The videos are also available to retailers to share on their websites and social media platforms.

"NYAA is rolling out a series of new recipes along with high-resolution photos and how-to recipe videos to retailers interested in the content for their website and social media platforms," Haskins said. "Cooking recipes are some of the most addictive content on the web and social media and NYAA is ready to deliver. The recipes created are a combination of snappy and easy, as well as visually engaging in addition to showcasing other recipes for those who like to test their culinary skills

to the max.”

Last year, NYAA created a commercial that featured New York apple growers and won the Bronze Telly Award in the Outstanding Work for Local TV, Business-to-Consumer category for its efforts.

“The footage was captured using a drone camera. Growers were positioned throughout the orchard and several were interviewed separately for spots that appeared throughout the commercial and on social media, as well as their upcoming plans for the 2019 crop year,” Haskins said. “NYAA’s commercial achieved more than 12 million impressions.”

It also aired during the week of the New York City Marathon and recorded more than 8 million total impressions on marathon day alone, along with another 8 million impressions on a variety of cable networks and network shows, including The Tonight Show with Jimmy Fallon, This is Us, Superstore and Saturday Night Live.

A new Apples from New York logo debuted last year and this year, a widespread rollout of marketing resources touting the new logo will appear in advertisements, collateral, poly bags and a new poly tote with handles.

“NYAA offers retailers new display shippers this season that grab the shoppers’ attention and tell the Apples from New York story at a glance,” Haskins said. “Available in two sizes, the display apple shippers show brilliant colors of different apple varieties, drone images of apple orchards and more. The shippers come with matching display wrap and matching point-of-sale.”

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