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Zespri launches SunGold marketing campaign

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Retailers can plan for another successful season with kiwifruit as [Zespri](#) begins shipping its fruit in mid-May. Leading the sales growth is Zespri's SunGold, which is now the No. 1 largest and top-growing kiwifruit. Consumers love the taste of SunGold, and making it easier to find at the store level can help drive sales. Shoppers are better able to locate SunGold in the produce section with its newly designed vertical packaging, which is stackable and easier to merchandise.



“Zespri is the world leader in premium kiwifruit and our kiwi is outpacing total fruit growth by eight points,” said Sarah Deaton, Zespri’s shopper marketing manager. “With Zespri SunGold kiwifruit we achieved 47 percent sales growth through 2020, and there is continued high consumer demand making it a basket value driver. Our market development managers are available to help retailers develop in-store promotions created specifically for their shoppers to increase sales.”

To build on the success of its popular SunGold kiwifruit variety, Zespri is introducing “Taste It To Believe It,” a 360 degree marketing campaign highlighting the unexpected flavor experience consumers have when they try a Zespri SunGold kiwifruit for the first time. Consumers will be enticed to try Zespri SunGold kiwifruit through various touch points during Zespri’s consumer sampling program across the U.S. The digital component will include social, email, online video and display advertising in addition to driving trial with free-standing inserts, direct mail, Ibotta and coupons.com campaign and event activations.

“After a year of restrictions, consumers are ready to bite into the summer of 2021! We will amplify our ‘tasty-monials’ from our online fan base creating excitement for our sweet, golden kiwi that has both flavor and superior nutrition with three times more vitamin C than an orange and a combination of more than 20 vitamins and minerals. It is poised to help consumers thrive on their health and wellness journey,” said Deaton.

The consumer campaign will carry through Zespri’s updated creative on the in-store display showing the yellow, juicy texture of Zespri SunGold kiwifruit and “Tastes Like Wow” graphics along with nutritional information. “The bold graphic on the packaging sleeve and display captures the burst of flavor consumers get when they bite into Zespri SunGold kiwifruit,” said Deaton. The display also

features a QR code to drive consumers to the website for recipes and details on the promotion. Due to the success of the display shipper and package design, Zespri increased the order quantity by 300 percent over the prior year to meet demand.

Retailers are encouraged to build large, eye-catching displays in and out of the produce section to drive incremental sales. As an example, one retailer featured Zespri SunGold kiwifruit for a month, which included a TPR and three display bins at the front of the store. The result averaged a 200 percent dollar sales lift over the month. Additionally, an independent study indicated that shoppers rated their shopping experience higher when Zespri SunGold Kiwifruit was on display.

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