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Chiquita gets ugly to spread holiday cheer

This holiday season, Chiquita is kicking off the festivities with its very first Yellow Holidays Giveaway, inviting fans to join in on the fun and win exclusive Chiquita-themed ugly sweaters. From Nov. 20 through Dec. 9, Chiquita will bring the holiday cheer to Instagram, where fans can follow the official Chiquita Instagram account, comment with the hashtag #yellowholidays and follow the instructions sent via DM to win a limited-edition Chiquita Ugly Sweater.

The quirky, festive sweaters — produced in a limited run of just 1,000 — are inspired by the iconic holiday tradition of ugly sweaters, reimagined with Chiquita’s signature playful twist. Each day during the campaign, 50 lucky fans will be selected as the winner of a sweater, making this a fun and interactive way for Chiquita to engage with its followers this holiday season.

“As the holidays approach, it’s the perfect time to bring together two icons: Chiquita and the beloved ugly Christmas sweater,” said Juliana Furlan, director of marketing for Chiquita North America. “Our Yellow Holidays campaign is all about bringing people together, spreading joy and sharing the lighthearted spirit that makes the season so special.”

There’s nothing better than curling up with loved ones by the fireplace, decorating the tree or baking delicious holiday recipes using Chiquita bananas. This campaign captures those cherished winter moments, encouraging fans to embrace the warmth of the season with a dash of Chiquita’s playful holiday magic.

Throughout the campaign, Chiquita will share festive content featuring activities like baking, decorating and DIY crafts, bringing the cozy spirit of winter traditions to life. Fans will be encouraged to join in by sharing their own holiday moments by using the hashtag #yellowholidays, building a sense of community around the activation. By collecting and showcasing user-generated content, Chiquita will amplify the excitement and keep the holiday fun going all season long.

The campaign wraps up just in time for National Ugly Holiday Sweater Day on Dec. 20, ensuring that fans can celebrate the season in style with their one-of-a-kind Chiquita Yellow Holidays sweater.