

FRUIT AFFAIR CAMPAIGN STRATEGY 2022

GDMA 2230 - MARY LIANG

Fruit Affair is the only edible arrangement service that lets you take control of your order.

- Timeline:**
1. Awareness Launch
 2. Instagram Contest
 3. Seating & Packaging

Fruit Affair is run by Dawn Peters, based in Chilliwack, British Columbia. She creates chocolate-covered fruits, chocolate-covered treats, fresh fruit platters, and fruit bouquets which are the perfect addition to any event or gift to loved ones.

The goal of this campaign is to show how the combination of fruits and chocolate is not only tasty but how food, like edible arrangements, starts conversations and connections. Another goal of this campaign is to increase customers and brand awareness.

This campaign relies on icon-based imagery with azure blue and dusty rose colours. Icons of different foods showcase the different items that Fruit Affair sells. These icons are presented in a pattern and in an equation that connects to the campaign messaging.

