

# DCM CASE STUDY: FRUIT BOWL

'Get Stuck In' (2014)



CINEMA DELIVERS:  
BRAND AWARENESS

## Background

- Keen to build **brand awareness** and promote themselves as a healthy and fun option for **parents who are conscious of their children's diet**, Fruit Bowl decided to make their first significant foray into above the line advertising in 2014.
- They had the challenging task of **engaging both kids and parents**. The objective was to be fun and appealing to kids, yet healthy and responsible to parents - those 'supposedly' making the purchasing decision!

## Idea

- Cinema allowed Fruit Bowl to reach its core family audience at the perfect time: when they're **together, relaxed and having fun**. Cinema, and **Vue's Kids AM** events in particular, provided the perfect platform for the brand.
- Cinema offered a number of opportunities to reach both parents and kids; the activity utilised on screen sponsorship plus a heavy digital presence alongside foyer exposure and visibility in the Vue magazine. On top of all this, every Kids AM ticket came with **a free bag of Fruit Bowl**, driving trial of the delicious and healthy treat and **encouraging future purchase!**



'Put The Fun Into Fruit!'

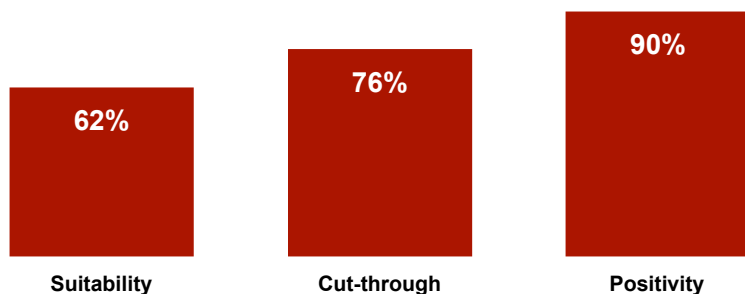
## Campaign Details



Package	Vue Kids AM (Families), 30" Copy, Vue Magazine, Website, Foyer for 6 months
Creative Agency	The Independence Orchestra
Methodology	Cinema exposed v non-exposed
Target Audience	Parents and Kids

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## CREATIVE IMPACT






-  **90%** of ad recognisers **were positive** towards the Fruit Bowl activity
-  **76%** of ad recognisers said the Fruit Bowl activity **stood out from others**
-  **62%** said the Fruit Bowl and the Vue Kids Club AM **partnership was appropriate**

## BRAND IMPACT



Cinema cut-through meant Fruit Bowl was **#1 for spontaneous brand and advertising awareness** in category, with ad awareness **225% higher** than their nearest competitor

-  **Increasing favourability:**  
**77%** of ad recognisers had a **favourable impression** of Fruit Bowl
-  **Growing brand advocacy:**  
**65%** of ad recognisers would **recommend Fruit Bowl** to others
-  **Driving consideration:**  
**37%** of ad recognisers are **likely to buy** in the next month

## SUMMARY

- Engagement with the activity by both parents and kids led to **strong results in terms of brand and ad awareness** alongside brand perception and **future purchase intention**.
- Association with Kids AM at Vue was the **ideal solution** for Fruit Bowl to **target parents and kids**. The suitability of the partnership led to high levels of recommendation and product endorsement.