



Sunsweet FY26 TV Media RFP– Greece

Sunsweet Background:

It all started in 1917 when a group of farmers founded our cooperative and this allowed us to offer prunes to the mainstream market by combining our production capabilities and marketing communications - under the brand name "Sunsweet."

Over the years, Sunsweet has become the world's largest and most famous brand of prunes. We call California home to this day. We're so proud of our heritage and as the leading prune brand globally, our quality is trusted by customers everywhere.

At Sunsweet, we've known about the nutritional power of prunes for over a century – and we've made it our mission to share them with the rest of the world!

Overview:

Sunsweet, the worldwide leader in Prunes, desires to enter in an agreement with a media agency in Greece for FY26 (1st August 2025 – 30th July 2026). Applicant agencies should be able to demonstrate experience in the consumer-packaged goods industry (FMCG) and preferably marketing healthy food products. Agency should have a strong understanding of the Greek media landscape.

The Sunsweet Brand (prunes and prune juice) has been in the Greek market approximately 25 years and is a well-established Brand in Greece. We are very proud of the success we have enjoyed in Greece which can largely be attributed to a strong partnership with our distribution partners Elgeka S.A. who are based in Athens, and an ongoing advertising investment in the Greek market.

Campaign Objective:

Increase salience of Sunsweet prunes (provide a reminder of Sunsweet prunes over as long a period as possible) by:

Developing an annual media plan for the Greek market that will:

- Increase brand awareness, demand and relevancy with consumer for Sunsweet Prunes.
- Gain market share vs. competitive brands and store brands, which compete at a lower quality and lower price point.
- Communicate the premium quality and differentiation of Sunsweet Prunes vs. competition (TVC creative will be supplied by Sunsweet)

Media Approach:

Maximize media GRPs within budget against both our

- a) buying targets &
- b) strategic target audiences

Within the above, we also value shows with:

- Higher contextual alignment, e.g. about food or healthy lifestyles
- Higher estimated ratings (potentially more reach)
- Higher quality content
- Low advertising clutter

Please note this will only be Linear and non-linear TV and will not include digital marketing, this is handled by Web Future in Greece.

Strategic & Buying Targets:

Background:

Market research conducted by Sunsweet conducted in Germany, Italy, the UK and Ireland. Although the research was not conducted in Greece, we believe many of the findings are relevant to Greece. For example, a lack of saliency was the core issue for Prunes across all these markets, as it is in the US.

Target Audience:

Media plans will target a healthy lifestyle consumer, age 35+ who has an interest in proactive health that facilitates an active lifestyle for themselves and their family.

Strategic Target:

Prunes (W25+) Strategic Target, which includes the following, look for fits to inform programming selection:

- a) Heavy fresh fruit & vegetable consumption
- b) Strive for healthy, naturally low sugar & low-fat foods
- c) Digestive health and fibre are important

Buying Target:

Women 25 – 64

Creative Topline:

Prunes 'Terrace' (20' & 10') – supplied by Sunsweet. Link to TVC's:

<https://www.dropbox.com/scl/fo/0fnemnfvu80morhy9itzq/ANv1YO1ILsSPuyuhbsNk8SA?rlkey=wopzpz3blkovic7gv6u750f69t&dl=0>

Creative Units & Rotation:

Balance between efficiency with the 10' TVC and effectiveness with the 20'TVC.

Daypart Strategy:

Agency to advise which dayparts index high with our target. By adding OLV (On Demand) we get incremental Reach over TV in a more cost-effective way, approaching younger groups and more light viewing audiences. As such, we would like the agency to continue to include Linear and Non-Linear (on demand) programming. We welcome recommendations regarding this approach.

Added Value:

Are there any 'program specific sponsorship' banner ad opportunities that make sense for our brand and target in terms of efficiency and effectiveness? Not essential but if there is something innovative on the market then please advise Sunsweet.

Programming Guidelines:

No overtly religious programming or anything political (evening news OK). Agency to advise if there any specific channels or programs to be avoided.

Approved Programming (by daypart):

Agency to advise if there are specific programs that TVC should be aired with and why? i.e. is it audience, timing, market specific etc.

GRP/Week strategy:

Agency to provide rationale for GRP/WK strategy, in terms of:

- i) the media scenario in Greece, i.e. clutter, visibility, average GRPs/Week of competitors.
- ii) Our plan, e.g. higher levels in the first weeks of the campaign and lower in the last weeks of the campaign.
- iii) We would like to target a minimum of 1000GRP's for the campaign, we will need KPI's in the CPB contract so please recommend what the best buy can be.

KPI's

- Measurement of GRP's, reach, frequency and engagement to demonstrate an impact on the target consumer.
- Expected sales results are to maintain or grow current sales volume, in key Greek retailers.

Budget:

Approximately US\$ 100,000 (all fees inclusive) – note **US\$ (not Euro)** so please base it on exchange rate 1.10 for now)

As this campaign is partly funded by US government funding, please note that the buying contract for this media will be with the California Prune Board (CPB) so the contract will be with the CPB, not Sunsweet. All invoices will be issued to the CPB. The California Prune Board (CPB), headquartered in Roseville, California, is a participant in the U.S. Department of Agriculture's Market Access Program (MAP) and has conducted marketing activities on behalf of the California Prune Industry since 1986.

Net VAT because VAT is not applicable.

Timing:

March to end April 2026 (taking a break over Orthodox Easter on 12th April 2026). Elgeka should ensure a promotional slot(s) during this period and so we can have the BTL with ATL activation coordinated. We will also focus on separate digital activity in the market.

Please look at a 5-week campaign starting 20th March but consider phasing that makes the most sense to lengthen the campaign. For example, an option of 3 weeks on and one off and one on (3:0:1:0:1) or two on and alternate a week on and off (2:0:1:0:1:0:1), as this will lengthen the campaign period.

All media activity must be executed and invoiced before the end of May 2026.

Review of Agency proposals:

Proposals are due by **Friday October 31st, 2025**, and should be submitted to aslein@sunsweet.com

Proposals will be reviewed and will be scored on the criteria below. Consideration of the proposal may include background and reference checks, content contained within the presentations and feasibility of proposed media plan.

Scoring Criteria:

- Agency experience – consumer goods experience, internal expertise level, demonstrated creativity, prior success, credibility
- Account team – appropriate team members for project, experience level, adaptability, ability to collaborate
- Delivery on brief content – understanding of project, ability to implement ideas, demonstrated prior success
- Budget – will be able to deliver on project goals within brief, offers some efficiency and creativity to accomplish goals with limited budget

Sunsweet is an equal opportunity provider and employer. Contractor/agency must adhere to all rules and regulations set forth by the MAP program through Foreign Agricultural Services. The campaign will support California grown prunes and prune products.