



SUNSWEEET / International RFP - Social Media Ireland

Project: Sunsweet Social Media Program | **Brief Date:** 4.13.26 | **Proposals Due:** June 1st.

What's the project?

Develop a creative & paid media approach to build awareness and familiarity of the Sunsweet brand among social media audiences.

What are our objectives:

- Reach a younger consumer interested in healthy snacking to build awareness of Sunsweet brand, as well as continuing to sustain Sunsweet's core audience
- Increase interest in Sunsweet Prune Juice, positioning it as a modern beverage for health & wellness.

What is the product focus?

- Sunsweet Prunes & Prune Juice

Who are we talking to?

- Retail grocery shoppers, healthy lifestyle consumers; ages of 30-54
- Healthy snackers, interested in nutrition but also wanting a flavorful taste experience
- Interest in digestive health and getting more fiber

Positioning & Communication points

- Treat yourself to an indulgent tasting snack that gives you the benefit of fiber and nutrients.
- No added sugar, good source of fiber, only 100 calories per serving
- Taste the difference with Sunsweet quality
- California Grown (in copy is ok)

Deliverables

- Social media annual campaign
- We should have organic posts at least each month. . Heavy-up/paid media in holiday time period, as well as "healthy eating" timeframe Feb-April

What is our timing?

- August 2026 – July 2027
- TV/Streaming support will be running Jan-May

What is the budget?

- \$25,000 annual
- Includes media, production, talent fees, etc.

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.

No VAT because VAT is not applicable to US based companies.