

## **SUNSWEEET / International Media RFP Brief - Italy**

**Project:** Sunsweet Italy Annual Campaign | **Brief Date:** 4.17.26 | **Proposals Due:** Initial Media Planning Capabilities/Approach due June 1<sup>st</sup>.

### **What's the project?**

Develop a media approach to help launch new Sunsweet products, while also building demand for Sunsweet core products.

### **What are our objectives:**

- Launch new Sunsweet dried fruit product line
- Reach a younger consumer interested in healthy snacking to build awareness of Sunsweet brand, as well as continuing to sustain Sunsweet's core audience
- Recommend media mix that will best reach the new audience and ensure a successful launch

### **What is the product focus?**

- Sunsweet New Products
- Sunsweet Prunes and 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
- New products will skew younger – we should look at reaching this consumer via different tactics or a specific media mix

### **Creative Assets**

- Sunsweet will work with agencies to develop assets according to the media plan
- Please also provide overview of creative capabilities

### **Media Approach:**

Hybrid approach with a mix of Linear and non-linear (VOD, Streaming) TV.

Consider other tactics, such as Out of home, social media, digital display

Maximize GRPs within budget against both our

a) buying targets &

b) strategic target audiences

Within the above, we also value programs with:

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

Consider the consumer journey/funnel – we should evaluate tactics that are closer to the purchase decision.

Consider prior year performance on linear & non-linear TV.

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

- i) the media scenario in Italy, i.e., clutter, visibility, average GRPs/Wk of competitors\*
- ii) Our plan, e.g. higher levels in the first weeks of the campaign and lower in the last weeks of campaign.
- iii) Provide estimated total number of impressions to be delivered

#### **What is our timing?**

- Main campaign February – May 2027
- Also consider a burst in Nov-Dec to support new products

#### **What is the budget?**

- \$1,260,000 USD, including agency fee and trafficking
- Provide a scenario for \$1,350,000 USD
- All media needs to be executed and invoiced before the end June 2027

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.