



SUNSWEEET / International RFP – Italy Social Media

Project: Sunsweet Social Media Program | **Brief Date:** April 13, 2026 | **Proposals Due:** June 1st.

What's the project?

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

What are our objectives:

- Launch new Sunsweet prune products in the Italian market
- Reach a younger consumer interested in healthy snacking to build awareness of Sunsweet brand, as well as continuing to sustain Sunsweet's core audience

What is the product focus?

- Sunsweet Prunes & Prune Juice – always on campaign
- New Products – Focused campaign

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
- Introduce fun into snacking occasion
- California Grown

Deliverables

- Social media launch campaign and annual always-on campaign

What is our timing?

- August 2026 – July 2027

What is the budget?

- New product campaign: \$20,000 including media, agency creative fees, production for campaign
- Annual always-on: \$30,000 annual – to support current products

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.