

WELCOME TO THE 3RD ANNUAL GOLD STANDARD PROMOTION

WHAT HAS BEEN ACHIEVED OVER 3 YEARS!

Educating and inspiring shoppers with the annual Gold Standard promotion since 2019 resulting in:

24,762,537 brand impressions

507,027 shopper engagements

Intel gained on **28,079** shoppers

15,892 new contacts added to our database



April 19 TO May 14

WHAT WE PLAN TO ACHIEVE THIS YEAR!

190,000,000

Total Brand Impressions

20,000

Promotion Participants

200,000

Website Visits



2021 KEY MARKETING ACTIVATIONS

1. INFLUENCER PARTNERSHIPS

Leveraging two influencers to inspire and educate shoppers

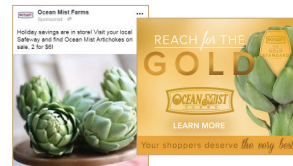
Expanding our brand reach to new shoppers



2. SOCIAL ADVERTISING

Achieving increased brand awareness and elevated website traffic through social media advertising

Driving viewers to our seasonal content to inspire purchase



3. GOOGLE ADS & DESTINI STORE LOCATOR

Driving foot traffic to stores with Google advertising and our Destini store locator

Educating shoppers and supporting in-store sales



4. CHANCE TO WIN

Building brand affinity with a prize winning opportunity

Sweepstakes continue to be the #1 way to keep shoppers engaged in our brand



5. INSPIRATIONAL CONTENT

Delivering relevant & engaging content with recipes and nutrition resources

Supporting shopper's healthy lifestyles when they are seeking it most



6. IN STORE MERCHANDISING

Bringing awareness at store-level with promotional inserts

Capturing shoppers' attention in store to elevate promotional awareness



7. TRADE EMAILS

Weekly trade communications with promotional highlights and Castroville crop updates

Educating buyers with relevant, timely information



Visit www.oceanmist.com to see all the ways Ocean Mist Farms is inspiring your shoppers this spring.