



**FEBRUARY 1 - 28**

**EAT WELL, REST WELL,  
PLAY WELL WITH COACHELLA  
GROWN ARTICHOKES**

**HELP SHOPPERS BE  
THEIR BEST IN 2021**

**PROMOTION OBJECTIVE**

Educate and inspire purchase of fresh artichokes during this key selling season by emphasizing their immune-boosting nutritional benefits.

**PRIMARY GOAL: 104 Million** BRAND IMPRESSIONS TO DRIVE IN STORE SALES

*104 million shoppers will see and have an opportunity to engage with our brand online. With ultimate goal to drive instore sales!!*

**KEY  
MARKETING  
ACTIVATIONS**

**1 NEW INFLUENCER PARTNERS**



Leveraging 2 influencers to inspire and educate shoppers

**2 DISPLAY BIN**



Offering retailers bright, inviting display bin add on.

Order here: [www.oceanmist.com/point-of-sale](http://www.oceanmist.com/point-of-sale)

*Capturing shoppers' attention in store to elevate promotional awareness*

**3 TRADE EMAILS**



Weekly trade communications with promotional highlights and Coachella crop updates

*Educating buyers with relevant, timely information*

**4 SOCIAL ADS & DESTINI LOCATOR**



Driving foot traffic to stores with targeted social media advertising and our Destini store locator

*Educating shoppers and supporting in-store sales*

**5 GOOGLE ADVERTISING**



Achieving increased brand awareness and elevated website traffic through Google advertising

*Driving viewers to our seasonal content to inspire purchase*

**6 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.*

**7 INSPIRATIONAL CONTENT**



Delivering relevant & engaging content with new recipes and nutrition resources

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