



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

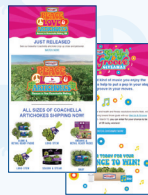


Offering retailers bright, inviting display bin add on.

Order here: www.oceanmist.com/point-of-sale

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