

Chiquita Launches Mobile ‘Minions’ Promo

Consumers go ‘bananas’ over interactive website that now features updated content

By Dan Ochwat

CHARLOTTE, N.C. — Leveraging a natural tie-in and the mammoth success of **Universal Studios’** “Minions” movie, **Chiquita International** launched a groundbreaking mobile-first campaign that had shoppers scanning stickers on bananas to enter a sweepstakes and saw Chiquita generate levels of engagement it hadn’t seen before.

In the movie, the yellow Minion creatures go bananas for bananas, making a natural fit for Chiquita, one they leveraged previously during the “Despicable Me 2” film, where Minions also appeared. In this go-round, Chiquita “upped our game, pulled out all the stops and rethought the entire promotion to engage a modern, mobile-first audience,” says Rob Adams, director of marketing and channel sales, Chiquita.

Chiquita conceived the “Minions Love Bananas” promotion with mobile agency **FunMobility**, San Ramon, California. It included three main areas, the first part making the stickers on every banana in-store a digital connection point for shoppers. The stickers used “medical-grade recognition technology” that had 32 different collectible Minions stickers become a trigger for shoppers to scan with their phones to unlock instant prizes and content, says Adams.

Also, a mobile friendly website was built with interactive games, a greeting card generator, recipes and a chance to win prizes. Every time a consumer engaged with the site or scanned a sticker, they won something (movie merch-



Chiquita applied stickers on every banana in-store to create for shoppers a digital touchpoint connected to the popular “Minions” film.

dise like a water bottle, digital content like a wallpaper, or a grand-prize trip to London). The site launched June 8 and the contest ran through Aug. 15, but the site remains open as an interactive playground. Adams says new content was coming this fall to coincide with the Dec. 8 release of “Minions” on DVD.

Results from the campaign showed that approximately 10% of unique visitors to the website opt into the Chiquita newsletter, Adams says, and 75% of the activity came from the target audience, moms with young kids. In addition, the effort saw more than 50% of consumers return to the site, and total consumer engagement with the website averaged 4 minutes and 36 seconds per session.

“Our goal with this campaign was to totally redefine and

expand our relationship with shoppers on mobile,” says Adams. “If you look at the numbers generated, it was a smash success. I don’t think we’ve ever run a campaign before where 10% of the unique audience subscribed to our newsletter.”

To the naked eye, produce as a category can be seen as limited in terms of what it can do in stores, but not according to Adams. “Brands that want to survive need to be part of the conversation that’s happening on mobile. The only limitations these days are your imagination. What’s the alternative for produce brands? Competing on price? That gets dangerous real fast.

“To my knowledge, no other produce brand – including Chiquita – has ever done anything approaching this scale with in-store image recognition, both in terms of the total reach of the campaign and the sophistication of the user experience.”

In late August, the “Minions Love Bananas” mobile promotion earned a nomination for best cross media/cross mobile integration in the 2015 Global Smarties Awards from the Mobile Marketing Association. 

BRAND: Chiquita

KEY INSIGHT: The produce category, like any other, needs to be part of the conversation that’s happening on mobile.

ACTIVATION: A “Minions Love Bananas” promotion included applying stickers on every banana in-store to create a digital connection point for shoppers, who were directed to a mobile-friendly website built around the “Minions” film. It featured interactive games, a greeting card generator, recipes and a chance to win prizes.