

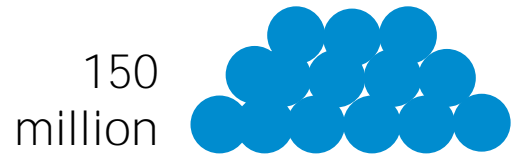


FUELING THE PASSION FOR
BLUEBERRIES

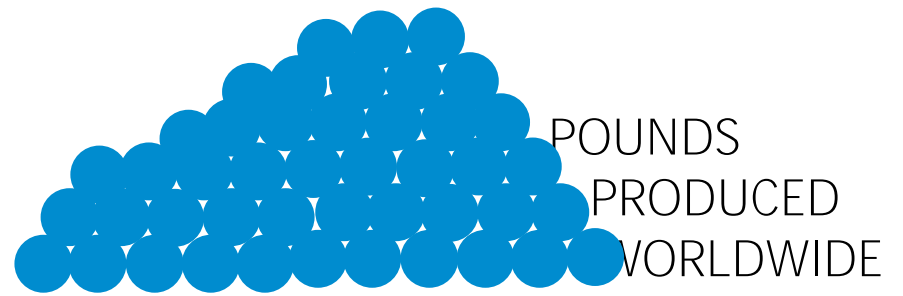




EST. ACRES
PLANTED
WORLDWIDE



1.3 billion*



U.S. PER CAPITA
CONSUMPTION

1996 2015

*Brazelton projections ** NABC projections

THEN VS. NOW



CONNECTING TO CONSUMERS



1/3 of population

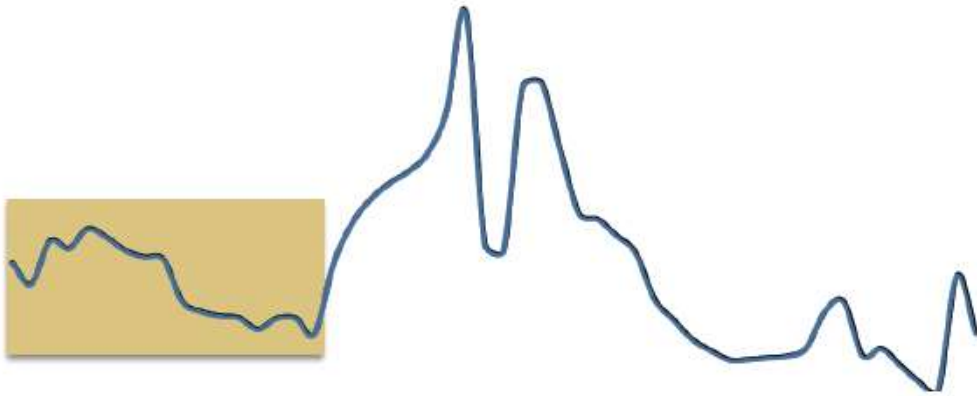
\$2 trillion in buying power

Purchases driven by the heart

Sales influenced by digital activity

Sources: US Census, Euromonitor International, TheNextWeb.com

SELLING TO MILLENNIALS



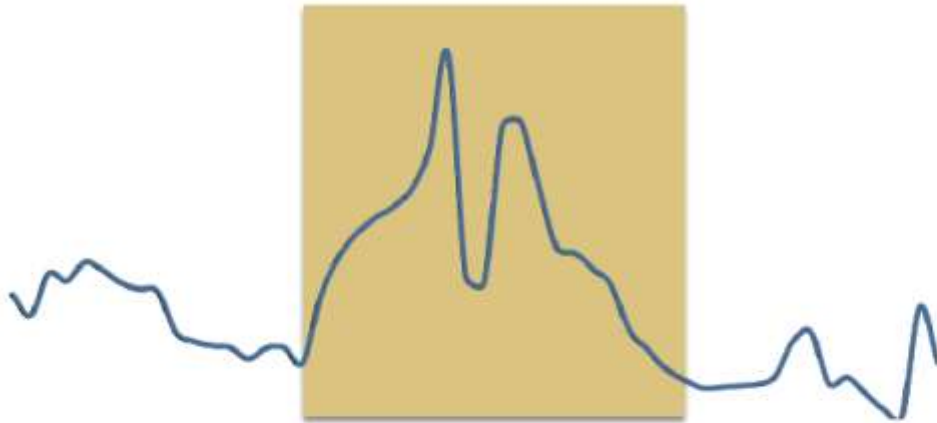
January - February
Blueberry Sales/Volume

Planned Promotions

- Alison Sweeney Campaign
- TV Segments
- LA Chef Kitchen Challenge
- Digital Marketing



YEAR-ROUND PROMOTIONS



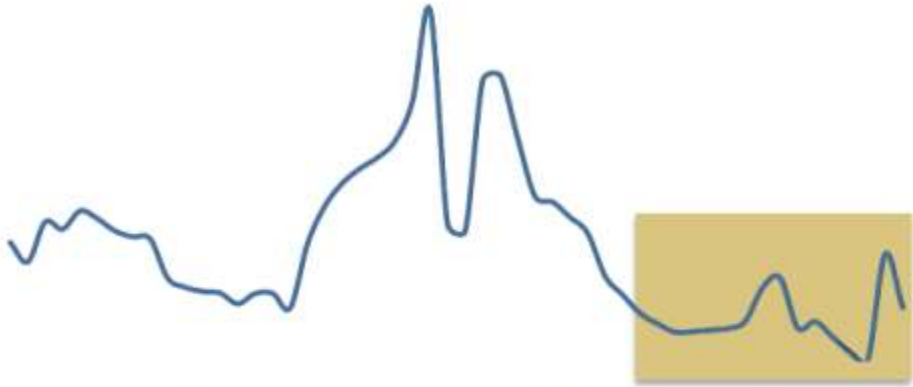
June - August
Blueberry Sales/Volume

Planned Promotions

- Food Truck/National Mall Promotion
- Alison Sweeney Media Appearances
- TV Segments
- Retail Promotion with General Mills
- Promotions with 100 Cafeterias
- Digital Marketing



YEAR-ROUND PROMOTIONS



November - December
Blueberry Sales/Volume

Planned Promotions

- Pinterest, Twitter and Instagram Campaigns
- TV Segments
- Digital Marketing



Instagram



YEAR-ROUND PROMOTIONS



5 Reasons to Eat More Blueberries

July marks National Blueberry Month. It's hard to believe these tiny wonders have been around for more than 13,000 years. Not only are they indigenous to North America, but blueberries also played a major role in our country's history.



44 health research articles in 2014



HEALTH Gold medal fueling tips of Olympic athletes

2. Blueberries



eat right. Academy of Nutrition and Dietetics

Adding more fiber to your diet will make you feel fuller longer.

Try snacking on a cup of blueberries, which has four grams of fiber.



#LittleChanges

4HealthPromoters.com



Shift the Spotlight

Make fruits and veggies the star of your meal rather than a supporting role.

#LittleChanges

4HealthPromoters.com



WINNING THE HEALTH CRAZE



Fresh • Local • Sustainable

GIVING MENUS A BOOST



ENERGIZING SCHOOL MEALS



100,000 families and 316 schools received USHBC materials in 2014



HARNESSING KID POWER

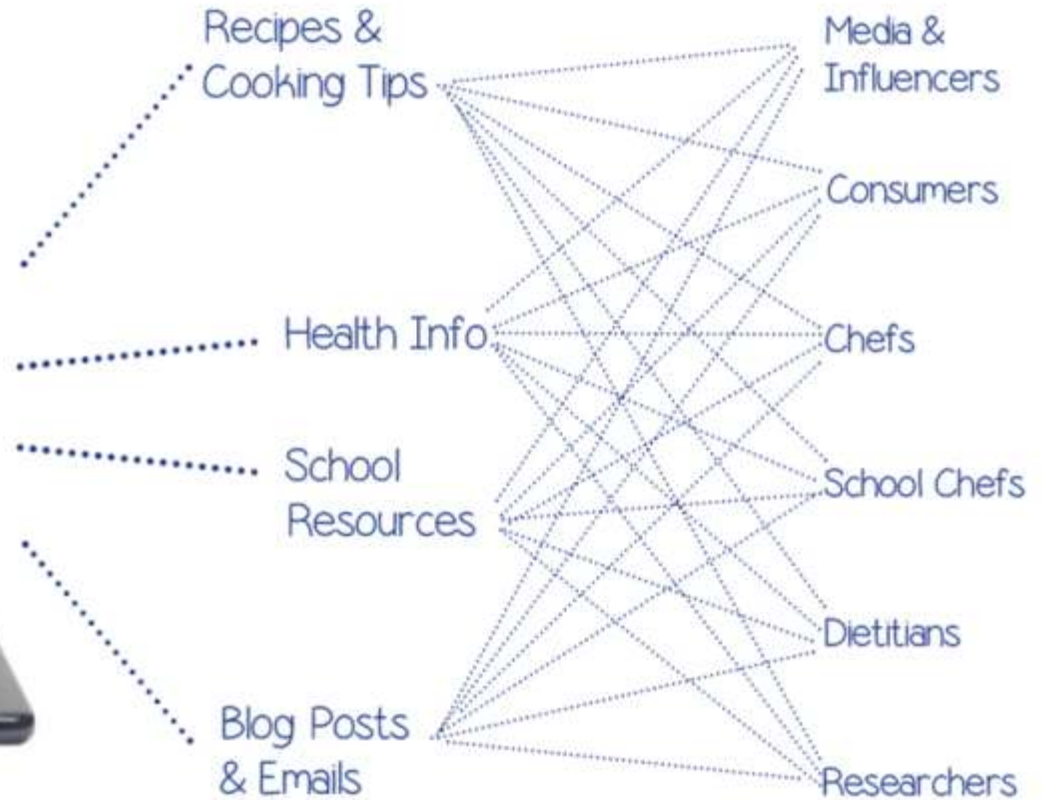


INSPIRING KITCHEN STARS



GALVANIZING FOOD LOVERS

THE WEB: OUR DOORWAY TO CUSTOMER BEHAVIOR



HARNESSING THE WEB



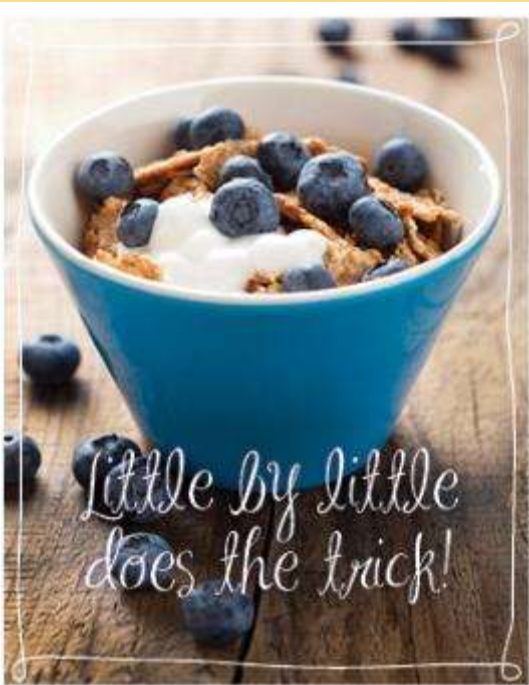
redbook

Woman's Day.

Health fitness **People** weekly

HITCHING WITH HOLLYWOOD

LITTLE CHANGES



ALISON SWEENEY'S LITTLE CHALLENGES

DON'T LET COMFORT FOOD
WEIGH YOU DOWN

October Challenge:
Lighten up your comfort food favorites -
share your healthy ideas with me,
use the #littlechanges hashtag and
you could win big!

Ali xo

f t p i

Alison Sweeney

@Al_Sweeney

August #littlechanges challenge: Stay cool in the kitchen with healthy no-cook meals like this one via @blueberry411: bit.ly/1uKmmDK

Reply Retweet Favorite More

RETWEETS 7 FAVORITES 41

8:28 PM · 12 Aug 2014



HITCHING WITH HOLLYWOOD

1 BILLION POSITIVE
IMPRESSIONS OVERALL



40% from 2013

AMERICANS
RANKING
BLUEBERRIES AS
FAVORITE FRESH
BERRY



SINCE 2008

70%

1/2



OF WOMEN 25-45
PURCHASED
BLUEBERRIES
WITHIN THE LAST 2
WEEKS

80-90%



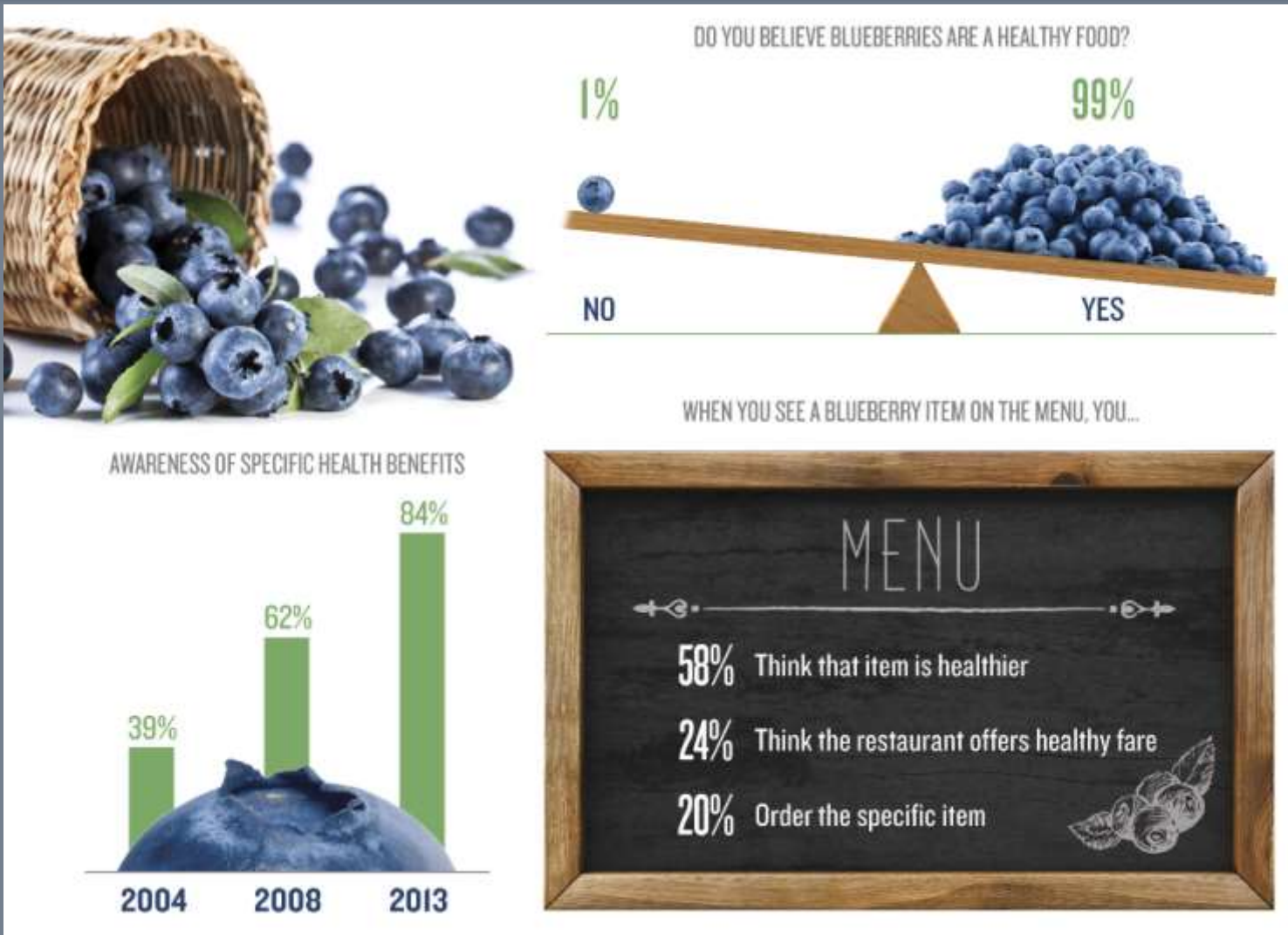
OF WOMEN 25-45
AGREE:

*ADDING BLUEBERRIES
IS A LITTLE CHANGE THAT
HELPS ME STICK TO A
HEALTHIER ROUTINE*



KEY RESULTS

20 YEARS AGO, FEW PEOPLE WERE AWARE OF THE HEALTH BENEFITS OF BLUEBERRIES. TODAY:

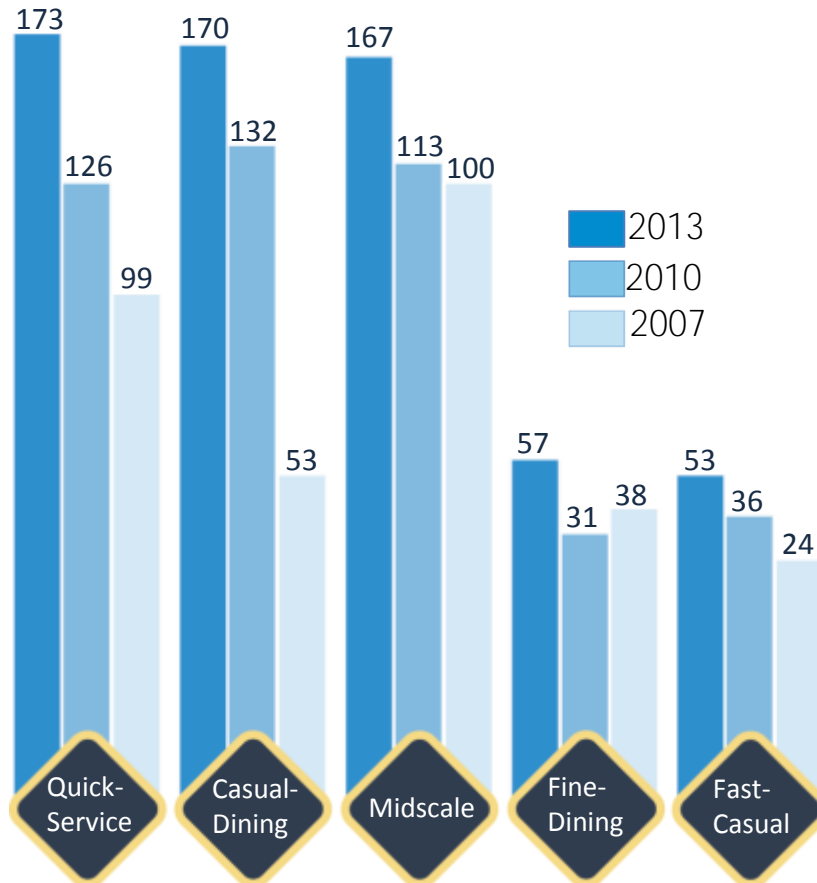


HEALTH RESULTS

Blueberry mentions

DOUBLED

on restaurant menus since 2007



Blueberries included on Restaurant Menus

Source: Technomic 2013

FOODSERVICE RESULTS

AFTER RECEIVING USHBC MATERIALS IN 2014

67% OF SCHOOL NUTRITION MANAGERS SAID THEY'D START SERVING BLUEBERRIES IN THEIR LUNCHROOMS



67,000 NEW POTENTIAL KID CUSTOMERS!

FAMILIES SURVEYED SHOWED

10%



IN PURCHASES
& AWARENESS OF HEALTH BENEFITS



SCHOOL/KIDS RESULTS

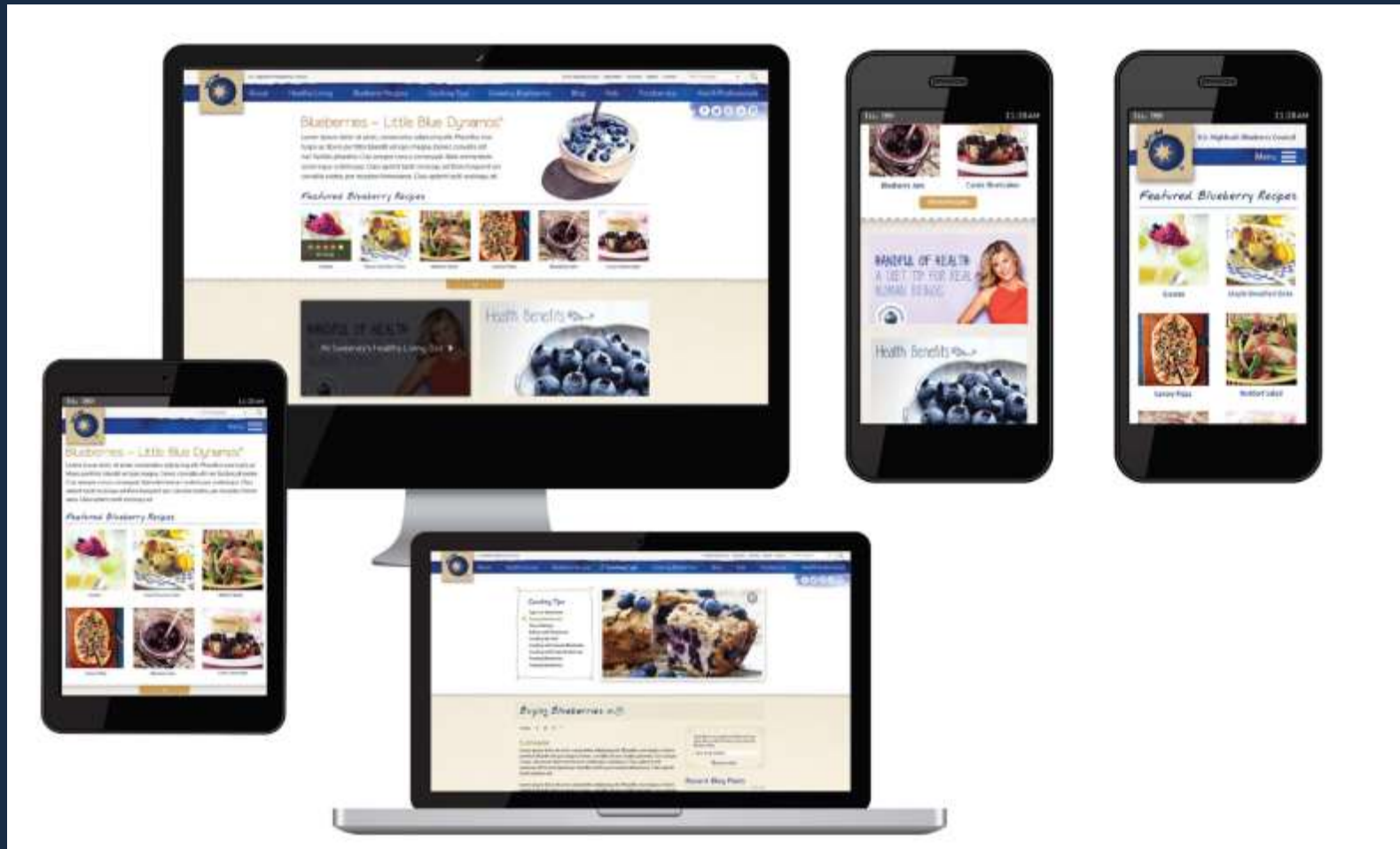
360,000 VISITS TO littlebluedynamos.com

372,000 RECIPE VIEWS



80% OVER 2013

133% OVER 2013



WEB RESULTS

ALISON SWEENEY'S 2014 ACTIVITIES LED TO

430,000
SOCIAL MEDIA
ENGAGEMENTS



1300% OVER 2013

12,000 VISITS TO littlebluedynamo.com

Google Analytics

Audience Overview

● % of visits: 10

● Visits

4,000

2,000

March 2013

April 2013

May 2013

June 2013

July 2013

August 2013

13 - Aug 20, 2013

HOLLYWOOD RESULTS

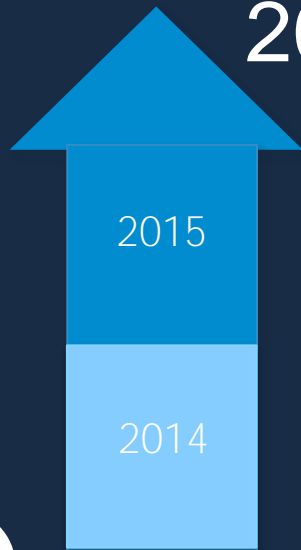
BLUEBERRIES' SOCIAL
SHARE OF VOICE



22% vs. JAN-MARCH 2014

200,000

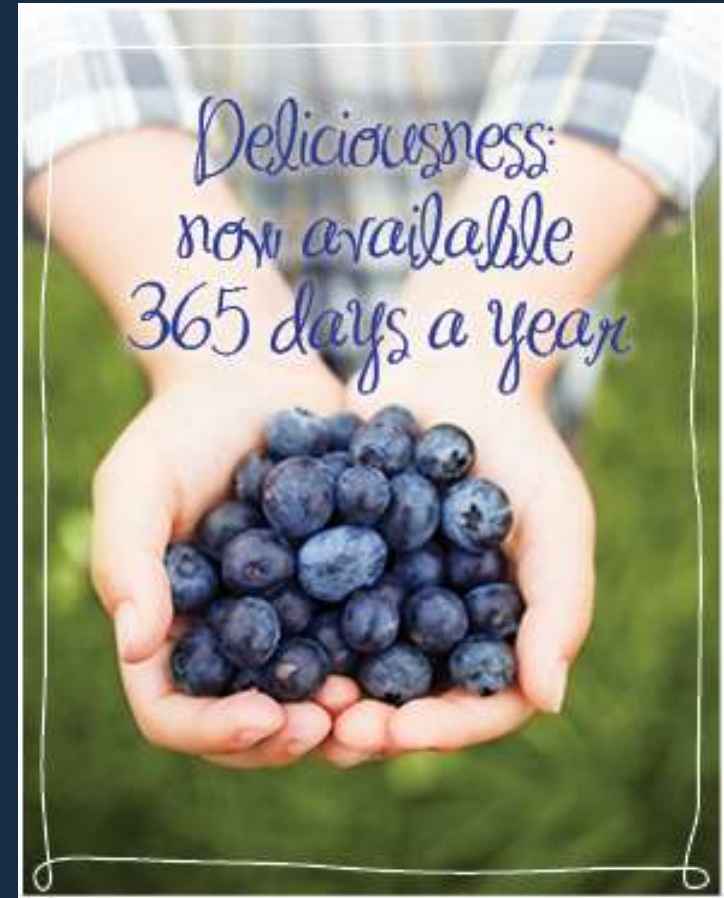
WEBSITE VISITS
DURING CHILE SEASON



206%
vs. 2014

373,000+
CONSUMERS ENGAGED
VIA SOCIAL MEDIA

→ *Driving purchases
during winter*



KEY RESULTS: OCT-MARCH

Faces Behind Blueberry Promotion

Emily Valentine
Account Supervisor



Danielle Pesce
Account Supervisor



Joanne Tehrani
Nutrition Manager



Julie Stas
Account Executive



Jason Poulos
Graphic Designer



Liz Rea
Asst. Account Exec.



Tom Jollie
Senior Vice



Kathryn Canning,
Account Executive



Rachel McPherson
Account Executive



Max Martens
Vice President



Kevin Flores
VP/Grp. Creative Dir



Michael Whitlow
Chief Growth Officer



Tameka Davis
Account Executive



Heath Ruddick
Chief Creative



Jen Fieldman
Research Director



Kelly O'Keefe
Chief Brand



Veronica Hunt
Account Supervisor



Rebecca Durkin
Senior Designer



Nikki Parrotte
Sr. Account

