



Dear partner in Dried Fruit

With great excitement, we are counting down the days until the launch of the very first Dried Fruit Month in South Africa. The campaign promises to entertain, engage and educate all consumers and participants alike. Since our last communication with yourselves at the end of 2020, we have not wasted a minute to make sure that this will be an unforgettable campaign for consumers but most importantly aid in growing the sales of dried fruit as a category in South Africa. To do this, we have developed a 360 generic campaign that all stakeholders can and should participate in. This is a creative platform for DFSA to highlight the real goodness of dried fruit in an unexpected way.

The content is a tongue-in-cheek take on traditional beauty pageants.

The Miss *Real deal* pageant

No, this is not a Miss South Africa or Miss Universe pageant. Instead of pretty girls fighting for the crown, the contestants in this line-up are all dried fruit. AND they are all quite inspirational. Yes, you've heard right. Don't be fooled by looks, fake news, fake experts and fake science.

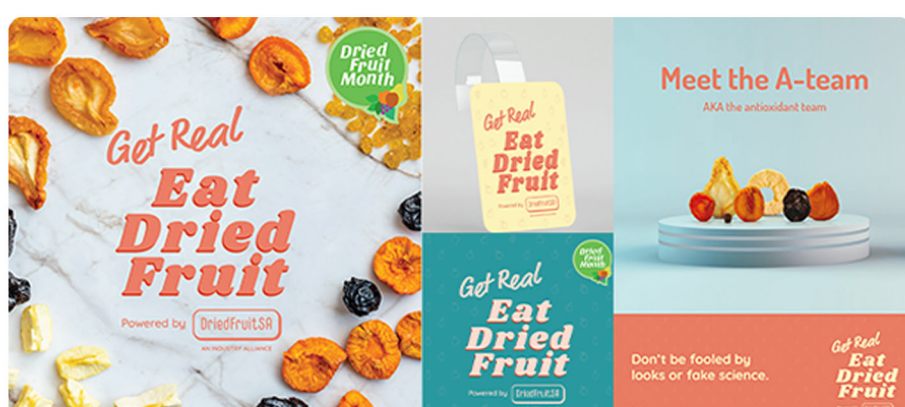
We have 7 contestants that are ready to prove that they are the real deal when it comes to the ultimate snack.

Meet Miss Peach, Miss Pear, Miss Prune, Miss Apricot, Miss Apple, Miss Raisin & Miss Nectarine.



These seven contestants will be introduced to the public in short little videos and profile posts. The content pieces will be peppered with facts and public benefits to make the audience smile while being educated. This exciting campaign will live on social media with the help of your channels, the popular Dried Fruit South Africa social platforms and through the well-planned messaging of our six selected influencers:

- Siba Mtongana @sibamtingana
- Naqiyah Mayat @naqiyah_mayat
- Minki van der Westhuizen @minkivanderwesthuizen
- Angie Batis Durrant @miss_luckypony
- Siv Ngesi @sivngesi
- Christopher Jaftha @chrisjaftha



The campaign will be further amplified by our local retailers' most essential support, one of which have already confirmed the details of their partnership. We are very happy to announce that Food Lovers Market have committed their full support of this campaign and we are also busy finalising the participation of Shoprite Checkers SA.

Now all that is left to do is for you to make sure you capitalise on the resources made available to you by Dried Fruit South Africa. Click on the downloadable link to access a variety of user-friendly assets, created for you to be as big a part of Dried Fruit Month as you wish to be.

[Click here to download](#)

Share the artwork, brand your own content with the official campaign logo "Get real. Eat Dried Fruit" or simply reshare any of Dried Fruit South Africa's content on your own channels.

Let's make this a successful campaign for all involved in the category!



DriedFruitSA

AN INDUSTRY ALLIANCE

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