

## Fruit Tree



With a presence in over 20 countries around the world, F&N's well-loved brands enjoy market leadership in such categories as beer, dairy, soft drinks and beverages. Their popular main juice brand is Fruit Tree. There is also Fruit Tree Fresh – a pasteurised juice beverage with a Juice drinks range, a No Added Sugar range and a Collagen range.

### discover

The issue - Relevance. Fruit Tree Fresh needed to assert its appeal to today's consumers with their growing awareness of health and nutrition. With over 10 variants and a 'shelf-stable' pack that extends its retail distribution far beyond the chiller cabinet, the brand needed a stronger value proposition to justify its premium price over its competitors.

### develop

Our solution – For Fruit Tree Fresh, we focused on communicating the brand's 'freshness' through the idea of 'daily goodness'. This was realised with a new graphic device, and the prominent display of health benefits on pack. To take full advantage of the new structural packaging of Fruit Tree's PET bottle, we recommended replacing the pack's original half-size shrink-wrap with a full-size version, to show off the fruit for greater appetite appeal. Both the Fruit Tree and Fruit Tree Fresh brandmarks were given a modern update to appeal to a new generation of consumers.

### deliver

Sustainable impact – Fruit Tree Fresh was launched in June 2010 to highly positive reviews. Apple & Aloe Vera was a hit with consumers and quickly became No. 1 in Singapore\*. The brand is currently number two and three in the juice beverage category in Singapore and Malaysia respectively. Fruit Tree's continued growth reflects our 10-year relationship and on-going commitment to the brand.

\* Based on AC Nielson, MarketTrack Service, April 2010 – March 2011 in the Chilled Juice Drink segment.

