

## ePromos Helps Chiquita Drive Internal Buzz for a New Web Campaign with a Banana-Shaped, Logoed USB Drive

- **Challenge:** To find a word-of-mouth generating promotional product to fuel an internal campaign.

A finely honed internal promotion is just the ticket for generating corporate buzz and driving campaign results. For a case in point, we turn to the marquee Chiquita, with more than 26,000 employees and operations on six continents—and owner of the famous Miss Chiquita, who graces those ubiquitous blue labels on Chiquita brand bananas. When team Chiquita prepared to launch their new “Eat a Chiquita” campaign to promote the Chiquita brand—complete with a fun consumer Web site ([www.EataChiquita.com](http://www.EataChiquita.com)) and Facebook application ([http://apps.facebook.com/eat\\_a\\_chiquita](http://apps.facebook.com/eat_a_chiquita))—they knew they needed a promotion to quickly spread the word throughout the company and to entice employees to become involved in the effort.

Their idea was to give a free gift to the first 50 employees who downloaded the “Eat a Chiquita” Facebook application—but what sort of gift would clearly capture and convey the “coolness” of this campaign while incentivizing employees to get involved?

- **Solution:** Banana-shaped USB drive imprinted with blue Chiquita “sticker” and campaign web address.

That’s when team Chiquita turned to Account Executive Lonni Ornstein and ePromos’ extensive expertise in helping companies develop buzz-building internal promotions. Lonni recommended several new items that would match Chiquita’s criteria: they were seeking a fresh, funky, new product that would appeal to younger generations. And Lonni was not at all surprised by the team’s choice: a silicone, banana-shaped USB. Making the giveaway even more clever, the “banana” would be imprinted with a blue Miss Chiquita “sticker” on one side, and with the campaign Web address on the other.

- **Result:** Fun USB drives Chiquita staff (and suppliers!) “bananas”

Both the incentive and the campaign were complete successes. Fifty employees downloaded the application within the first few days, and the overall Facebook campaign met its numbers within the first four weeks. But that’s not all the Miss Chiquita banana-shaped USB campaign wrote: when sales representatives saw the uniquely Chiquita-branded product, they immediately clamored for their own to use as giveaways at the upcoming Produce Marketing Association Tradeshow, where, we also learned, the USBs drove suppliers “bananas” as well. The USBs ultimately made their way to Chiquita’s Cincinnati headquarters, where the word in the office was, “We love these! Where can we get more?” Due to the overwhelming response, team Chiquita plans to use the unique USB’s in many future campaigns, including campaigns in which audience-relevant content is preloaded into the USB drives.



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