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Case Study



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Client
Zespri SunGold

Title
From "Unlikely to Grow" to Unstoppable: How Zespri SunGold Became Crazy Effective in a Commodity-Driven Category

Category
A02 Food - Packaged and Fresh

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Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

Australians weren't avoiding fruit. They just had fruit tunnel vision.

In one of the country's most habitual categories - apples, bananas and citrus ("the ABCs") dominate, by a default born out of familiarity, availability and plain ole' routine purchasing behaviour.

Kiwifruit, sadly, sat outside of those routines.

Many Australians in fact assumed all kiwifruit tasted sour, struggled to differentiate between the gold and green varieties and, as a result, excluded Zespri SunGold Kiwifruit (ZSK) from the family fruit bowl. Before launch, analysis undertaken by Kantar labelled the Zespri brand "unlikely to grow" highlighting just how entrenched these ABC behaviours were. [1]

This paper tells the story of how ZSK escaped that trap; not by behaving like fruit at all, but by becoming household entertainment icons. At the centre of this strategy were the KiwiBrothers - a pair of singing, dancing kiwifruit that would change how the weekly fruit shop would be perceived.

Through songs, humour and distinctive creative, the **Crazy Tasty** platform transformed ZSK's surprisingly sweet taste into one of the most emotionally memorable assets in the category.

This strategy was built on a simple behavioural truth: if fruit purchasing is largely habitual, then growth depends on disrupting the ABC autopilot. Over five years, the platform transformed ZSK from an overlooked premium fruit into one of the category's strongest commercial growth stories.

Since launch:

- Penetration has increased 54.9% and frequency, 17.1%. [2]
- Brand Power has reached an all-time high. [3]
- Sales delivered 165.2% value sales growth, and the strongest calendar-year result in the brand's history. [4]

These results demonstrate that emotionally distinctive creative can do more than drive awareness. It can disrupt entrenched purchasing behaviour, justify premium pricing, and create disproportionate long-term growth, even in one of retail's most routine-driven categories.

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REFERENCES

[1] Kantar research, Zespri brand and creative tracking, 2020.
[2] Harvest to Home category sales data, 2021–2024; Zespri internal sales reporting, 2021–2024.
[3] Kantar research, Zespri brand and creative tracking, 2020–2024.
[4] Zespri COPA tray sales, 2020–2024.

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Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

BACKGROUND

Zespri is the world's largest marketer of kiwifruit, operating in more than 50 countries. In Australia, its primary focus is Zespri SunGold Kiwifruit (ZSK): a premium gold kiwifruit variety known for its sweet taste, golden flesh and great nutrition, with one serve delivering 100% of one's recommended daily vitamin C intake. [1]

Importantly, ZSK was not entering the market as a disruptive challenger with an entirely new behaviour attached to it. It was competing inside one of Australia's most habitual grocery categories - fresh fruit - where purchase decisions are overwhelmingly driven by routine, familiarity and availability. Despite strong product credentials, ZSK faced a significant growth problem.

In 2020, Kantar analysis labelled the brand "unlikely to grow". [2, see chart 2] Gold kiwifruit penetration lagged well behind more established fruit competitors, while awareness, salience and emotional meaning remained among the weakest in the fruit basket. At the same time, ZSK's premium pricing and seasonal nature created additional barriers to everyday purchase behaviour.

AUSTRALIANS STUCK ON FRUIT AUTOPILOT

Australians are frequent fruit consumers, with 95% eating fruit weekly or more. [3] But purchase behaviour was highly habitual. Apples, bananas and citrus predominated because they were familiar, affordable, available and deeply embedded in everyday household routines. Bananas reached 92% household penetration and apples, 87%, while gold kiwifruit sat substantially lower at 18%. [3]

The challenge therefore wasn't simply scale. It was routine. People rarely differentiated between green and gold kiwifruit, and many assumed all kiwifruit tasted sour, tart or inconsistent; clouding gold's sweeter taste profile. [2] These perceptions became a major barrier to trial, particularly among young families already defaulting toward the ABCs and familiar lunchbox staples. [2]

At the same time, ZSK carried several structural disadvantages:

- a limited seasonal window (April - Nov/Dec)
- premium pricing (3x the price of a Royal Gala apple) [4] [See chart 1]
- comparatively low awareness [2]
- and limited cultural familiarity versus everyday fruit staples.

In a category where consumers were largely operating on autopilot, ZSK was asking Australians to do something difficult: pay more, rethink existing perceptions and break deeply embedded purchase habits.

THE REAL GROWTH OPPORTUNITY

Importantly, the data revealed the problem was not rejection of fruit, it was emotional invisibility. Kantar identified "great taste" as the strongest driver of fruit predisposition and category power, while ZSK's greatest opportunity lay in building emotional meaning and distinctiveness beyond functional health credentials. [5] This became a critical unlock.

Rather than trying to win through rational nutrition messaging alone, ZSK had an opportunity to compete on emotional memorability, making healthy fruit feel more rewarding, distinctive and enjoyable. Young families emerged as the critical growth audience. They over-indexed on fruit consumption, drove the highest kiwifruit penetration levels, and were actively searching for healthier but more exciting snack options for their households. [1]

The challenge therefore became clear: How could ZSK break Australians out of fruit autopilot, overcome sourness misconceptions, and earn a meaningful place in everyday family fruit routines?

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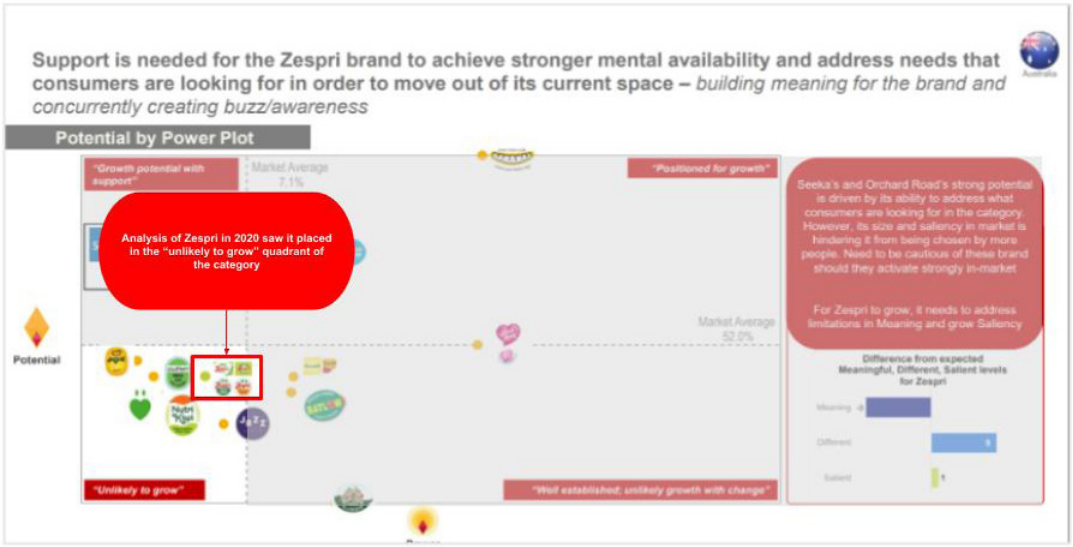
[1] Zespri product information and integrated communications brief.
[2] Kantar research, Zespri brand and creative tracking, 2020.
[3] Nielsen Homescan Shopper Panel, NZ Kiwifruit season, 2020–2024.
[4] Coles pricing audit, December 2024.
[5] Kantar research, Zespri brand and creative tracking, 2020.

STRATEGIC COMMS IMAGES.





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Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

BRAND OBJECTIVES

If Australians were defaulting to apples and bananas out of habit, ZSK first needed to become mentally available and emotionally distinctive enough to interrupt that routine. The campaign therefore aimed to increase:

- aided awareness from 44% to 50%, [1]
- Brand Power from 5.01% to 5.6%, [1]
- and strengthen associations with “great taste” and “surprisingly sweet”.

BEHAVIOURAL OBJECTIVES

The behavioural task was to break fruit autopilot and drive more Australians, particularly young families, to buy ZSK more regularly. The campaign would need to:

- increase penetration from 18% to 21.77%, [2]
- grow purchase frequency from 4.12 to 4.26 occasions, [2]
- increase spend per trip by 5%, [2]
- and drive stronger repeat purchasing among young families.

BUSINESS OBJECTIVES

This campaign needed to prove that a premium, seasonal fruit could justify its higher price point and still drive sustained commercial growth. We then had to:

- grow ZSK volume sales from 2.53M trays to 3.05M trays (+21%), [2]
- grow sales value from $48.9M at a minimum annual growth rate of +5%, [2]
- and move ZSK out of Kantar’s “unlikely to grow” quadrant through sustained long-term brand growth.

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[1] Kantar Australia Brand Tracking, 2020–2024.
[2] 2021 Season Objectives – Australia.

Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

CONNECTING WITH HEADS AND HEARTS

For ZSK to grow, the brand needed to solve a problem far deeper than simple awareness.

The category was defined by behavioural inertia—highly habitual, repetitive, and emotionally invisible. To win, our strategy had to reject traditionally functional product messaging and instead build an unapologetic entertainment platform capable of disrupting entrenched buying habits and establishing long-term emotional memorability.

THE REAL PROBLEM WASN'T THE COMPETITION. IT WAS HABIT.

Australians are frequent fruit consumers, with 95% buying weekly or more. [1] However, this purchasing was highly automated. Apples, bananas, and citrus dominated the family fruit bowl through sheer routine, familiarity, and effortless availability.

Worse, consumers failed to differentiate gold from green kiwifruit, carrying a default assumption that all kiwifruit was sour or difficult to eat due to the skin. Kantar explicitly labeled Zespri “unlikely to grow” due to weak levels of Meaning and Salience. [3]

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Worse, consumers failed to differentiate gold from green kiwifruit, carrying a default assumption that all kiwifruit was sour or difficult to eat due to the skin. Kantar explicitly labeled Zespri “unlikely to grow” due to weak levels of Meaning and Salience. [3]

The strategic imperative was clear: growth would not come from merely shouting about, say, vitamin-C levels. It required breaking the grocery autopilot by making ZSK emotionally impossible to ignore.

WHY YOUNG FAMILIES MATTERED

Young families represented our most vital commercial growth engine. They drove the highest volume in the category but were stuck in a loop of uninspired lunchbox defaults. [1]

Kantar data proved that "great taste" was the primary driver of fruit predisposition and category power. [4] This unlocked our strategic creative ambition: young families weren't looking for more health lectures; they were craving healthy food that felt rewarding, joyful, and culturally vibrant.

THE STRATEGY: EMOTIONAL THEATRICALITY TO BREAK FRUIT AUTOPILOT

Our strategy was to deploy high-impact, emotionally distinctive creative to transform ZSK from a seasonal impulse buy into a highly coveted household staple. We dramatised ZSK’s “surprisingly sweet” taste by trading the standard, clinical language of fresh produce for the high-energy playbook of pop culture—utilising music, humour, and theatricality.

Enter the KiwiBrothers: a pair of singing, dancing distinctive brand assets that turned a product attribute into a scalable entertainment franchise.

They unwound the category’s generic advertising codes, immediately reframing ZSK’s premium price point. Instead of an expensive luxury, ZSK became an emotional reward.

Kantar tracking later confirmed exceptionally strong awareness and creative recognition performance. [5] As the platform matured into 2024 and 2025, we scaled this creative ambition. Guided by channel effectiveness modelling, we evolved the strategy from a screen-based campaign into a multi-sensory ecosystem, expanding into audio (radio) to capture sonic real estate and transforming the shopper environment to intercept routines right at the supermarket shelf. [6]

GOING BEYOND TRADITIONAL MEDIA INTO BEHAVIOURAL UTILITY

To extend the messaging into culture, the strategy had to live beyond paid advertising. Research showed the daily school run was a primary battleground for parents we were targeting, with kids bombarded by roughly 2,800 junk food ads annually. That's 15 per trip. [7]

Instead of countering this with a dry health initiative, we extended the joyful, rebellious spirit of our creative into a real-world tool: **Healthier Ways**. This mobile-first navigation platform gamified the school journey, using live GPS and traffic data to help parents actively reroute around fast-food cues. (More on this below.)

By weaponising the platform's disruptive energy into a practical utility, we turned passive viewers into active behavioural participants, embedding Zespri into the daily family routine.

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[1] Nielsen Homescan Shopper Panel, 2020–2024.
[2] Nielsen Homescan Shopper Panel, NZ Kiwifruit season, 2020–2024.
[3] Kantar research, Zespri brand and creative tracking, 2020.
[4] Kantar research, Zespri brand and creative tracking, 2020.
[5] Kantar Australia Brand Tracking and Creative Diagnostics, 2020–2024.
[6] Kantar media channel effectiveness analysis, 2021–2024.
[7] SaxInstitute Journal, March 2020.

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Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

For the strategy to succeed, ZSK had to completely bypass the generic, passive codes of traditional fruit marketing. This wasn't a category starved for health information; it was a category in need of personality.

Our aim was to elevate a our proposition into an unforgettable, multi-year creative vehicle, sticky enough to derail grocery tunnel vision at scale.

TURNING SWEETNESS INTO POP-CULTURE THEATRE: MEET THE KIWIBROTHERS

The campaign came to life via the **KiwiBrothers**, transforming taste from a logical claim into an expressive, performative experience. Built as permanent, long-term distinctive assets, the characters maintained rigorous visual, musical, and behavioural consistency across seasons to maximise cumulative salience.

Rather than simply telling Australians that ZSK tasted excellent, the creative forced them to feel the joy of the product through infectious choreography and humour.

BUILDING MEMORY, NOT JUST REACH: DISTINCTIVE ASSETS BUILT TO COMPOUND

Across the platform, the characters retained a consistent identity, musical structure, and repeated "surprisingly sweet" cues. Kantar tracking proved the efficacy of this approach, demonstrating exceptionally strong awareness and creative recognition performance versus category norms. [1]

EVOLVING THE MIX: FROM VISUAL DOMINANCE TO MULTI-SENSORY BLITZ

While the platform launched with a heavy reliance on high-reach visual channel, linear TV, online video, and paid social, we recognised that sustaining growth required deeper, multi-sensory integration. Media analysis identified TV and in-store environments as the primary awareness drivers within the category, which we balanced with digital and social to compound entertainment value. [2] From this foundation, the channel mix evolved:

2021-23: Foundation: *High-reach screens (linear TV, OLV, social)*

2024-current: Extension: *Radio, immersive shopper, and earned-led behavioural utility*

- **The sonic leap:** We introduced highly targeted radio to the mix. This allowed us to unleash the full power of the KiwiBrothers' sonic branding. By translating their signature musicality to audio-only environments, we intercepted parents during key commute times, proving the characters could disrupt habits even without a screen.
- **Immersive shopper theatre:** Simultaneously, we radically up-weighted our retail presence. We moved away from standard point-of-sale displays and instead built immersive, high-impact retail theatre. This brought the vibrant energy of the "Crazy Tasty" universe directly onto the shop floor, creating a seamless psychological bridge from pop culture entertainment to the physical shopping trolley.

ENTERTAINMENT MEETS BEHAVIOURAL UTILITY: HEALTHIER WAYS

We bridged the gap between screen entertainment and real-world utility through **Healthier Ways**. Rather than treating this mobile-first navigation tool as a separate corporate social responsibility project, it was designed as the physical manifestation of the "Crazy Tasty" ethos.

The platform integrated GPS mapping, real-time outdoor ad locations, and smartphone compatibility with Apple CarPlay and Google Maps to give parents a fun, interactive way to dodge junk food environments. We supported this digital ecosystem with vibrant, pop-up experiential activations where families could interact with the KiwiBrothers in real life, taste samples, and collect healthy snacks. It transformed the brand from something families merely watched on TV into an active, helpful participant in their daily schedules.

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OPTIMISING A SUSTAINED FRANCHISE

An integrated media architecture ensured the KiwiBrothers were omnipresent across the entire consumer journey. By balancing high-impact mass awareness with sonic disruption on the radio, active digital utility via the app, and immersive theatre in-store, we created a self-reinforcing ecosystem.

Driven by continuous Kantar creative tracking, we fine-tuned media weights and creative executions each season. This delicate balance of creative freshness and asset consistency allowed the platform to scale seamlessly, ensuring ZSK remained top-of-mind and top-of-basket. [3]

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REFERENCES

[1] Kantar research, Zespri brand and creative tracking, 2020.
[2] Kantar Australia Brand Tracking and Creative Diagnostics, 2020–2024.
[3] Kantar media channel effectiveness analysis, 2021–2024.

Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

The "Crazy Tasty" platform was designed to do more than generate awareness. Its role was to disrupt entrenched fruit buying habits, make ZSK emotionally distinctive, and drive sustained commercial growth. Over five years, the platform transformed ZSK from a brand Kantar had previously labelled "unlikely to grow" into one of the category's strongest growth stories. [1]

MAKING ZSK IMPOSSIBLE TO IGNORE (BRAND RESULTS)

The campaign significantly increased both mental availability and emotional distinctiveness.

Since launch:
• aided awareness increased from 44% to 55.2%, exceeding the original 50% target [2]
• Brand Power reached an all time high [2]
• and "great taste" associations strengthened significantly, reinforcing ZSK's ownership of "surprisingly sweet". [3]

Kantar tracking also confirmed exceptionally strong campaign recognition and creative cut through versus category norms. [4] The cheekily provocative tone of Healthier Ways extended the platform's impact beyond paid advertising, generating:
• 20M earned reach
• 160 media hits
• more than $300,000 in earned media value
• and significant uplifts in brand preference (+92%), brand image (+209%) and consideration (+64%). [9]

BREAKING FRUIT AUTOPILOT (BEHAVIOURAL RESULTS)

The platform successfully changed purchasing behaviour, particularly among young families.

Since launch:
• penetration increased 54.9%, growing from 18.0 to 27.8 (v target of 21.77% [5]
• purchase frequency increased 17.1% [5]
• and spend per trip increased despite premium pricing pressures.

Importantly, growth came from increased household participation and repeat purchasing, not short-term promotional spikes.

Healthier Ways reinforced this shift by helping parents avoid junk food advertising and fast food restaurants during school journeys. The platform saw daily usage from more than 1,600 people, while 89% of users said they were more likely to purchase ZSK because of the initiative. [9]

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TURNING DISTINCTIVENESS INTO GROWTH (BUSINESS RESULTS)

This campaign needed to prove that emotionally distinctive creativity could drive disproportionate commercial growth in one of retail's most routine driven categories.

It did.

During the effectiveness period:
• ZSK delivered 165.2% value sales growth [6, see chart 3]
• achieved the highest calendar year sales result in the brand's history [6]
• exceeded original tray sales growth targets [7]
• volume grew by 112% [7]
• and strengthened its commercial position despite premium pricing and broader cost of living pressures.

Importantly, this growth was achieved while competing against entrenched category leaders like apples and bananas, which benefited from significantly higher household penetration, lower pricing and year round familiarity. [8]

FROM CAMPAIGN TO PLATFORM (LONG TERM EFFECTIVENESS)

Perhaps most importantly, "Crazy Tasty" evolved beyond a single campaign into a cumulative entertainment platform. Across multiple seasons, the KiwiBrothers became recurring memory structures strongly associated with ZSK's surprisingly sweet taste and emotional positioning, while Healthier Ways showed the platform could extend beyond communications into healthier family routines.

Together, these initiatives transformed ZSK from a premium fruit brand people overlooked into a more memorable, meaningful and behaviourally relevant part of Australian family life, reflected in a markedly stronger funnel data (see chart 4). In a category built on routine, ZSK didn't just grow market share. It changed how Australians remembered, chose and interacted with the brand.

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[1] Kantar research, Zespri brand and creative tracking, 2020.
[2] Kantar Australia Brand Tracking, 2020–2024.
[3] Kantar research, Zespri brand and creative tracking, 2020–2024.
[4] Kantar Australia Creative Diagnostics, 2021–2024.
[5] Harvest to Home category sales data, 2021–2024; Zespri internal sales reporting, 2021–2024.
[6] Zespri COPA tray sales and value sales reporting, 2020–2024.
[7] 2021 Season Objectives – Australia.
[8] Nielsen Homescan Shopper Panel, NZ Kiwifruit season, 2020–2024.
[9] Healthier Ways campaign submission and effectiveness reporting, agency data, 2024.

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CHARTS/IMAGES SUPPORTING CAMPAIGN SUCCESS

Chart 3: Value sales growth.

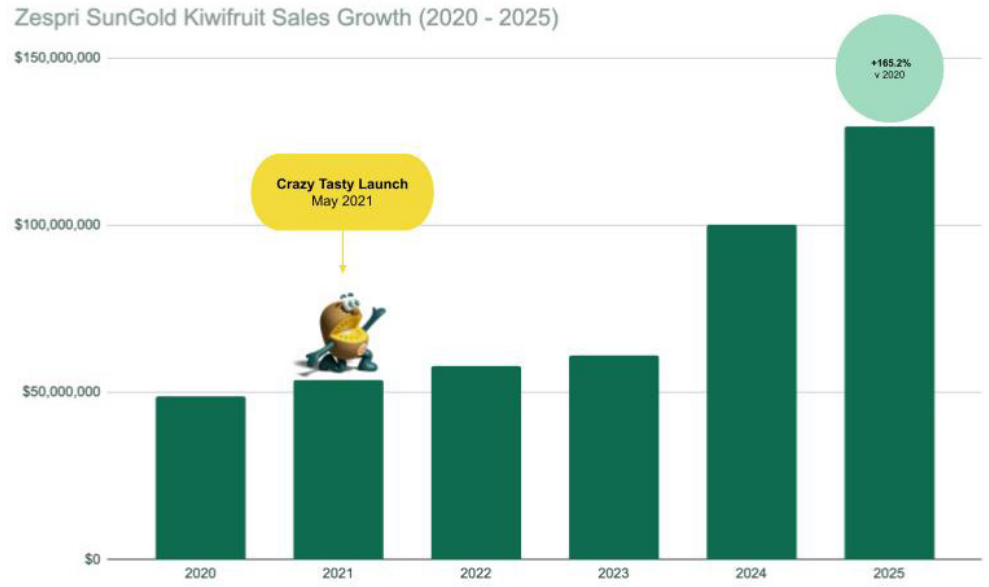
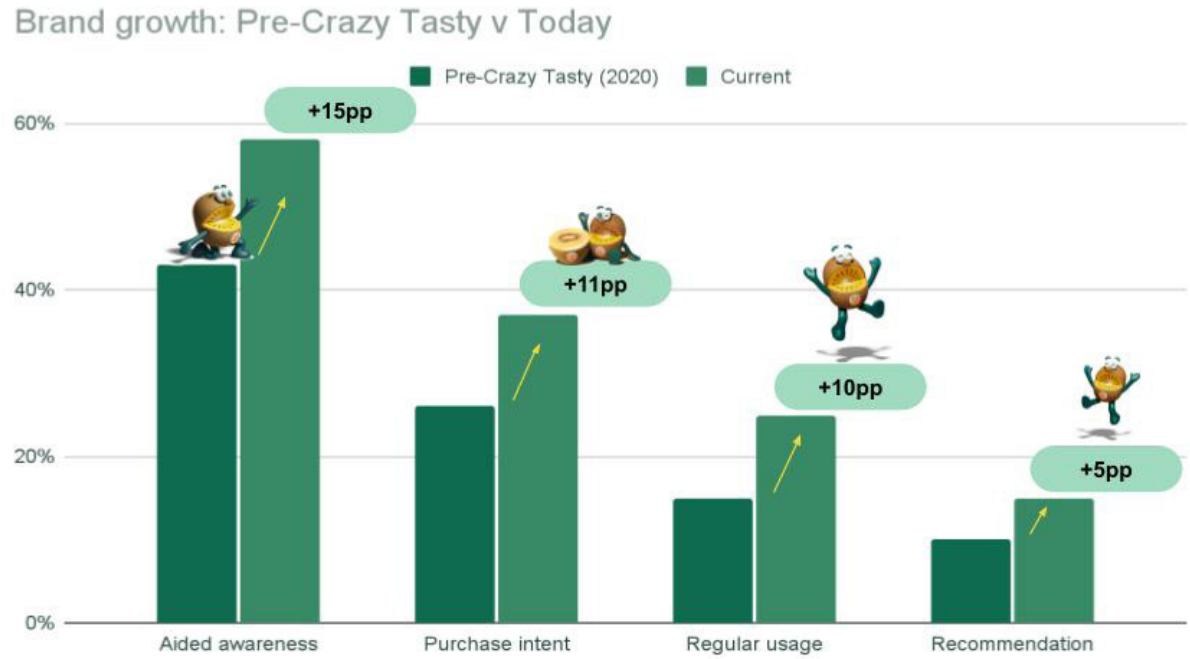


Chart 4: Brand growth across the funnel.



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Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

"Crazy Tasty" was never intended to be a short-term awareness campaign. It was built as a long-term growth platform designed to increase penetration, frequency and commercial value by making Zespri emotionally distinctive within a highly habitual category. [1]

The investment delivered strongly against that ambition. Across the effectiveness period, the campaign generated:

- $153.6M in incremental revenue,
- a 17.33% profit margin,
- and an ROI of 3.8 against a total campaign investment of $6.7M. [2]

Importantly, these returns were achieved in one of grocery's most routine-driven categories, where entrenched purchasing behaviour, premium pricing and low salience historically constrained growth. Rather than relying on short-term discounting or promotional spikes, the platform created commercial return by increasing the emotional memorability of the brand and strengthening long-term mental availability. Kantar tracking showed significant increases in awareness, Brand Power and "great taste" associations throughout the campaign period. [4]

That distinction matters. Crazy Tasty transformed ZSK from an overlooked premium fruit into a more emotionally rewarding, recognisable and repeatedly chosen brand contributing to:

- 54.9% penetration growth,
- 17.1% frequency growth,
- and record calendar-year sales performance. [5]

Critically, this growth was achieved despite premium pricing pressures and broader cost-of-living conditions impacting Australian grocery behaviour during the effectiveness period. [6] The result was more than efficient advertising. It was proof that emotionally distinctive creativity can generate disproportionate commercial growth even in one of retail's most habitual categories.

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REFERENCES

[1] Kantar research, Zespri brand and creative tracking, 2020.
[2] Zespri ROI and campaign effectiveness modelling, 2020–2024.
[3] Nielsen Homescan Shopper Panel, NZ Kiwifruit season, 2020–2024.
[4] Kantar Australia Brand Tracking, 2020–2024.
[5] Harvest to Home category sales data, 2021–2024; Zespri internal sales reporting, 2021–2024.
[6] Nielsen Homescan Shopper Panel and Australian grocery pricing analysis, 2023–2024.

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Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

Zespri's growth cannot be explained by pricing changes, category expansion or favourable market conditions alone. If anything, the brand grew against the odds.

GROWTH DESPITE PREMIUM PRICING

Zespri did not rely on aggressive discounting to drive performance. Pricing increased by approximately 5% annually across the effectiveness period to offset inflation and support sustainable grower returns. [1] Despite these higher prices, penetration, frequency and value sales all increased significantly demonstrating that growth was driven by stronger brand demand rather than short-term price mechanics. [2]

GROWTH BEYOND THE CATEGORY

The broader fruit category did not experience comparable growth during the effectiveness period. ZSK outperformed total fruit value sales growth by 17.99 percentage points. [3, see chart 5] Nor was this simply "all kiwifruit growing." In the latest year of the effectiveness period:

- ZSK value sales increased 42.5% year-on-year,
- versus 14.2% for competing kiwifruit brands. [4]

Volume growth reinforced the same story:

- ZSK volume increased 44.1%,
- versus 23.1% for the kiwifruit category overall. [4]

Consumers were purchasing materially more ZSK volume not simply paying more for inflation-impacted trays.

GROWTH DESPITE ENTRENCHED COMPETITION

Competitive pressure also remained strong throughout the campaign period. Category leaders like apples and bananas continued to benefit from substantially higher household penetration, lower pricing and deeply embedded purchasing habits. [5] At the same time, category share of voice remained broadly stable, with no major decline in competitor activity that could reasonably explain ZSK's disproportionate growth. [6]

GROWTH DURING COST OF LIVING PRESSURE

The platform also succeeded during a period of increasing cost-of-living pressure across Australia. Consumer sentiment data consistently showed Australians felt financially constrained, with rising grocery prices identified as a major concern. [7] This mattered because ZSK is a premium-priced fruit competing in a highly habitual grocery category. Under those conditions, consumers would typically be expected to default toward cheaper and more familiar options not trade up into premium seasonal fruit. Yet ZSK still delivered record penetration, frequency and sales growth. The results point to one conclusion: "Crazy Tasty" succeeded because emotionally distinctive creativity made Australians think and choose differently.

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[1] Zespri internal pricing data, 2020–2024.
[2] Harvest to Home category sales data, 2021–2024; Zespri internal sales reporting, 2021–2024.
[3] Nielsen Homescan Shopper Panel and category growth analysis, 2021–2024.
[4] Zespri and category kiwifruit sales comparison, latest fiscal year reporting.
[5] Nielsen Homescan Shopper Panel, NZ Kiwifruit season, 2020–2024.
[6] Media agency category spend tracking, 2021–2024.
[7] Australian consumer sentiment and cost-of-living tracking, 2023–2024.

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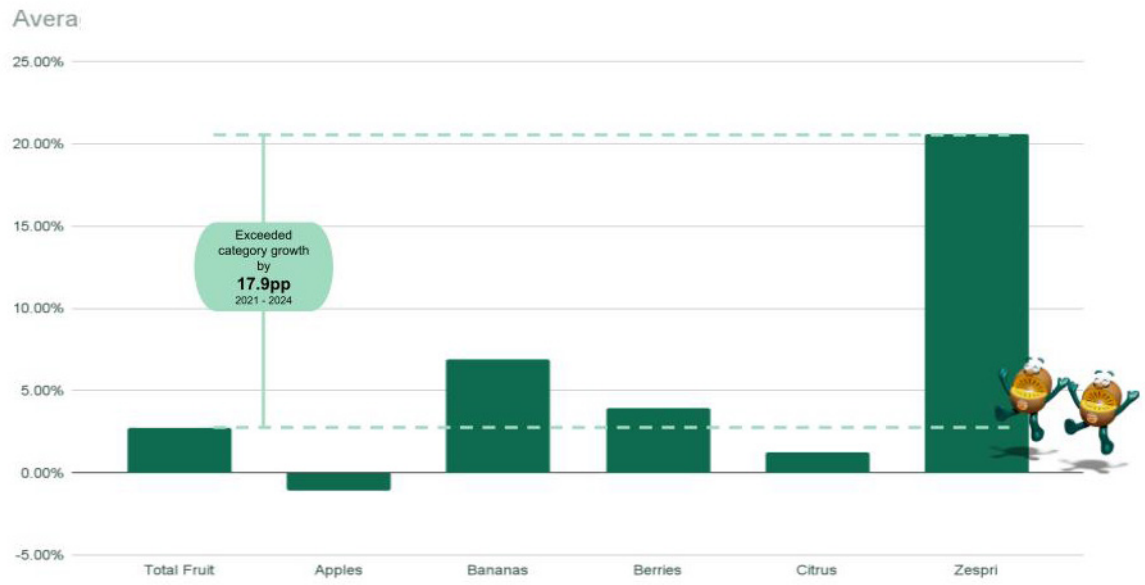
SUPPORTING CHARTS DEMONSTRATING THE RESULT WAS NOT DUE TO OTHER FACTORS

Chart 5: ZSK's value sales growth has significantly outpaced its competitors.



Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

> Budget is less

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

> Brand budget is more

Q11. MEDIA BUDGET ELABORATION

> During the course of the Crazy Tasty, from 2021 - 2025, the brand has spent AU$5.6M in media, or roughly AU$1.1M per year. This is all paid media, with minimal amounts invest to include the advertising on our website.
>
> While this is above some of our competitors, it is also far behind others. Aussie Apples, for example, spent more than double Zespri in 2024. (Source: Media agency, competitive tracking, 2023 – 2024.)

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Q12. DESCRIBE OWNED MEDIA ACTIVITY

> Zespri maintains a corporate website, where Crazy Tasty is covered, and further product information is contained.
>
> Packaging also features our Zespri KiwiBrothers, images of which are provided in the Creative Materials.

Q13. OUTLINE ANY SPONSORSHIPS

> n/a

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

> Radio
>
> Digital Mktg. – Social: Paid
>
> Digital Mktg. – Video Ads
>
> Digital Mktg. – Influencers
>
> OOH – Billboards
>
> TV
>
> Packaging & Product Design
>
> Earned-led activation
>
> Digital utility

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