

Tru-Cape wants consumers to #staytruetotrucape and go on a #trucapequest

Tru-Cape Fruit launched a new campaign aimed at encouraging consumers to find its apples and pears in stores. Given the effects of the drought, the South African horticulture sector is currently experiencing a more than 20% drop in apple and pear production year-on-year.

This, in turn, impacts the number of apples and pears in supermarkets. Thus, the campaign asks that customers search for the fruit in stores and photograph themselves with the fruit and share the find with the hashtag #staytruetotrucape and #trucapequest on social media.

Tru-Cape commissioned interactive agency Red Cherry to create a new television commercial and digital campaign to raise awareness. The campaign intrinsics will be entrenched through in-store tastings in 50 supermarkets including Checkers, Food Lover's Markets, and selected Spar stores and grocers.

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