

Brutal Fruit's fruition of four fantasies



VWV recently completed a consumer brand activation campaign for Brutal Fruit. With just four weeks to plan and three months of live execution time, VWV launched the campaign with a call-to-action using radio (Metro and 5fm) to position Brutal Fruit as the brand that would help fulfill the fantasies of its key target market: women between the ages of 18 and 27.

Within the three-month campaign over 3614 users registered on the web site set up for the promotion; in excess of 1501 fantasies were submitted; 1 300 invited guests arrived at the fruition party and in the end, four fantasies were fulfilled.

In keeping with the Brutal Fruit credentials of 100% fruit, the unlikely option of The Johannesburg Fresh Produce Market was the venue of choice. Never an agency to select a standard conference room for an experiential event, VWV went out on a limb and booked this venue, which never before had been used for such an exercise.

Room 1 - The Beach Room:

Designed like a beach front, bare-chested men walked around serving exotic food and drinks. Sanza, the Yfm DJ was the celebrity chef and he prepared incredible meals in front of the ladies.

Room 2 - The Decadence Room:

A Roman Emperor environment was recreated and men in classic Roman attire offered up massages for the women, spoiling and completely catering to their needs. Decadent displays lined the room one of which was marshmallow towers dipped in chocolate.

Room 3 - The Pimp Room:

A number of different celebrities, including Bad Boy T were in the third room that was set up as a New York-style loft

apartment, where guests could relax and have their photograph taken with the VIP celebs. In this case, it was the women who were the pimps.

Room 4 - The Secret Room:

At about 10:00pm, all guests were escorted into a room which unknown to the ladies, was the venue to be used for the reveal and launch of the new Brutal Fruit variant, Lavacious Lemon. Eight dancers holding pieces of a puzzle put on a slick performance that ended with the reveal of a 2metre high Lavacious Lemon bottle. Other performances were delivered by HHP and Glen Lewis to name but a few.

The campaign culminated with the announcement and delivery of four fantasies. The first fantasy realised was a fully-paid for island trip to Thailand for one week, with five friends and boyfriend. The second fantasy winner wanted to meet pop-artist Ntando. Brutal Fruit had this young winner flown up from PE to JHB (which incidentally was her first flight on an airplane) for a dinner with Ntando and an evening of serenading. But not before she had undergone a full make-over. The third fantasy winner just wanted to shop and spend as much money as possible. And so with a budget of R20 000.00 to blow at Sandton City this winner bought shoes, clothes, and hand bags and her mission was accomplished in just three-hours.

The fourth fantasy was a surprise that was only announced at the fruition party. Aptly dubbed 'Sex in the City' the final fantasy was a fully-paid for shopping excursion to New York in November.

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