

**April 2006**

## **Dole's Fruity Campaign**

Dole Packaged Foods Europe is making its advertising debut in the UK, with a national, heavyweight-advertising campaign to support its line of ambient potted desserts. Spearheaded by a major 6-sheet poster campaign at cinemas and supermarkets, the campaign will extend to national press advertising in key women's interest titles.

Aimed at driving Dole brand awareness, the £1.5 million campaign will launch at the end of April with a second burst planned later in the summer. The three creative executions, which target busy mums aged 30-45, offer a fun, light-hearted approach to healthier snacking, which mirrors Dole's brand personality.

"It's an exciting time for the Dole brand as we head into the summer seasonal opportunity," says Andy Coult, Director of Sales, Dole Packaged Foods Europe. "Dole is the fastest growing brand in the ambient dessert category and we are showing our commitment to driving the brand and the category forward by investing in major above the line activity."

"Our new strapline, 'Fruit, the way you like it' will appeal to busy mums who want to give their families healthier, convenient options but won't compromise on taste. Dole has broadened the brand appeal with its launch of Fruit Parfait, which is a more indulgent, adult dessert. Our aim is to continue to bring new consumers to Dole, as well as supporting those already loyal to the brand."

A strong sampling and PR programme will support Dole's above the line campaign.

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