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## New branding exercise for Chiquita



Banana brand's summer sticker campaign calls on consumers to take part in ten different fitness challenges

**M**ore than 200m Chiquita-branded bananas will sport one of ten specially created stickers this month as the company makes a play for health- and fitness-conscious consumers.

Each of the coloured labels, which incorporate Chiquita's distinctive blue logo, will suggest a short physical exercise designed to be "fun and easy".

At the same time, Chiquita hopes to remind the public that bananas can form an important part of any healthy diet and routine.

For the whole of July, in fact, the group will encourage people to complete a variety of fitness challenges, including completing 15 push-ups, a one-minute plank, ten minutes of mindfulness and more.

According to Chiquita, the challenges can be done alone or with friends, and are designed to be easy enough for all fitness levels.

"At Chiquita, we wanted to launch a new sticker series that would remind our fans that fitness can be fun and easy with

the right tools in hand," said Jamie Postell, director of North America sales.

"We're proud to deliver a superfruit packed with vitamins and nutrients that can help our fans achieve their fitness goals in a fun and engaging way."

Fans are also encouraged to share their fitness activities via social media, using the hashtag #ChiquitaChallenge.