

Britain's favourite fresh produce magazine since 1895



By Carl Collen

Friday 25th October 2019, 14:26 GMT

Fyffes up for marketing award

Fit squad initiative is shortlisted for IMC European marketing prize



Fyffes' bid to fight childhood obesity through its Fit Squad initiative has gained recognition, with the Ireland-based fresh produce group named as one of 62 finalists shortlisted from seven countries for this year's IMC European Awards for Integrated Marketing Communications.

All winners in their national competitions, the finalists were selected by a panel of almost 40 leading industry professionals across Europe, followed by a jury of Integrated Marketing Communications

Council members in Brussels, with the overall winners announced in December.

Earlier this year, Fyffes Fit Squad was awarded the top honour for 'Best Use of Experiential Marketing Within A Budget of €30,000' at the annual APMC Awards, hosted by the representative body for organisations involved in the promotional marketing industry in Ireland.

Developed by Titan Experience – in conjunction with Irish health and fitness expert Tom Dalton – the

main purpose of each unique 40 minute Fit Squad session is to demonstrate to young people in schools and clubs throughout the country how they can increase their physical activity.

Since its inception last year, Fyffes Fit Squad initiative has visited some 145 schools and seen over 14,000 children participate in 290 interactive sessions across 29 counties throughout Ireland.