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Fruitbox: Keep calm and carry on communicating



Chiquita's Barbara Galli explains how the brand is adjusting its advertising strategy amid the Covid-19 crisis

The latest episode of Fruitbox available now, features an exclusive interview with Barbara Galli, global marketing and communication lead at Chiquita Brands International.

Recorded down the line from Italy, the conversation reveals how one of the world's most famous consumer brands has had to engineer a complete change of marketing and communication strategy in just a few weeks following the escalation of the coronavirus pandemic.

From a campaign geared up to outdoor pursuits, fitness and summer enjoyment, Galli explains, the company has had to repurpose and refashion its original plans to reflect the new reality of consumer life under lockdown – even going as far as sending its iconic Miss Chiquita character home for the duration.

Hosted by Chris White in London, Fruitbox was launched in March 2020

and already thousands of listeners from across the global fruit and vegetable business are tuning in twice a week to hear its keynote interviews and expert analysis. Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

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