

Wonderful Citrus - 360 Degree Seasonal Marketing Campaign

Campaign Name: Peel the Moment

Campaign Overview

- Product Focus: Halo Mandarins
- Season: Winter Peak (November to February)
- Primary Objective: Increase retail velocity per location by 12 percent
- Marketing Objective: Increase engagement to 5 percent and grow email list by 10 percent

Strategic Insight

Parents want convenient, healthy snacks that feel joyful rather than forced. Halo mandarins deliver a simple, mess-free moment of positivity.

Integrated Marketing Components

- Retail Activation: Interactive endcap displays with QR codes driving coupons and recipes
- Social Media Strategy: Instagram, TikTok, Pinterest content across lunch hacks, recipes, UGC, and nutrition education
- Influencer Partnerships: 10 micro-family creators delivering reels, stories, and giveaways
- Email Funnel: Lead magnet PDF with automated 4-email nurture sequence
- Paid Media Mix: Meta (40%), TikTok (30%), Retail co-op (20%), Pinterest (10%)

Measurement and Reporting

- Primary KPIs: Retail velocity lift, cost per acquisition, engagement rate, email growth
- Secondary KPIs: Influencer CPM, UGC volume, coupon redemption rate
- Reporting Cadence: Weekly paid review, bi-weekly retail sync, end-of-season ROI analysis

Value-Add Initiative

Peel and Win Sweepstakes: On-pack QR entry system driving first-party data capture and repeat purchase behavior.

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