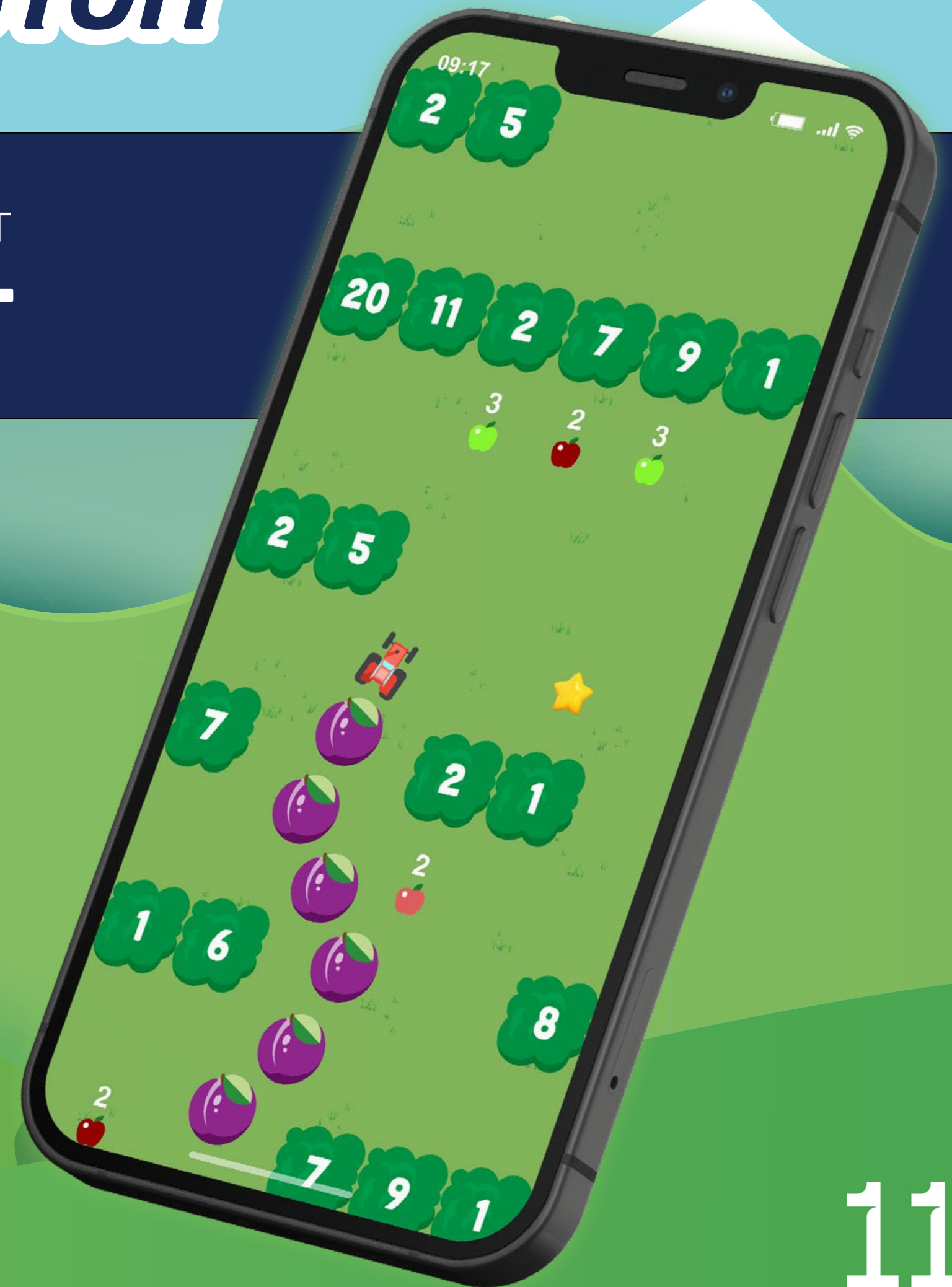




PICK DUTOIT
FROOOT



11&1

CAMPAIGN CONCEPT



Carrying on from last year's successful Pick Dutoit campaign.

We have asked the question, what goes well with Apples?

Well, more Apples!

Young and old, we are always on our cellphones.

So, let's bring Dutoit to the people by creating an online game that can be enjoyed by all.



ON-PACK

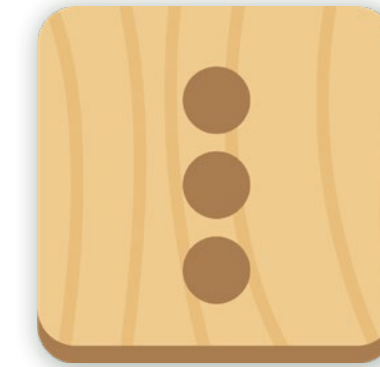
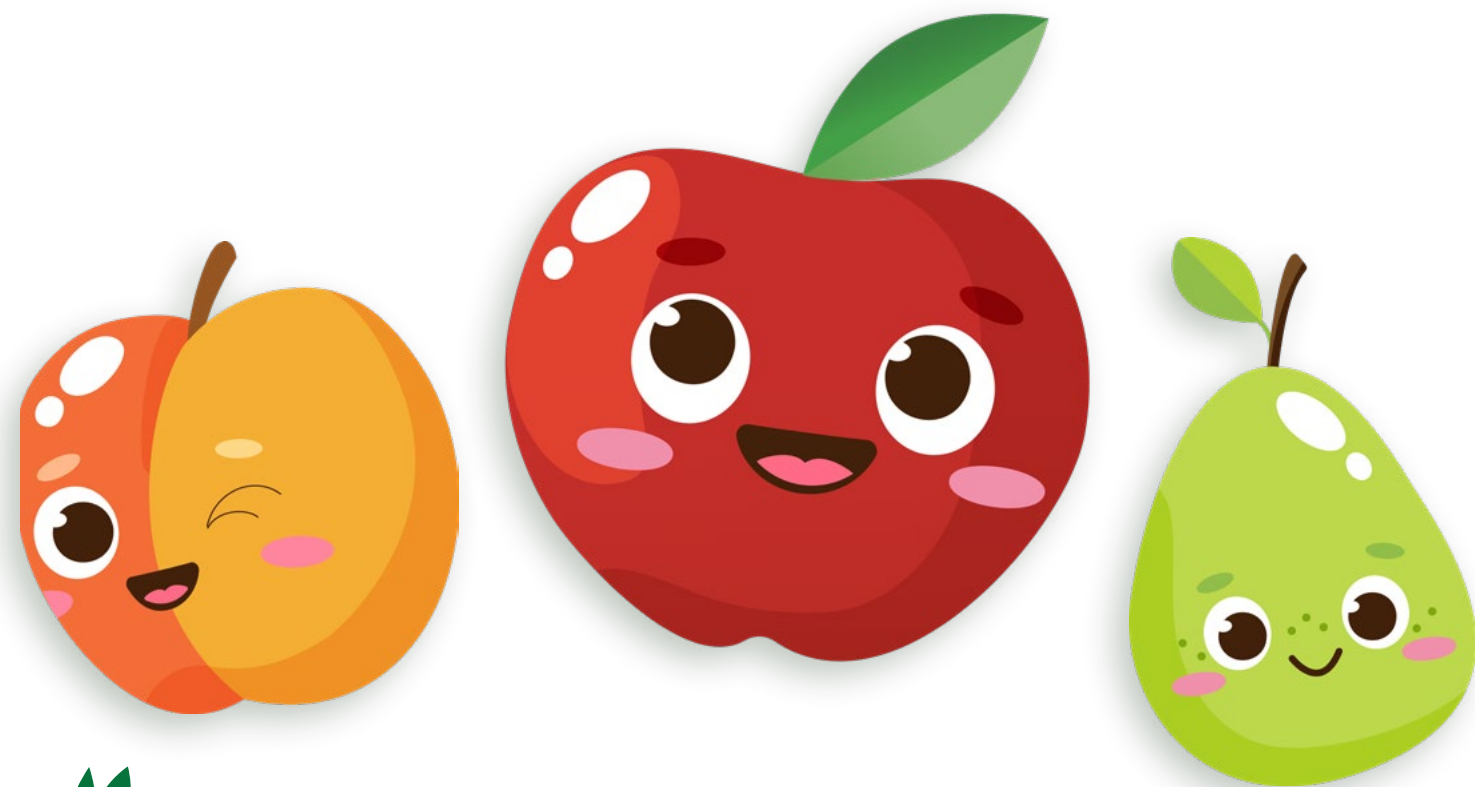
Sticker placed on the Dutoit & Pick 'n Pay Apple bags.
Scan the QR code to enter the game.



GAMIFICATION

What better way to interact with the Dutoit, then collecting apples and winning prizes?

Put your gaming skills to the test with FROOOT.

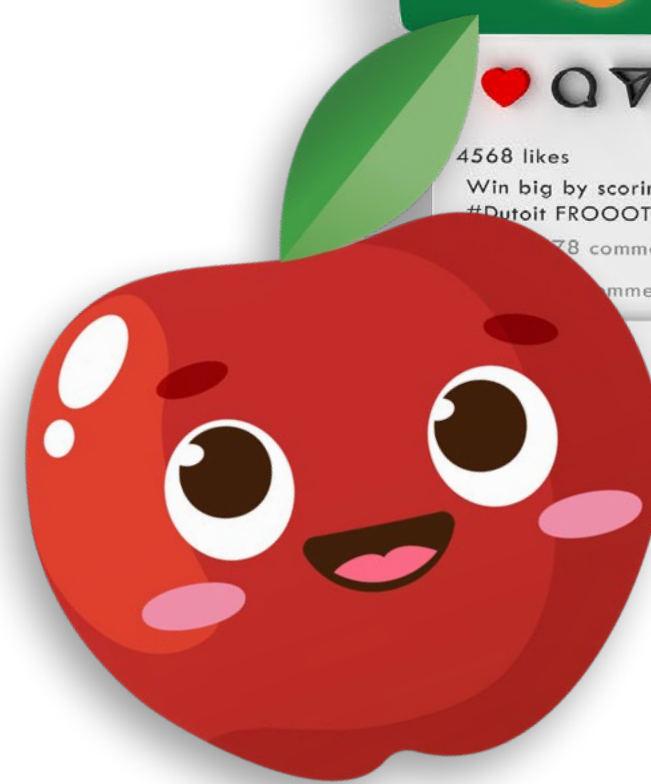
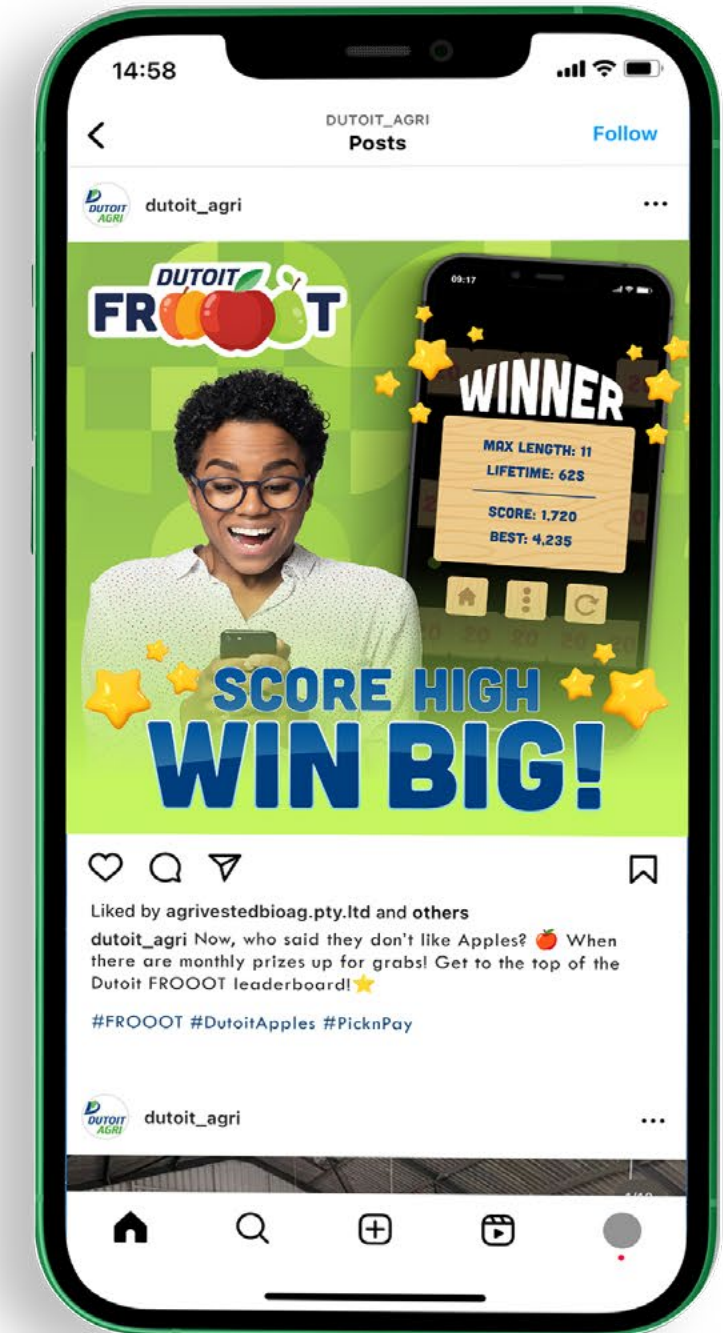
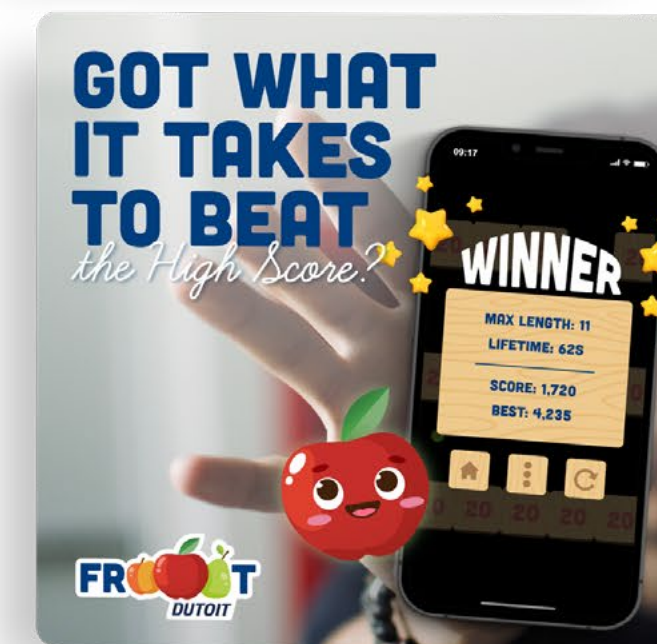
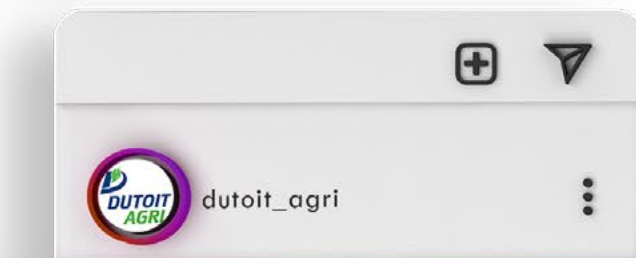


DIGITAL CAMPAIGN | SOCIAL MEDIA

Social media posts leading customers to buy more apples, score high and win big!

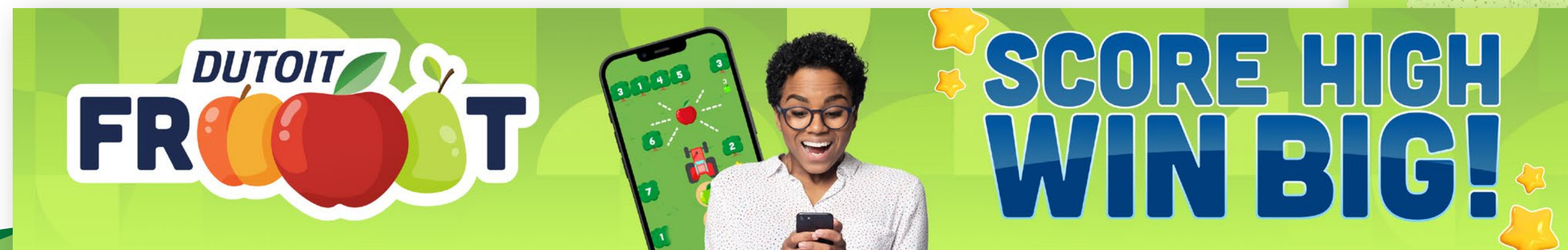
Win Pick n Pay vouchers by playing the most epic game ever to hit the fresh produce aisle!

Keep an eye on Dutoit Agri Facebook & Instagram.



DIGITAL CAMPAIGN | PROGRAMMATIC

Leading customers to buy more apples, score high and win big!
Win Pick n Pay vouchers by playing the most epic game ever
to hit the fresh produce aisle!



MICRO SITE

Create a profile and start playing #Dutoit FROOT.
Keep your eye on that leaderboard!

<https://comp.dutoitagri.co.za/>

play now
SCORE HIGH, WIN BIG!

LEADERBOARD

RANK	NAME	SCORE
1	GRANNY SMITH	190 983
2	GRANNY JOHNSON	143 009
3	SPIRO APPLE	100 890
4	VITAMIN CERRICK	80 009
5	PHILIP PEACH	40 890
6	AUNTIE APPLE	32 000
7	REBECCA RASPBERRY	20 876
8	TENELLE TANGERINE	26 086
9	TRISTIN TOMATO	24 980
10	UNCLE CUCUMBER	23 094
11	WALTER MELON	16 362

HOW IT WORKS
Win Right Scored a chance to win weekly & monthly prizes with Dutoit by getting high scores.

- Weekly Prize of R200
- Monthly Food Hampers Prizes of R1 500
- Grand Prize - Apple Store Gift card worth R15 000

Winners will be chosen by their score from the week.
T's & C's apply.

PLAY ▶

SCORE HIGH WIN BIG!

DUTOIT FROOT

PLAY ▶

Winners will be picked monthly with one lucky Grand Prize Winner.

[www.dutoitagri.co.za/competitions](https://comp.dutoitagri.co.za/competitions)

DUTOIT

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