A close-up photograph of several fresh blueberries. The berries are covered in small, clear water droplets, giving them a glistening appearance. The background is dark and out of focus, making the blueberries stand out. The text is overlaid on the image in a clean, white, sans-serif font.

BC BLUEBERRIES AGM PROMOTIONAL UPDATE

December 10, 2020



A Collaboration of Leading Agencies

Social T. (Earned Social Media)

- Amplifying brand stories for 9+ years
- Improves how businesses interact and share online
- Connected to lifestyle and food influencers

Town Hall Brands (Public Relations)

- 23 years of creating & marketing brands
- Ideas and connections
- Knows how to get brands in the news

Spring (Creative Development)

- Multi-award-winning strategy and creative agency
- 14 years of breakthrough results for clients of all sizes and verticals

Hallamedia & Digital Punch (Paid Social & Media)

- 20+ years of strategic media planning and execution in all forms of media advertising - television, radio, digital, print, out-of-home, place based etc.
- Google Ad, social media advertising and Google Analytics experts.



Key Communications Message

“Get powered by nature year-round with BC blueberries.”

All communications for the 2020 blueberry season embodied the essence of this key message, bringing it to life through social media, PR, advertising, marketing and events. Building on the momentum of ‘Powered by nature’, this phase of the BC blueberries brand continued to explore all of the exciting ways consumers can be ‘Powered by nature’ year-round:

- **Every** BC blueberry field, bush and berry is powered by nature – How they’re grown, sustainability, BC’s spectacular nature
- It’s **easy** to be powered by nature – Recipes & versatility of use, where to find them, make them a household staple
- **You** are powered by nature – Superfood health benefits, nutrition, delicious taste
- Get powered by nature **year-round** – Fresh or frozen



2020 Communications Overview

	April	May	June	July	August	September	October	November	December
Public Relations									
Social Media									
Go Blue Campaign				July 15 - August 3					
Fresh Campaign				July 13 - August 23					
Frozen Campaign		Covid Response Campaign May 5 - 27					October 26 - December 6		



BC BLUEBERRIES PR & Social Media Overview

April to October 2020



PUBLIC RELATIONS

PR OVERVIEW

Three main themes:

- **Covid & Crisis Communication**
- **Earned Media**
- **Collaborations**



No one could have predicted the year 2020 would become.



BC blueberries
Powered by nature.



**COVID & CRISIS
COMMUNICATIONS**

ISSUES MANAGEMENT

THE · GEORGIA
Straight
VANCOUVER'S NEWS & ENTERTAINMENT WEEKLY

COVID-19: B.C. blueberry growers are feeling the squeeze caused by the global pandemic

On the bright side, demand for juicy, local berries remains strong



Author: Gail Johnson

Mainstream media is *very* interested in these topics, many ongoing:

- COVID-19 & IMPACTS
- POOR WEATHER AND HARVEST
- US TRADE CHALLENGE

We responded in each case.



BC blueberries
Powered by nature.

ISSUES MANAGEMENT

THE VANCOUVER SUN

Too busy to worry: COVID-19 forces B.C. farmers to adapt
B.C. farmers are accustomed to dealing with floods, drought and pestilence. COVID-19 is something new.



- COVID-19 & IMPACTS
- POOR WEATHER AND HARVEST



BC blueberries
Powered by nature.

ISSUES MANAGEMENT

NATIONAL POST

- James McCarten -

After dairy and metals, U.S. trade hawks setting sights on foreign berries, produce



- US TRADE CHALLENGE



BC blueberries
Powered by nature.

ISSUES MANAGEMENT & CRISIS RESPONSE

**YOUR ACTIONS
PROTECT EVERYONE**



**We know that COVID-19 is a
serious life threatening illness,**

COVID-19 IN BC

A highlight:

PR team arranged for BC Provincial Health officer Dr. Bonnie Henry & team to announce safety around eating fresh fruit, after a COVID-19 outbreak at a packing house.



BC blueberries
Powered by nature.

SOME OF THE BREADTH OF COVERAGE



NATIONAL POST

The Province

BUSINESS VANCOUVER

THE VANCOUVER SUN

ORCHARD & VINE



Fresh Plaza



CBCRADIOONE

CTV NEWS

TORONTO STAR

ALDERGROVE Star



MISSION RECORD

The Agassiz & Harrison Observer

SURREY NOW Leader

CLOVERDALE Reporter

The Hope Standard

NORTH DELTA REPORTER

Langley Advance

MAPLE RIDGE & PITT MEADOWS THE NEWS



BC blueberries
Powered by nature.

A close-up photograph of several blueberries. The berries are dark blue and have a fine, bumpy texture. Some berries are covered in small, clear water droplets, giving them a fresh appearance. One berry in the upper right is particularly prominent, showing a small, irregular hole or indentation in its skin. The background is dark and out of focus, making the blueberries stand out. Overlaid on the left side of the image is the text "EARNED MEDIA" in a bold, white, sans-serif font.

EARNED MEDIA

EARNED MEDIA

EAT

LOCAL FOOD + CULTURE



Author Denise Marchessault

HIGHLIGHTED TOPICS:

- Recipes, recipes, recipes!
- U Pick Farms
- Facts on BC Blueberries
- Frozen berries and their uses



BC blueberries
Powered by nature.

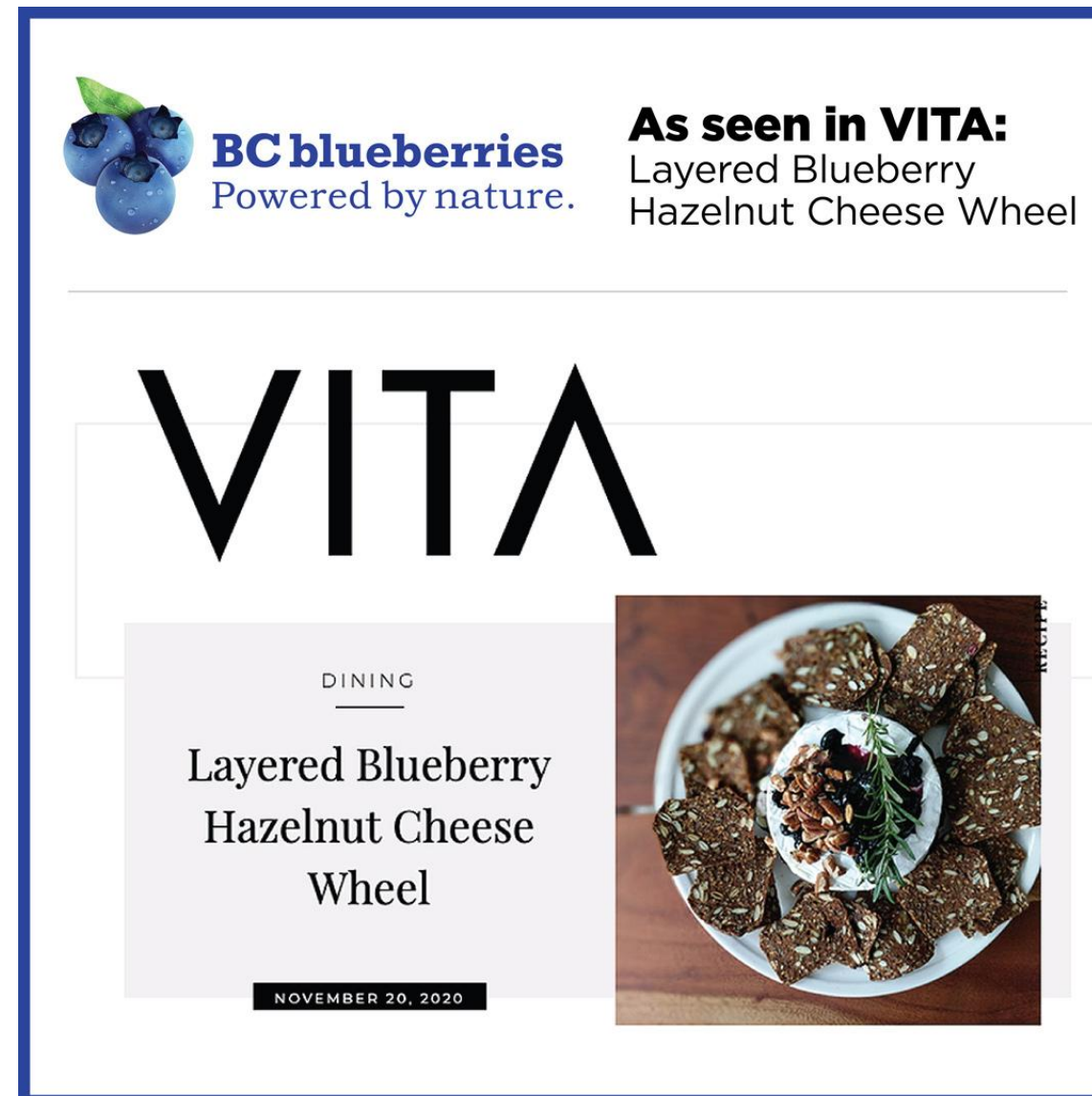
HIGHLIGHTS

CBC **Our Vancouver**

Enjoy B.C. blueberries year round in frozen form



Gloria Macarenko

A snippet from the VITA magazine website. At the top left is the BC blueberries logo with the tagline "Powered by nature." To the right, it says "As seen in VITA: Layered Blueberry Hazelnut Cheese Wheel". The word "VITA" is prominently displayed in the center. Below it, the text "DINING" is underlined, followed by "Layered Blueberry Hazelnut Cheese Wheel". A date tag "NOVEMBER 20, 2020" is at the bottom left. On the right is a photograph of the layered blueberry hazelnut cheese wheel on a white plate, garnished with fresh herbs.

BC Living

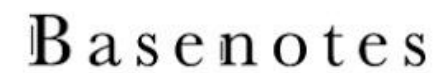


Just in time for autumn, snuggle up with these cozy fall favourites

Author: Janine Verreault



MORE EARNED MEDIA HIGHLIGHTS



CBCRADIOONE



RADIO-CANADA
TÉLÉVISION



BC blueberries
Powered by nature.

AGRICULTURE MINISTER & BC BLUEBERRY DAY

BC Blueberry Day!

- Official naming of July 15 as Blueberry Day in BC
- Acquired support from the BC Minister of Agriculture's office
- Minister Popham made a video encouraging British Columbians to support BC blueberry farmers



BC blueberries
Powered by nature.

BC BLUEBERRIES COLLABORATIONS

HIGHLIGHTED COLLABORATIONS:

- White Spot & Triple O's
- We Heart Local
- Ampersand Gin
- Julie Van Rosendal - Dinner With Julie
- Well Seasoned/Angie Quaale - Cooking Live
- Michael Varga - CBC TV
- Bremner Juice
- Callister Soda



BC blueberries
Powered by nature.



SOCIAL MEDIA

FACEBOOK

- Total Following: 7,761 followers
- Growth since October 2019: 5%
- Avg # of Video Views: 2k views

PINTEREST

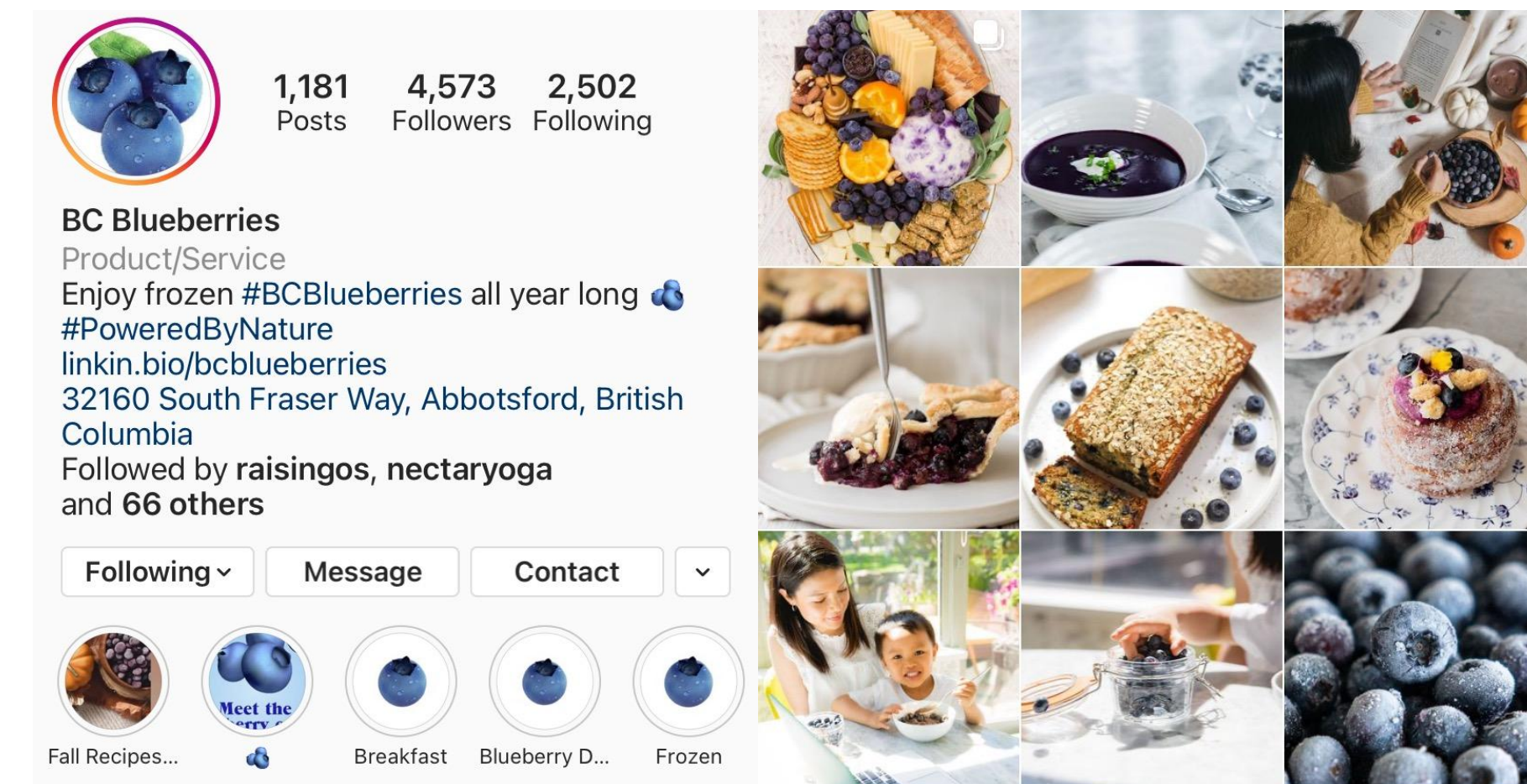
- Total Following: 198 followers
- Growth since October 2019: 90%
- Avg Monthly Viewers: 85k viewers

INSTAGRAM

- Total Following: 4,573 followers
- Growth since October 2019: 68%
- Avg # of Story Views: 118 views



BC Blueberries
bcblueberry.com · @bcblueberries · Celebrate fresh #BCBlueberries season from now until mid-September!
198 followers · 113 following
79.6k monthly viewers



'LIVE' EVENTS

AUGUST 2020: U-PICK

The goal of this event is to do a last-call for u-pick blueberries and educate our audience on post-harvest activities and plans for the fall.

- Birak Berry Farms
- Sandhu Farms
- Boundary Bay Farms
- Surrey Farms

SEPTEMBER 2020: FARMERS MARKETS

The goal of this event is to do a last-call for fresh blueberries and educate our audience on "buying local".

- Krause Berry Farms & Estate Winery
- Port Coquitlam Farmers' Market



BC blueberries
Powered by nature.

CONTESTS


ICE CREAM GIVEAWAY

La Glace, Umaluma, Uno Gelato, Welcome Parlour

- 1,300+ entries



 **bcblueberries** • Follow
All Scream For Ice Cream

 **bcblueberries** We all dream of BC Blueberries ice cream 🍷

Every Friday from now to September 4th, we've teamed up with local creameries @laglaceicecream, @umalumagelato, @unogelato.yvr, and @welcomeparlour to give away blueberry flavoured pints!

To enter, all you have to do is...

- 1 Like this post
- 2 Tag 3 friends you'd share the frozen treats with (unlimited entries)
- 3 Follow @bcblueberries, @laglacecream, @umalumagelato, @unogelato.yvr and @welcomeparlour


BLUEBERRY BLITZ

Abbotsford Rotary Clubs

- 450+ entries



 **bcblueberries** • Follow
Giveaway

 **bcblueberries** **CONTEST NOW CLOSED**

Fall for frozen #BCBlueberries 🍷 We've teamed up with @fvblueberryblitz to give away a 10lb box of premium bluebs from Berryhill Foods!

This Blueberry Sale & Fundraiser for local charities is supported by the Rotary Clubs of Abbotsford. Pre-purchase 10lb boxes of frozen blueberries for \$25 or purchase day-of for \$30. Get your berries in our bio link 🔗

HOW TO ENTER:

- 1 Like this post



BC blueberries
Powered by nature.



NEWSLETTER

NEWSLETTERS

- Over 9,000 subscribers (up from 1,200 this time last year)

The News on Blues, April 2020 [View this email in your browser](#)



Growers & Processors Remain Essential



We know the world is in an uncertain place right now. The [#BCblueberries](#) growers and packer/processors are here to bring Canadians a healthy and secure food source.

Did you know? In 2019, local fields produced more than 190 million pounds of these blue gems. Now more than ever, Canadians need secure food sources, and the blueberry industry is part of the solution.

[Read More](#)

The News on Blues, August 2020 [View this email in your browser](#)



Last Call for Fresh BC Blueberries



Fresh blueberry season is still upon us, so make the most of these last few weeks! From now until mid-September, visit a local farm and fill your fridge with fresh [#BCblueberries](#) - don't forget to freeze some to enjoy all year round! [❤️](#)

[Find Farms Near You](#)

The News on Blues, October 2020 [View this email in your browser](#)



'Muffin' Compares to Blueberry-Inspired Sweets [❤️](#)



October 14th is National Dessert Day, so we've put together five of our favourite recipes to indulge in, all of which feature frozen BC Blueberries. From healthy treats to indulgent dishes, these berries add the perfect natural sweetness to any dessert. Try one of the fall-inspired recipes below to celebrate this delicious day!

[Get the Recipes](#)



GO BLUE BC

GO BLUE BC

A virtual event to celebrate the fresh blueberry season.



Calling All Blueberry Lovers!

Celebrate fresh [#BCBlueberries](#) from now until mid-September with the BC Blueberry Council's first VIRTUAL blueberry-themed platform: [#GoBlueBC](#).

Explore the site for delicious recipes, interactive videos and bushels full of family fun!

Go
Blue
British Columbia



BC blueberries
Powered by nature.



**GO BLUE BC
PR & SOCIAL MEDIA
OVERVIEW**

PR & DIGITAL OVERVIEW

PR

- Secured White Spot as major campaign partner
- Signed on 25 restaurants for campaign participation
- Organized TV appearances for our partners
- Samples and branded materials issued to 50 media and influencers
- Acquired official 'Go Blue BC' digital ambassadors garnered significant social media coverage.
- Go Blue BC was covered by 67 different outlets, including blogs, websites, and radio stations.

All in, the activities created buzz, organic interactions, and increased support for BC's fresh blueberry season.

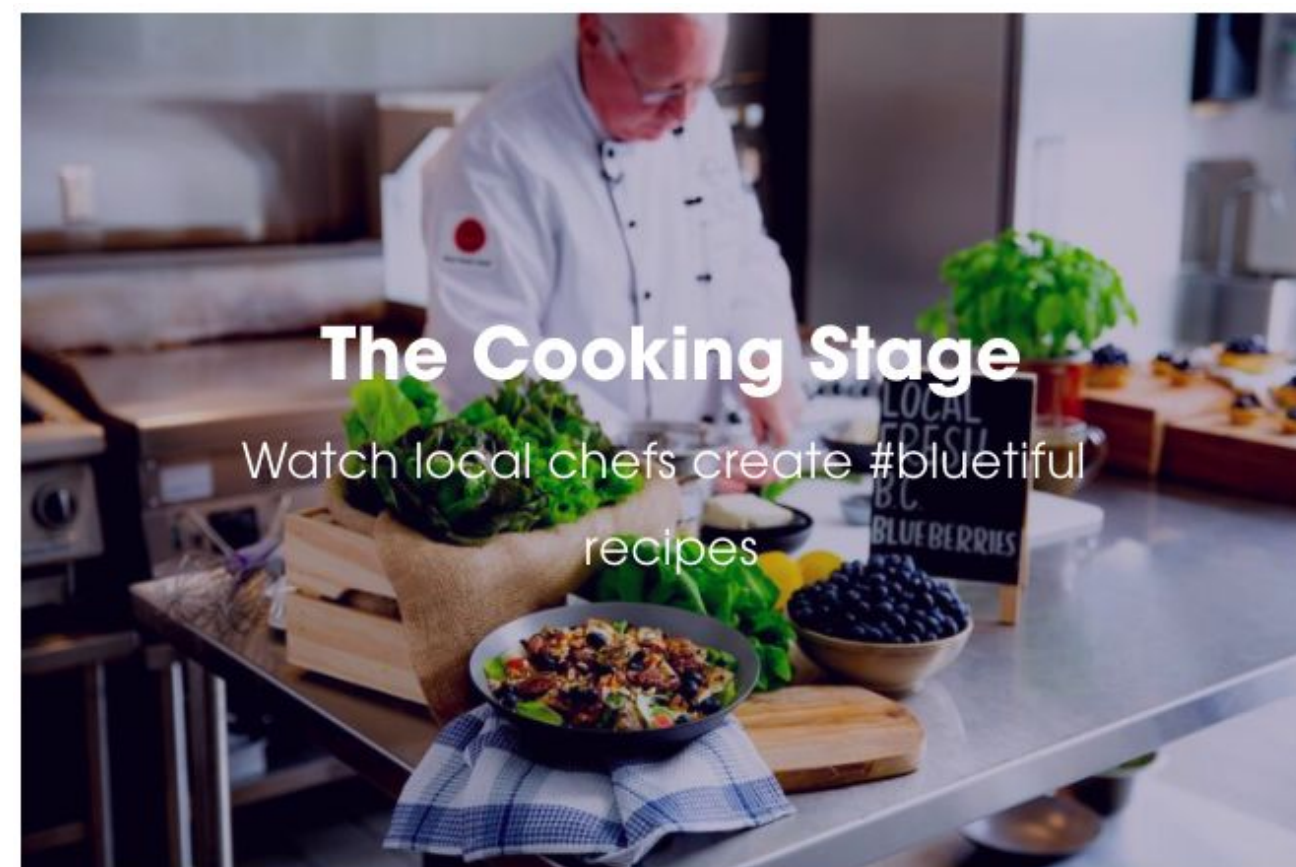
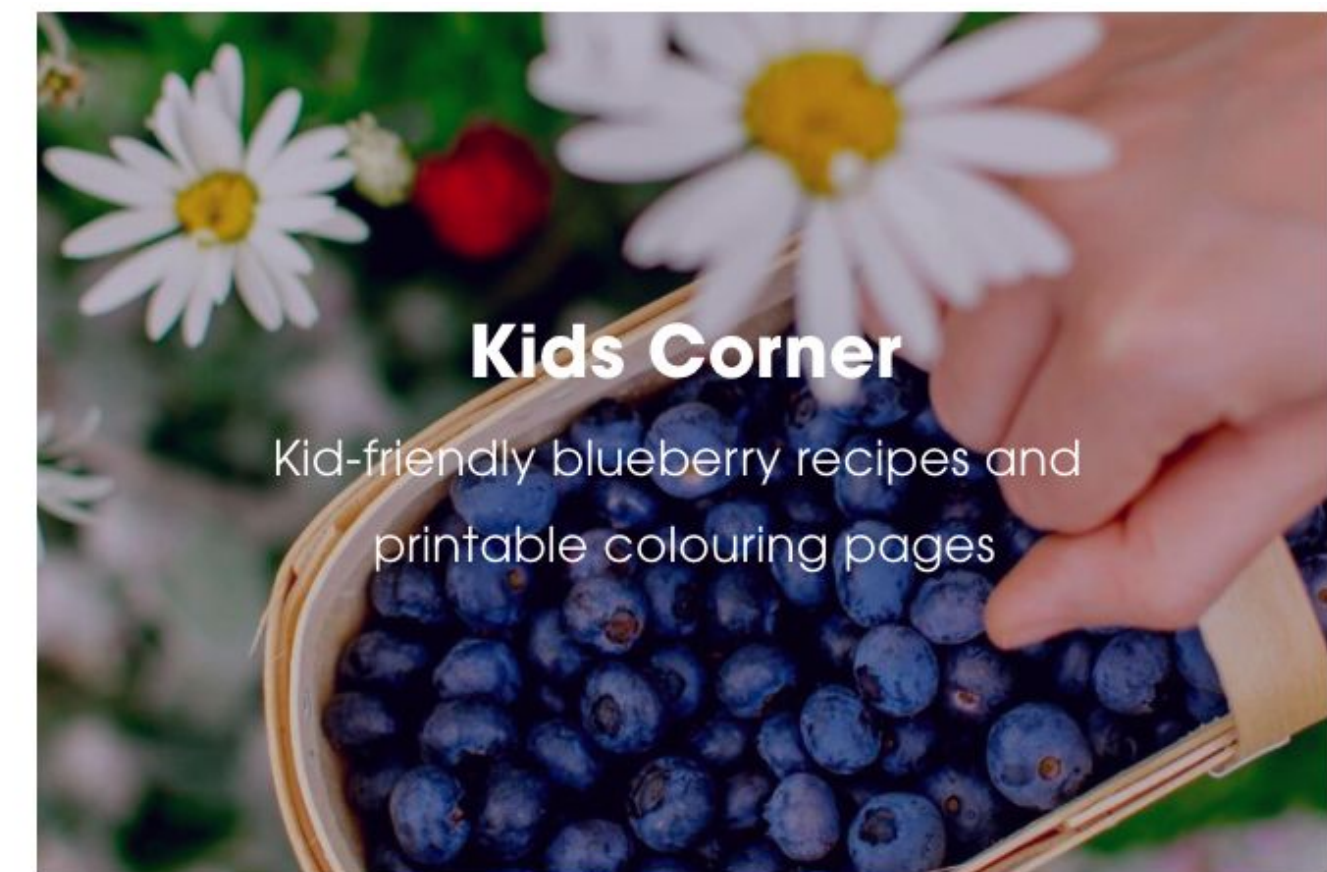
SOCIAL MEDIA

- Created the Go Blue BC website and hosted the \$1000 grand prize contest, sponsored by White Spot and Triple O's.
- Grew the @bcblueberries social following by 11% and garnered 5,800 profile impressions.



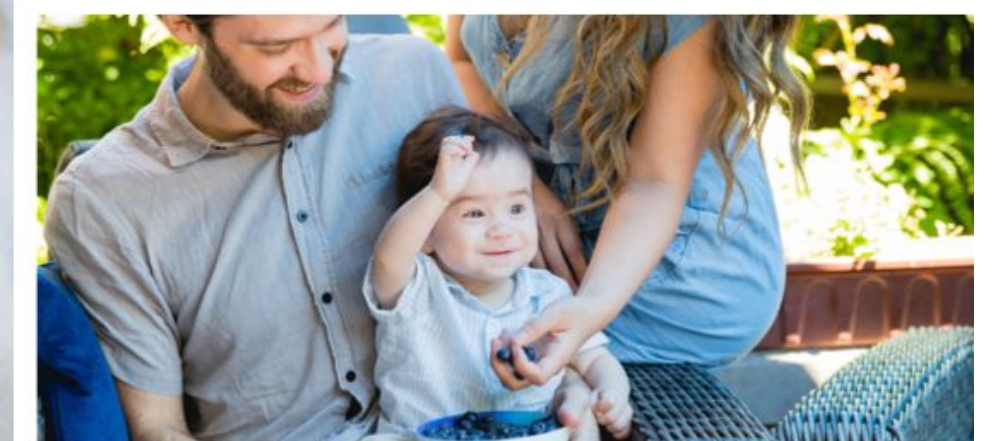
WEBSITE

- 18,000+ total visits
 - 13,000 paid and 5,000 organic
- 37,000+ pageviews



PHOTOGRAPHY

- Chefs & Fresh BC Blueberry Recipes
- U-Pick
- Families & BC Blueberries



VIDEOGRAPHY

4 Grower Interviews

- 17,000+ views



4 Chef Recipes

- 15,000+ views



CONTESTS

#GOBLUEBC CONTEST



Win \$1,000 in Gift Cards

CONTEST IS NOW CLOSED

Enter the #GoBlueBC Contest for a chance to win blueberry-themed prize packs and a grand prize, graciously sponsored by White Spot and Triple O's.

Your local favourites have joined forces to provide one lucky winner with \$1,000 in gift cards!



Grand Prize

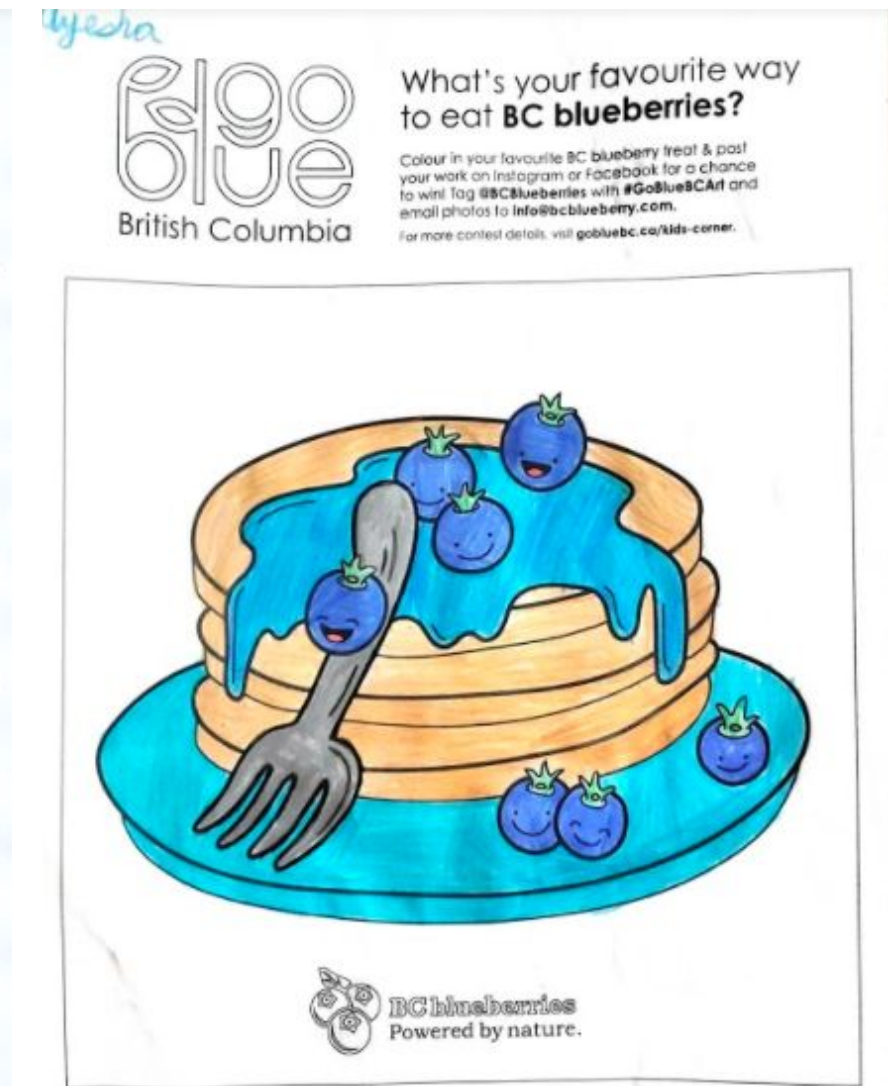
\$1,000 in Combined Gift Cards, Sponsored by White Spot and Triple O's
(\$750 White Spot Gift Card + \$250 Triple O's Gift Card)



Additional Prizes

Five (5) BC Blueberry Fresh Packs
(Each valued at approximately \$50)

#GOBLUEBC ART CONTEST



BC blueberries
Powered by nature.

AMBASSADORS



yvr_foodguy • Follow
River District Vancouver

yvr_foodguy I nearly forgot about the blueberry ice cream!!
 Nothing better than home made vanilla bean and blueberry ice cream on a hot summer day! I used fresh berries from @didar_berry_farm and some of my blueberry sauce swirled in! Is sooooo good!
 The @bcblueberries "Go Blue BC" virtual even now til August 3rd. Visit www.GoBlueBC.ca for a chance to win \$1000 in gift cards from White Spot and Triple O's
 #GoBlueBC #BCBlueberries #poweredbynature



glamouraspirit • Follow
Paid partnership with bcblueberries
Birak Berry Farms

glamouraspirit Happy Long Weekend Monday! Today is also the last day of the @bcblueberries virtual event and the last day to enter to win \$1000 gift card from @whitespot_restaurants and @tripleosrestaurant so if you haven't done that yet I highly recommend you do. At White Spot they also have an amazing blueberry tart that I am obsessed with so make sure you go check out their blueberry menu! Even though the virtual event is coming to an end the BC blueberry season is still going strong so make sure you go support your local blueberry farmers and create some fabulous dishes to



maryinvancity • Follow
Paid partnership with bcblueberries

maryinvancity We love going blueberry picking every summer. Did you know that from July through September, @bcblueberries are hand-picked and machine-harvested by farmers who've been perfecting their craft for generations? From the field to your table, you can expect a top quality product. Learn more about your farmers by clicking on the link on my bio, and don't forget to enter their contest for a chance to win \$1,000 in @whitespot_restaurants gifts cards!

maryinvancity #bcblueberry #bcblueberries #gobbluebc #bcfarmfresh #bcfarms



avatozoe • Follow
Vancouver, British Columbia

avatozoe These two little blueberry connoisseurs want to remind you that tomorrow August 3rd is your last chance to the @bcblueberries #GoBlueBCContest! Contest closes at 11:59 PM PST. Head over to the link in profile to learn more .

Enter for a chance to win blueberry-themed prize packs and a grand prize of \$1,000 in @whitespot_restaurants and @tripleosrestaurant gift cards!

Head over to gobbluebc.ca to enter, find out where you can go picking berries and more delicious blueberry recipes, if they even last that long.

Do you prefer to pick the blueberries or



ilikeherstylevancouver • Follow
Langley, British Columbia

ilikeherstylevancouver [THE PARTY'S STILL ROLLIN] • @bcblueberries virtual celebration is live through to the end of this BC Day long weekend. If you haven't yet had the chance to visit gobbluebc.ca to enter to win ah-mazing prizes, I'm gonna make it extra simple for ya!

I'm sharing a swipe up in today's stories where you can enter faster than it takes to pop a delicious blueberry! hehe

Have you entered the #gobbluebc contest yet? (Swipe up in my stories)



athenasangulo • Follow
Paid partnership with bcblueberries
Surrey, British Columbia

athenasangulo Who else is having fun at our local farms picking up @bcblueberries ? You still have time to enter to win \$1K gift cards from @whitespot_restaurants and @tripleosrestaurant check out the amazing recipes and family fun clicking on the link of my bio! #bcblueberries #gobbluebc #gobbluebccontest

elmundodeeli Neta que cool todo lo que haceees, amo que estás Tan enrolada con Canadá





**GO BLUE BC
PAID MEDIA OVERVIEW**

PAID CAMPAIGN OVERVIEW

Objectives:

- Drive awareness of the virtual event using the contest as the main traffic driver
- Drive as much traffic as possible to the contest website

Timing: July 15 – August 3, 2020 (BC Blueberry Day - BC Day)

Market Coverage: BC

Key Success Metrics: Impressions/Reach/Clicks

Paid Media Tactics: Television (BC1 News), Digital Display Ads, Social Media Ads, Google Ads



DIGITAL



TELEVISION



SOCIAL



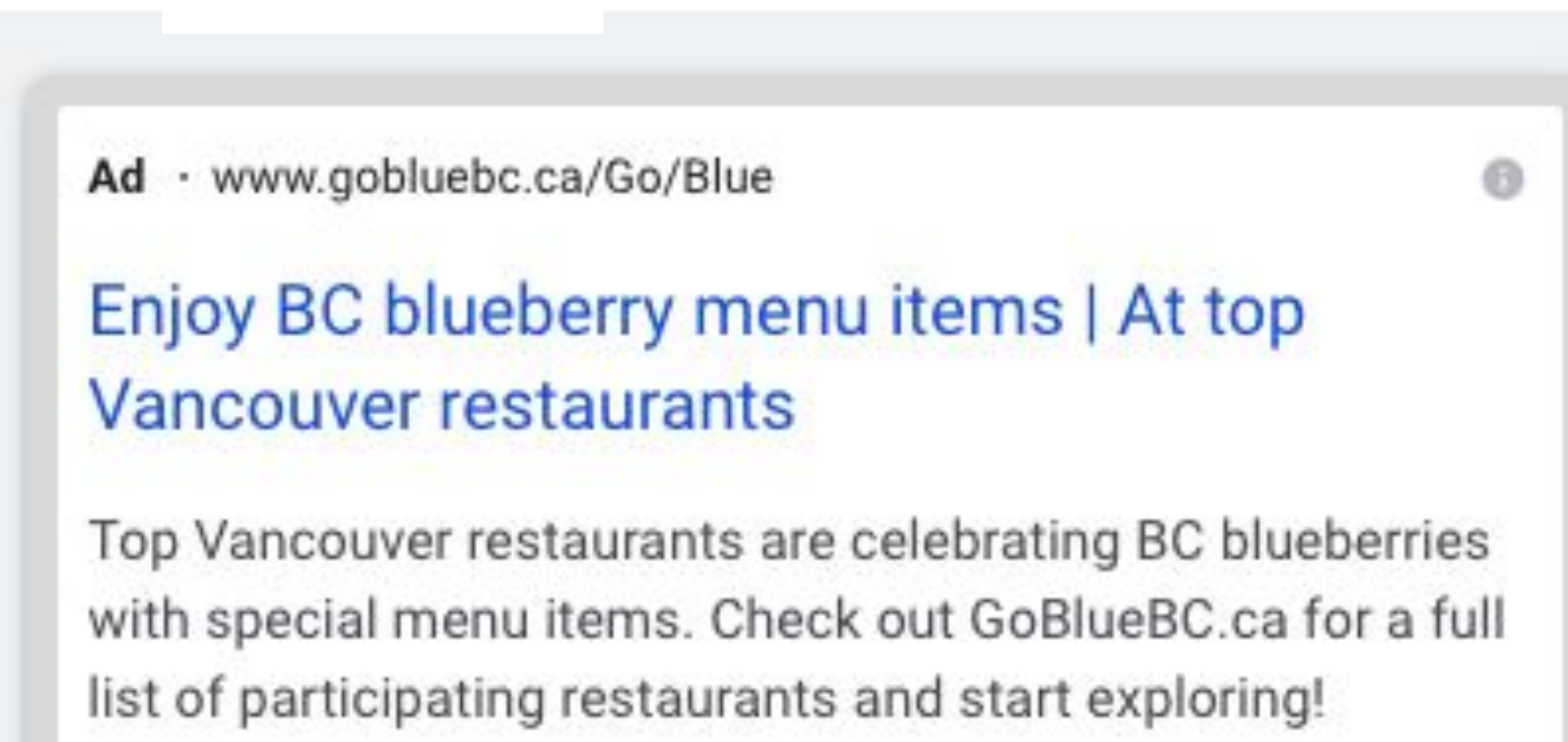
BC blueberries
Powered by nature.

PAID CAMPAIGN RESULTS

- 3,908,523 Impressions
- Click-through rate 2-3x Industry Standard
- 13,073 clicks to website



Google Ads

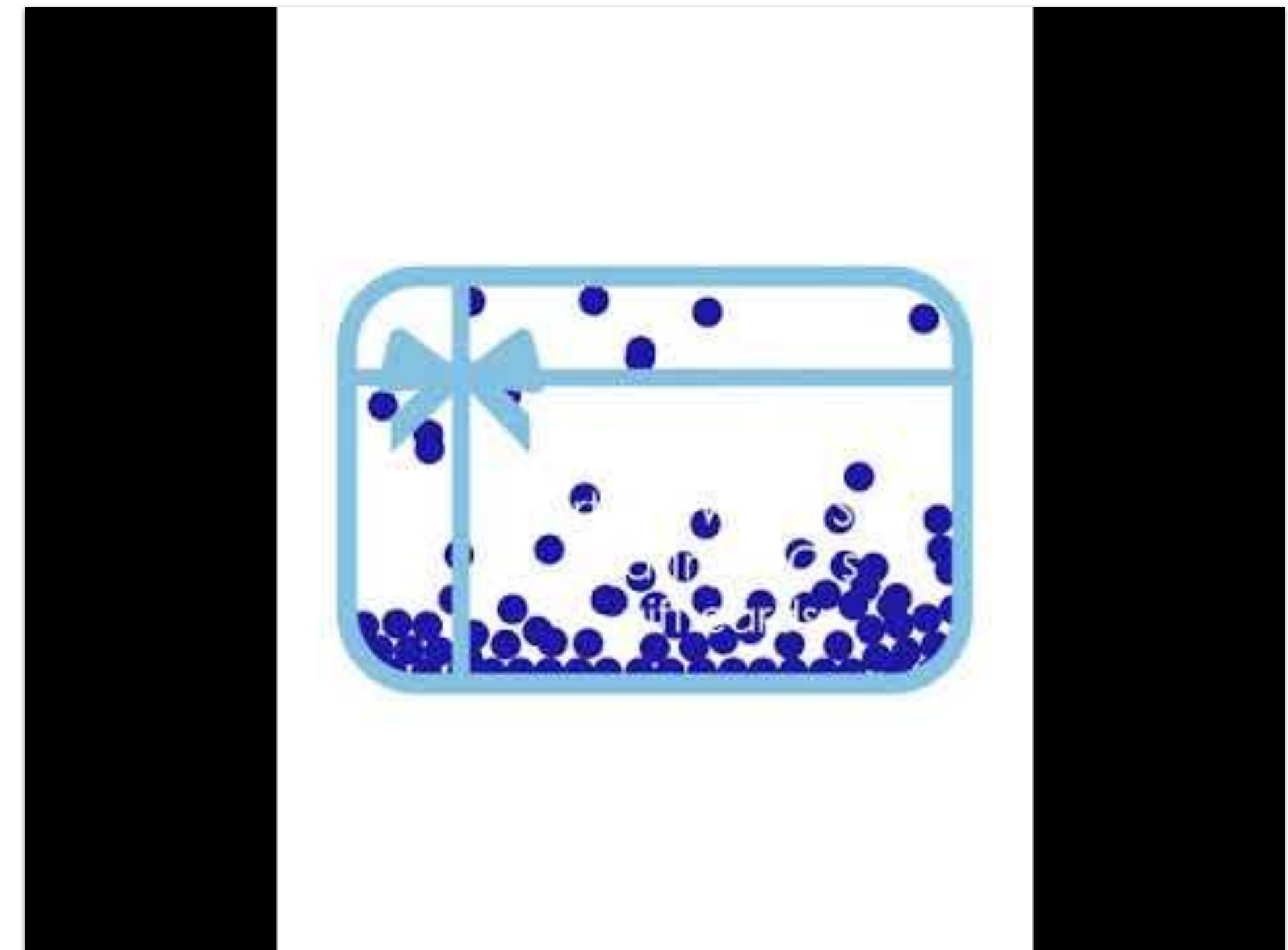


CREATIVE STRATEGY

Leverage established brand awareness of Go Blue from 2019 while bringing the contest's \$1,000 grand prize gift card into the forefront to drive as much traffic to the website as possible.



VERSION 1 - LEAF



VERSION 2 - GIFT CARD



COVID RESPONSE CAMPAIGN OVERVIEW

COVID RESPONSE CAMPAIGN OVERVIEW

Objectives:

- Drive awareness of ways to keep your family healthy and happy during the Covid-19 outbreak.
- Drive awareness that BC blueberries are still a safe, healthy and immune boosting choice.

Timing: May 5 – 27, 2020

Market Coverage: BC, Calgary, Winnipeg and Toronto.

Key Success Metrics: Impressions/Reach and Engagement



COVID RESPONSE CAMPAIGN MEDIA, CREATIVE & RESULTS

1. Social Media Ads

Facebook & Instagram

- 9 Health & Happiness Tip Ads
- Impressions: 3,004,660
- Clicks: 48,187
- Shares: 966



BC Blueberries
Sponsored · 🌐

Tip 2: Eat healthy, be healthy—Boost your family's immune system by eating right and getting plenty of vital nutrients.

BCBLUEBERRY.COM
Health & Happiness Tips
Powered by BC blueberries

LEARN MORE

👍❤️😲 Leticia ... 98 Comments 445 Shares



BC Blueberries
Sponsored · 🌐

Tip 9: Cook as a family—Get everyone involved in meal prep and cooking. You'll create lifetime learnings and family memories!

BCBLUEBERRY.COM
Health & Happiness Tips
Powered by BC blueberries

LEARN MORE

👍❤️😲 Surinder... 15 Comments 54 Shares

COVID RESPONSE CAMPAIGN MEDIA, CREATIVE & RESULTS

2. Google Ads

- Searches: 40,392
- Clicks: 1,604
- Click through rate: 3.70%
- Industry average: 2.0%
- Shares: 966

Ad · bcblueberry.com/Immunity/Boosting_Power

[The immune boosting superpower | BC blueberries](#)

Loaded with Vitamin C and antioxidant power, blueberries will give you the boost you need! BC blueberries are as close as the freezer aisle in your neighbourhood supermarket.

Ad · bcblueberry.com/Frozen/Blueberries

[Frozen BC blueberries | Nature's healthy snack](#)

Frozen blueberries may be even healthier for you than fresh. Get all the facts. BC blueberries are as close as the freezer aisle in your neighbourhood supermarket.



NATIONAL BRAND FRESH CAMPAIGN RESULTS

July 13 to August 23, 2020

CAMPAIGN OVERVIEW

Objective: Drive awareness that fresh BC blueberry season has arrived

Timing: July 13 – August 23, 2020

Market Coverage: BC, Calgary, Winnipeg, Toronto

Key Success Metrics: Impressions/Reach

Paid Media Strategy: Digital Video, Digital Display & Native Ads, Social Media Ads, Google Ads



FRESH CAMPAIGN RESULTS

- 11,913,230 Impressions
- 2-3x Industry Standard CTR
- 26,069 clicks to website



Google Ads

Ad · bcblueberry.com/Fresh/Blueberries



Looking for fresh blueberries? | It's BC
blueberry season

Fresh BC blueberries are finally in season and available at your local supermarket. Loaded with vitamins and antioxidants, these berries are healthy and delicious. Boost



CREATIVE STRATEGY

In the face of Covid-19, plug into increased consumer interest in health and immunity boosting with a bold, highly visual campaign that promotes the health benefits of BC blueberries—Get Your Vitamin Blue.



VERSION 1 - KAYAK

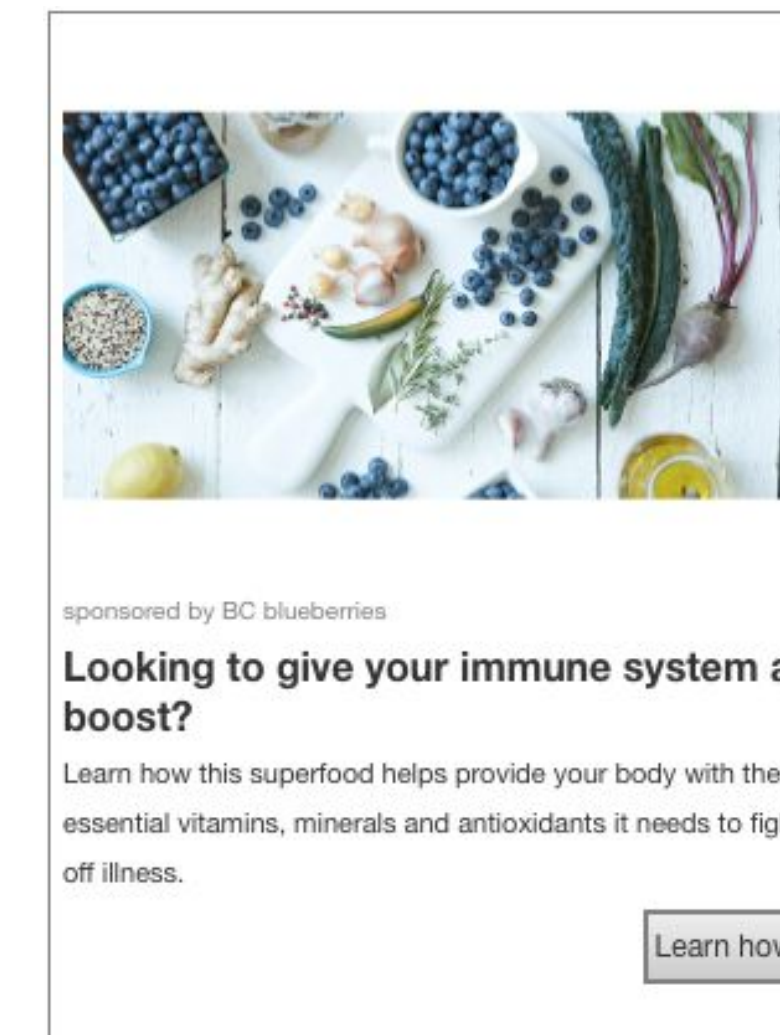


VERSION 2 - SWIMMER

CREATIVE EXAMPLES



DIGITAL DISPLAY ADS



NATIVE ADS



CREATIVE EXAMPLES

BC blueberries
Sponsored · 🌐

Super tasty, super juicy, super fresh, super food. Fresh BC blueberries are in store now!




BCBLUEBERRY.COM
Get Your Vitamin Blue [Learn More](#)
Fresh BC blueberry season has arrived, and it's never...

👍 Like 💬 Comment ➦ Share

BC blueberries
Sponsored · 🌐

Super immune booster, super fresh, super food. Fresh BC blueberries are in store now!




BCBLUEBERRY.COM
Get Your Vitamin Blue [Learn More](#)
Fresh BC blueberry season has arrived, and it's never...

👍 Like 💬 Comment ➦ Share

BC blueberries
Sponsored · 🌐

'Super immune booster, super antioxidant, super food. Fresh BC blueberries are in store now!



BCBLUEBERRY.COM
Get Your Vitamin Blue [Learn More](#)
Fresh BC blueberry season has arrived, and it's never...

👍 Like 💬 Comment ➦ Share

SOCIAL MEDIA ADS





NATIONAL BRAND FROZEN CAMPAIGN OVERVIEW

FALL FROZEN CAMPAIGN OVERVIEW

Objective: Drive national awareness that frozen BC blueberries are just as good as fresh and available year-round

Timing: October 26 – December 6, 2020

Market Coverage: National Canada (English)

Key Success Metrics: Impressions/Reach

Paid Media Strategy: Multi-Media Promotion: Contest, Television Ads & Content Integrations, Digital Video Ads, Digital Display Ads & Content Integrations, Google Ads

Achievement: 9,917,044+ Estimated Impressions



PAID MEDIA CAMPAIGN SUMMARY



Television

- :15 sec Foodnetwork Canada (Natl)
- :15 sec LFrame Global News (BC, Cal, Edm, Winn, Reg, Sask, Ott, Hal, Tor)
- :07 sec Billboard Ads Foodnetwork Canada (Natl)



Digital

- Digital display ads (728x90, 300x250, 300x600, 320x50) (Natl)
- :15 sec pre-roll digital video (Natl)
- Co-branded Digital display drivers to in content piece/gallery on Foodnetwork.ca (Natl)
- Co-branded Marketing tile in foodnetwork.ca newsletters (Natl)
- Co-branded Facebook post (with boosting) driving to gallery piece (Natl)
- Google Ads (major markets from BC to ONT)



Content

- Morning Show Integration Contest & Q&A's: Global Morning News (BC to Ont)
- Saturday Chef segment Saturday Global Morning News (BC & AB)
- :30 sec content vignettes (BC, Cal, Edm, Winn, Reg, Sask, Ott, Hal, Tor)
- Foodnetwork.ca Healthy Eating Sponsorship & content piece/gallery (Natl)

CREATIVE STRATEGY

Build on the success of the fresh BC blueberry campaign by evolving its graphic look/feel into a frozen campaign encompassing more traditional winter activities. Invite consumers to enjoy the goodness of BC blueberries all year round.



TV VERSION 1 - SNOWBOARDER



TV VERSION 2 - SNOW ANGEL

CREATIVE EXAMPLES



DIGITAL VIDEO VERSION 1 - HOCKEY



DIGITAL VIDEO VERSION 2 - SLEDDING

CREATIVE EXAMPLES



DISPLAY AD VERSION 1 - HOCKEY



DISPLAY AD VERSION 2 - SNOWBOARDER



CREATIVE EXAMPLES



DISPLAY AD VERSION 3 - SLEDDING



DISPLAY AD VERSION 4 - SNOWMAN



CONTENT EXAMPLES

The screenshot shows a Food Network website with a top navigation bar including 'SHOWS', 'FULL EPISODES', 'RECIPES', 'SCHEDULE', and 'CONTESTS'. A search bar is located on the right. The main content area is titled 'Healthy Eating' and features a sponsored article: '10 Ways to Add Antioxidant-Rich Frozen Blueberries to Your Diet (From Smoothies to Healthy Pancakes!)'. The article is dated November 2, 2020, by Laura Grande. It includes a sub-section for 'Savoury Blueberry Cornbread' with a photo of the dish and a '3 of 10' indicator. A 'BC blueberries' banner at the top of the article reads 'GET THEM IN THE FREEZER SECTION'. The article text describes the versatility of frozen blueberries. A 'PETSMART' logo is visible in the bottom right corner of the article area.

ENJOY THE GOODNESS OF BC BLUEBERRIES ALL YEAR ROUND IN THE FREEZER SECTION

BC blueberries Powered by nature.

Saturday Chef

Global News

Via Skype

SATURDAY CHEF

Blueberry Buttermilk Scones

VIA SKYPE

Chef Christine Beard
TAG Bake Studio

Global NEWS

VIA SKYPE

Scott Downey
Chef-Owner of The Butternut Tree

Edmonton


Global NEWS

HEALTHY EATING SPONSORSHIP - TAKEOVER

GLOBAL MORNING NEWS - SATURDAY CHEF SEGMENT

CONTENT EXAMPLES


BC Blueberries Question Of The Day



One serving of blueberries provides 25% of your daily-recommended intake of which of these vitamins?

- A. Vitamin C
- B. Calcium
- C. Iron
- D. Vitamin D


BC Blueberries Question Of The Day



One serving of blueberries provides 25% of your daily-recommended intake of which of these vitamins?

- A. Vitamin C
- B. Calcium
- C. Iron
- D. Vitamin D

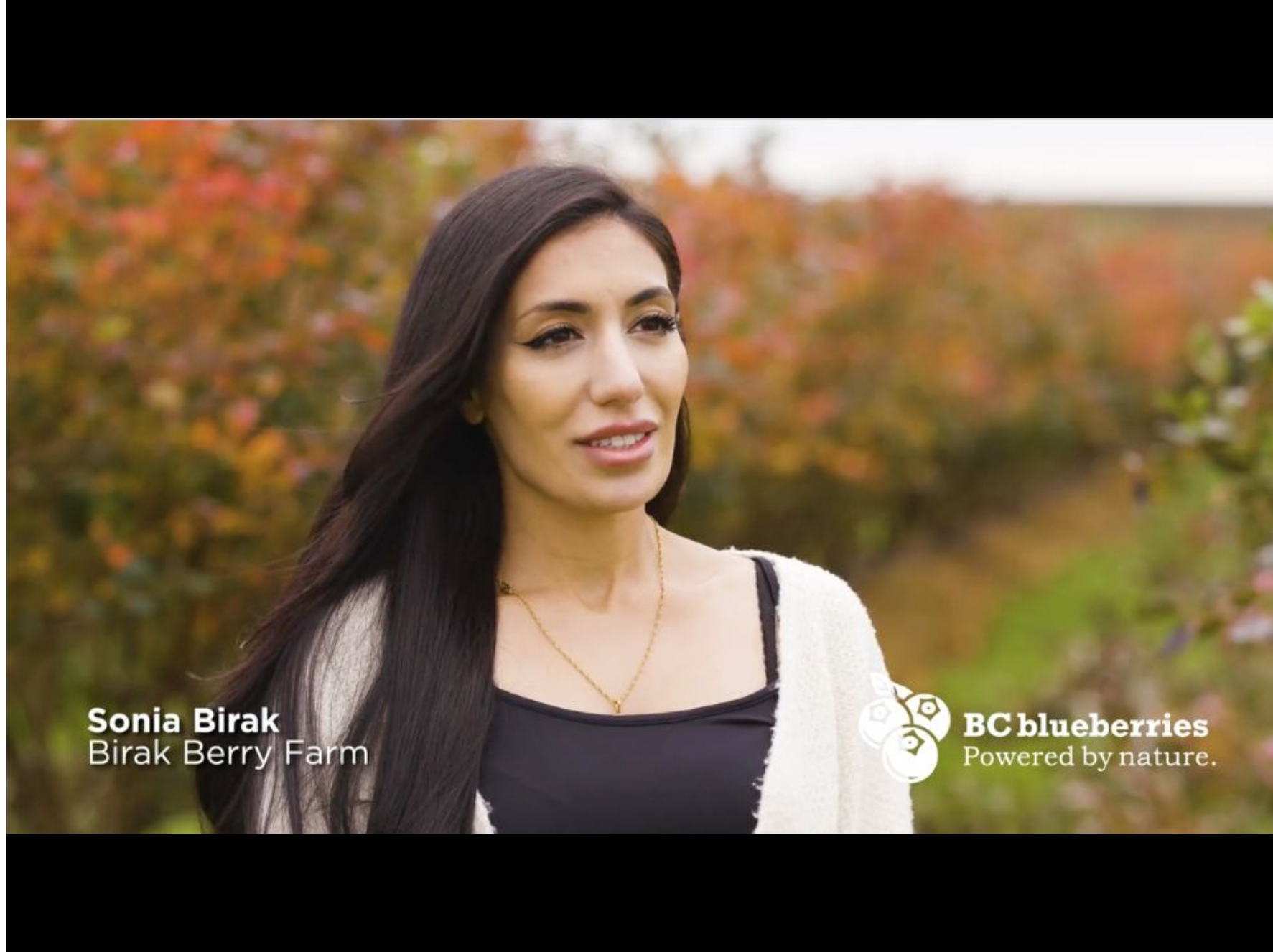
BC Blueberries Question Of The Day



How many hectares of blueberries are farmed in BC?

- A. 50,000 hectares
- B. 30,000 hectares
- C. 25,000 hectares
- D. 75,000 hectares

CONTENT EXAMPLES



GLOBAL :30s VIGNETTES





FINAL THOUGHTS

LOOKING INTO 2021/22

- Based on the success of the social, PR and advertising programs in 2020, and the desire to continue building national brand awareness, we recommend continuing with our three major initiatives: Go Blue, Fresh & Frozen campaigns
- Apply the learnings from 2020 to drive further success in 2021





THANK YOU