

## **Spain: Canary tomatoes promoted in Sweden**

The Provincial Federation of Exporters of Fruits and Vegetables of Las Palmas, FEDEX and the Provincial Association of Harvesters-Exporters of Tomatoes of Tenerife, ACETO, with the participation of Proexca and the collaboration of the Cabildo of Fuerteventura, have carried out a promotional campaign for Canary tomatoes in the Swedish market.

In the past few harvests, there has been an increase in demand for Canary tomatoes in the Scandinavian markets, and particularly in Sweden.

The promotional campaign organised last year served to provide information on the habits and preferences of Swedish consumers and made it possible to design a new action that has catered to the demand for information in this important market.

This time, the promotion has been carried out via the Internet and social media, given their high penetration in Sweden. Providing information about the qualities and unique features of Canary tomatoes over their competitors has been the focus of the campaign, but they also encouraged participation with the organisation of contests with prizes.

The promotion has reached five million impressions in a country with 9.5 million inhabitants. Google Adwords and Adsense have been used to this end, allowing for greater efficiency by segmenting the potential consumers.

Furthermore, the collaboration of the Cabildo of Fuerteventura in this promotion of Canary tomatoes has also served to promote the island, since one of the prizes awarded as part of the promotion consisted of a trip for two people for a week to Fuerteventura.

The website created for the promotion, as well as the profiles on social media, have focused exclusively on the Swedish market. The two and a half months during which the campaign has been active have had an impact on 455,600 people, who in one way or another have interacted with some of the proposals.

Some of the conclusions reached include that women over 35 worried about their eating habits are the segment showing the greatest interest and preference for Canary tomatoes.

Also, 90% of the participants highlighted the nutritional and health beneficial properties of Canary tomatoes, such as their high content of lycopene. Cultivation in a natural environment, with environmentally-friendly techniques and ripening in the sun, make them the product of choice.

As a reward for loyalty and creativity, Natalia Szablowski won a trip for two to the island of Fuerteventura where, besides enjoying its beaches, they will have a chance to visit the facilities and plantations of Cooperativa Gran Tarajal.

"While surfing the internet, I came across the advertisement. By visiting the web, I learned that there are many years of experience behind the crop's cultivation. Tomatoes are my favorite vegetable," stated Szablowski.

"I wanted to photograph tomatoes in an environment where they are not often found. I like long walks, so I came up with the idea of taking Canary tomatoes to the snow. I prepared two pairs of eyes which I glued to the tomatoes and weaved a hat and a scarf for them. We then took them to the snow and the weather conditions were also ideal," explains Natalia Szablowski.

The campaign, designed by FEDEX ACETO, has been sponsored by the Canary Society for Economic Development, S.A., PROEXCA, has counted with the collaboration of the Cabildo of Fuerteventura through the Councils of Agriculture and Tourism and has been executed by the Canary company Ironika Keyword Marketing.

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