

SPRG

From Strategy to Victory :

SPRG Delivers Award-Winning Campaign for Zespri

Honoured and Proud of Purpose-Driven Work

Zespri Taiwan's "Breakfast + 1" campaign has earned strong recognition across leading regional and international award platforms this year.

The 40 Best PR campaigns in the world
Global SABRE Awards

WINNER
SABRE Awards Asia-Pacific
Caused-related Marketing

GOLD
PRWeek Asia Pacific Awards
Health & Wellness

GOLD
Stevie International Business Awards
Purpose-Led Marketing Campaign of the Year

SILVER
Stevie Awards Asia-Pacific
Innovation in Purpose-Driven Marketing

EXCELLENCE AWARD
Distinguished Public Relations Awards
Issue Advocacy

Campaign Background: From Nutritional Gap to Forming Healthy Eating Habits

Although Taiwan is known as a "Fruit Kingdom", modern lifestyles have led to various health-related concerns, including:

- Low fruit and vegetable intake
- Breakfast is usually the most nutritionally unbalanced meal
- Rising diabetes rates
- Fiber deficiency and digestive discomfort

Zespri and SPRG saw an opportunity to move beyond product awareness and inspire a simple, sustainable health habit:



Breakfast + 1

Taiwan's Behavioral Nutrition Revolution

Strategy: An Integrated "Health Golden Triangle"

To turn the concept into action, the campaign established an integrated ecosystem across three key touchpoints.



Medical Institutions
Added credibility by leveraging health experts and medical partners. **338** medical institutions actively joined the initiative.

Retail Channels
Promoted healthy habits by reminding consumers of fresh-cut kiwifruit as a convenient daily choice at **7,023** 7-Eleven stores.

Schools
Fostered healthy eating habits through game-based education. **48,767** students enrolled in a 14-day challenge.

Together, these touchpoints made the campaign:

Credible | Convenient | Educational | Actionable

Impact: Brand Buzz & Sales Growth Ignited

500+
New articles generated

14.7 million
Total audience reach

293
GI specialists endorsed and recommended

280 million +
Consumer touchpoints 7-ELEVEN nationwide

77.5%
Household penetration

+19.16%
Sales value growth

Key Messages Delivered

- Choose nutrient-dense fruits
- Fruit consumption begins at breakfast
- Kiwifruit contains 20+ nutrients

The Zespri "Breakfast +1" campaign not only received industry recognition in the form of prestigious awards, but also elevated Zespri's brand positioning, raising its commercial and social value.

As their PR partner, we at SPRG combined internationally award-winning project planning and execution capabilities with a strong network of high-quality resources to effectively drive market conversion. Complemented by a one-stop solution spanning word-of-mouth amplification, community engagement and consumer activation — we transformed campaign impact into robust sales and increased brand value.

SPRG
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