



CASE STUDY

CPMA 

About

CPMA

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a non-profit organization that represents a wide range of stakeholders involved in the marketing of fresh fruits and vegetables in Canada, covering every step from the farm gate to the dinner plate. CPMA's members, who include both international and Canadian entities, are responsible for 90% of the fresh fruit and vegetable sales in the country, highlighting the association's significant role in the national produce market. The CPMA is dedicated to enhancing the prosperity of the produce industry and increasing the consumption of fresh fruits and vegetables among Canadians.



The organization is funded through voluntary membership dues, service fees, and sponsorship programs. It aims to support the growth and success of the fresh produce industry by creating economic development opportunities and promoting health and wellness across Canada.



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1 challenges

CPMA aimed to launch an engaging social media campaign titled “#halfyourplate” with the support of Mediaforce. This campaign was designed to encourage Canadians to consume more fruits and vegetables as part of their daily diet. Mediaforce was responsible for executing a strategy that included a research phase, segmentation and building awareness and creating change.



before Mediaforce

- **CPMA strategy was to reach a broad audience, foster conversations about healthy eating, influence Canadians to alter their eating habits, and track the campaign’s progress and success in promoting healthier dietary choices.**

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key metrics

2

Mediaforce social analytics engineers developed a holistic measurement plan including objectives, goals, KPIs, and advanced segments to monitor the campaign's progress in real time. In collaboration with CPMA, Mediaforce was able to set clearly defined metrics to track progress and to continuously update the campaign from the insights gained.



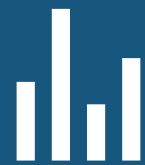
after Mediaforce



20,000
Facebook Fans



1.5 Million
People Reached



4.5 Million
impressions

The social media strategy resulted in a very strong, positive reaction on social platforms. The campaign received an amplification rate that was 800% higher than that of the industry benchmark of a successful Social Media Campaign example in Canada.