Wyder’s Cider

Wyder’s Cider and Food Forward created #fruitforall, a two month social media campaign, spanning the holiday giving season.

Multifaceted Engagement
The campaign included two months of social media promotion, a dedicated landing page describing the partnership, and point of sale materials at select retailers.

The Food Forward Touch
Food Forward provided original social media content featuring the product, such as an Instagram post of Wyder’s Cider being enjoyed by curiously costumed Food Forward staff members at the office Halloween pumpkin carving party!

Meaningful Interaction
Throughout November and December of 2017, Wyder’s Cider encouraged social media users to comment using the hashtags #fruitforall, donating a dollar for each engagement.

Tangible Impact
The campaign allowed Food Forward to donate over 45,000 additional pounds of fresh produce.