



# 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.

