

SAS
QUA
TCH



Pears

PAID SOCIAL MEDIA CAMPAIGN // META PLATFORM // 2022/2023



OUR SETUP

The non-profit USA Pears (or Pear Bureau NW) supports and promotes the livelihoods of nearly 900 pear growers in Oregon and Washington.

Sasquatch and USA Pears partnered in the summer of 2022 to develop, strategize and execute a paid social media campaign intended to reach new and existing pear consumers, stoke engagement, and encourage consumer purchase.

With a scant production budget that left little-to-no room for new asset development and a large incentive to find highly fertile ground for an undefined multi-year lifespan, we created a fresh look, feel & brand voice to shake things up.



OUR BRIEF

USA Pears brought us a multitude of challenges. Pears consistently play second-fiddle to their “Kings of Americana” cousins, the apple. Consumers tend to think of pears as little more than basket-filler gifts from one’s grandmother or boss (or *shudder* their grandmother-boss).

Other headwinds? Strict USDA rules that prevent any disparaging messaging or comparisons among fruit categories, a limited creative budget and a continually shifting availability of pear varieties.

Our objectives? Define their current and future pear audience(s) and prove we can sustain robust engagement growth.



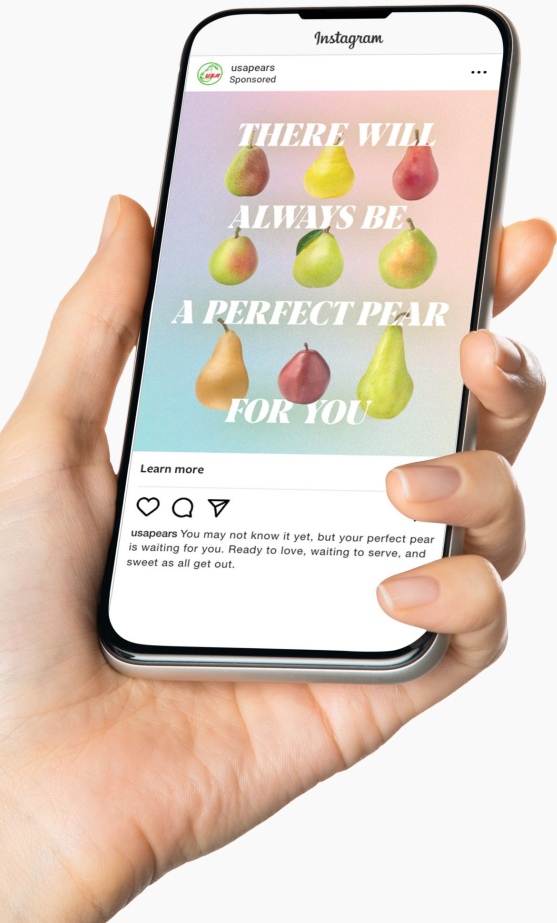
OUR SOLUTION & RESULTS

Though not a specific ask, we knew that pears first needed a new, ownable and relevant identity—one that apples couldn't claim. Our insights? Pears are wonderfully diverse and visually appealing. Pears are delicate. Pears are a culinary revelation. Our conclusion?

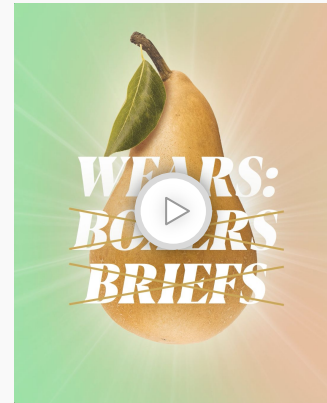
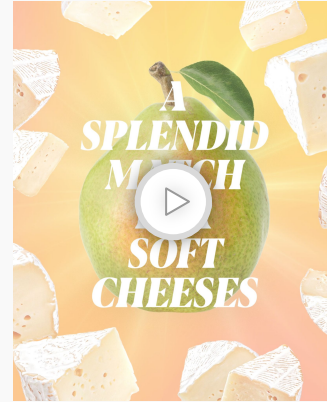
PEARS ARE FABULOUS.

We gave pears energy, vigor, and a scroll-stopping attitude befitting such an extraordinary and beautiful fruit.

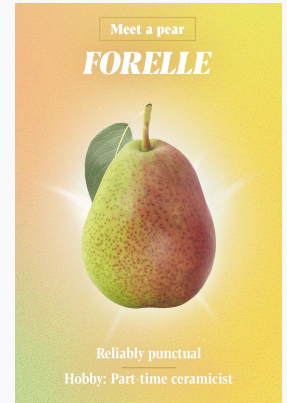
The results? Over 120 unique pieces of creative that stoked a 600% increase in engagement, a 3.6% lift in Brand Recall, +14% impressions and counting.



Animations

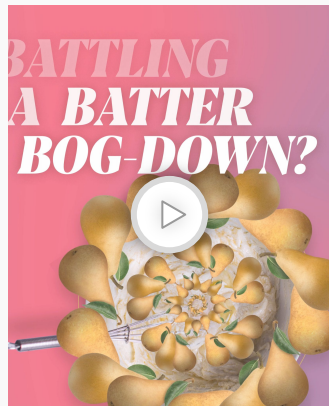
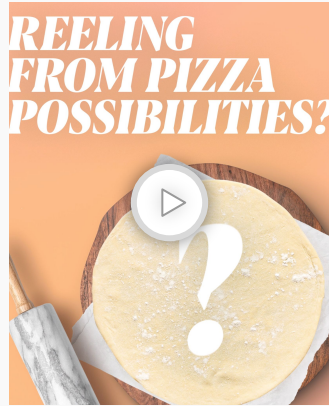


Static

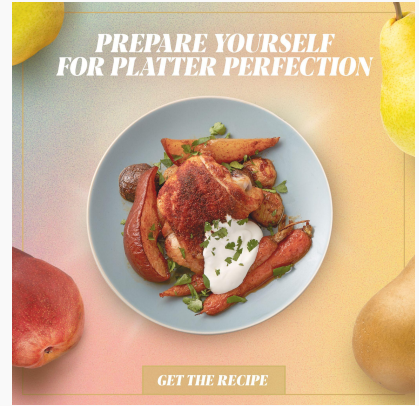
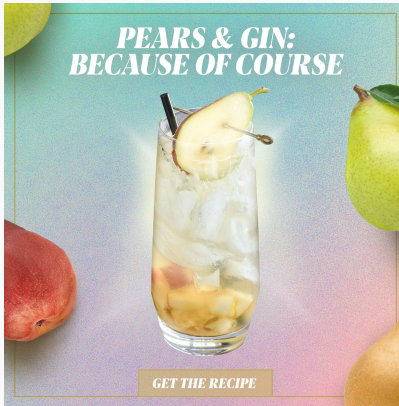
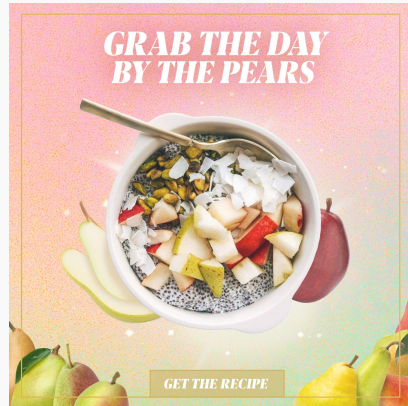


CREATIVE SAMPLES // PEAR CUISINE & RECIPE CONTENT

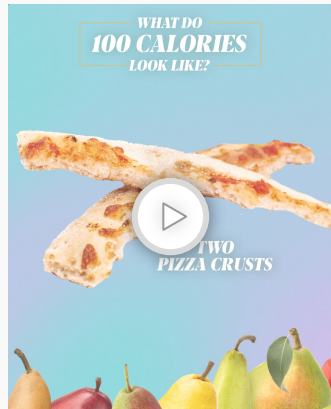
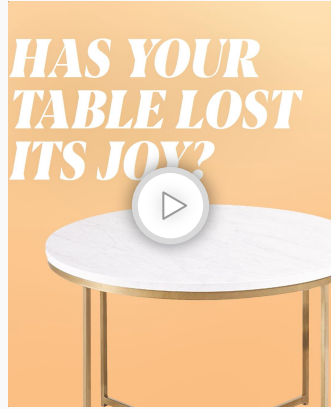
Animations



Static



Animations



Static

