Natural Delights partners with Sizmek to become a leading produce brand in healthy households

GOAL
Appeal to 25-40-year-old demographic while driving in-store purchases and online brand engagement

SOLUTION
Give the Medjool date an update with omnichannel marketing

Natural Delights is an all-natural brand of Medjool dates, grown by the Bard Valley Date Growers Association. Four years ago, Medjool dates were primarily seen as an ingredient item, bought by an older demographic of mostly female consumers for baking. But Natural Delights knew that medjool dates could be more than just an ingredient.

Together with its agency, MJR Creative Group, a full-service agency that specializes in food, wine, and agriculture, it partnered with Sizmek to:

- Reposition the brand and become a dominant brand in the produce section
- Reposition Natural Delights medjool dates as a healthy snack for younger consumers

When MJR Creative Group began working with Natural Delights several years ago, it recognized a unique opportunity for the brand. The produce section was increasingly less commodity-driven and more of a dynamic branded environment, as American consumers became more health-conscious. Natural Delights Medjool dates, because of their unique health properties and the fact that they can be consumed raw, was perfectly aligned to succeed in this setting. However, the product needed rebranding.

MJR Creative Group developed new creative assets that would first, reposition Medjool dates as a healthy, natural product that could be eaten every day as a healthy snack, which would increase consumption, and second, appeal to a younger demographic of male and female consumers, whose active lifestyle fit the brand’s new messaging and positioning.

For the final piece of the marketing plan, MJR Creative Group developed an omnichannel approach to ensure the brand’s messaging was consistent across social, print, and digital, and selected Sizmek to be the only digital partner on the plan.

While Natural Delights has also seen positive interactions with its brand on Facebook, it found that many of those interactions were happening within the platform. Meanwhile, Sizmek was able to drive consumers to the brand’s website where they could experience a more direct interaction with the brand, which was what Natural Delights was hoping to do.
RESULTS
More engaged audiences and brand dominance

“We came to Sizmek because we needed to build a strong digital advertising platform for the brand. Throughout this time, Sizmek has been our sole digital partner because of the top-notch service we’ve gotten.”

BRADLEY FITZHENRY,
DIRECTOR OF STRATEGIC BRAND PLANNING, MJR CREATIVE

Today, Natural Delights represents 87% of the volume of Medjool dates sold in the United States, appealing to consumers in their target demographic of ages 25-40. The company’s audience profile and the people interacting with the brand are in line with the company objectives, and dominance in the category was achieved.

About Sizmek
Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.