

**PRESENTED BY THE A-TEAM**

**JOY PITCH**

**PREMIUM BANANAS**

**DECEMBER 17, 2025**

# MEET THE A-TEAM



**ALETHEA NG**  
STRATEGIST



**ARIANNE RICHARDSON**  
STRATEGIST



**ALEXA SCHWARTZ**  
STRATEGIST

# THE ASK

Create a cohesive launch campaign for Joy Premium Bananas that elevates bananas from a commodity to a premium brand.

Prove value to B2B partners to justify premium pricing while driving conscious consumers to choose and request Joy.

Showcase Joy's measurable sustainability, reliability, and partnership advantage across all B2B and consumer touchpoints.

# MEET SELENA

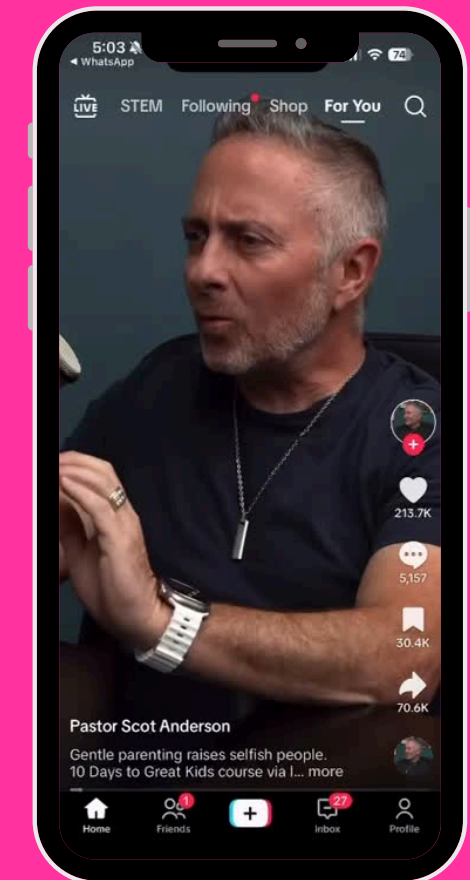
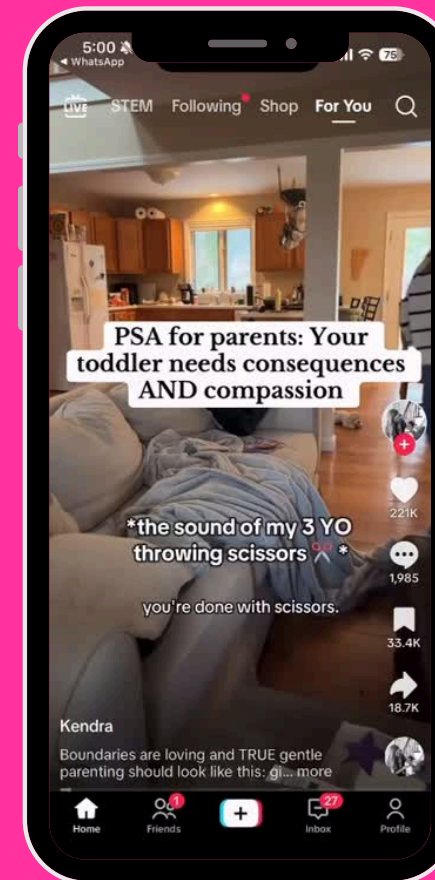


- Mom to 3 kids under 10
- Proponent of gentle parenting
- Loves hot pilates when she can fit it into her chaotic schedule

**LATELY SHE'S NOTICED THAT LIFE HAS  
FELT DIFFERENT...**

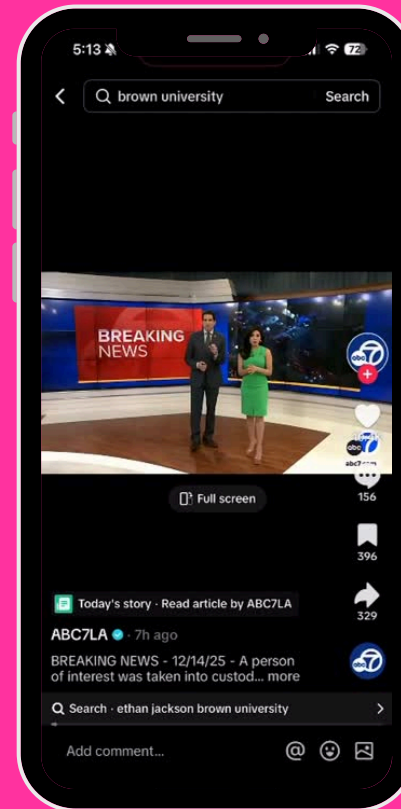
**SHE'S  
ALWAYS  
BEEN  
CONFIDENT  
IN HERSELF  
AND HER  
PARENTING...**

**BUT LATELY...**



**SHE USED TO  
UNWIND BY  
THROWING  
MODERN  
FAMILY ON  
AFTER A  
LONG DAY...**

**BUT LATELY...**



She wonders to herself,

**“WHEN DID LIFE GET SO SERIOUS?”**



# MEET SCOTT

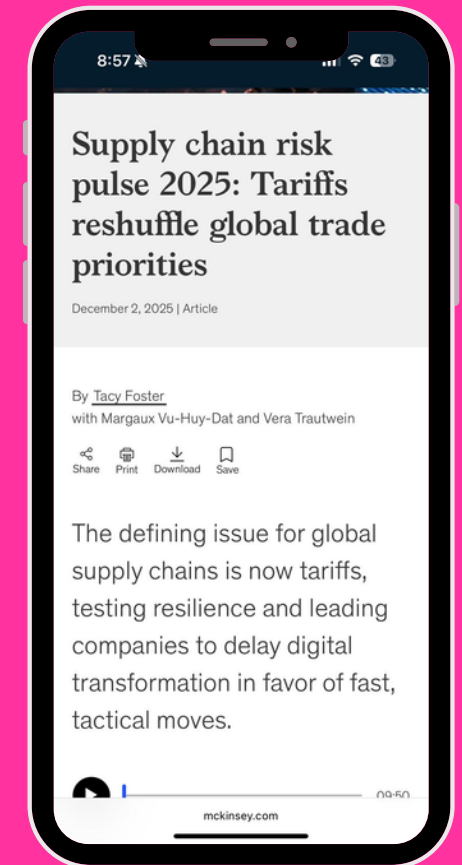
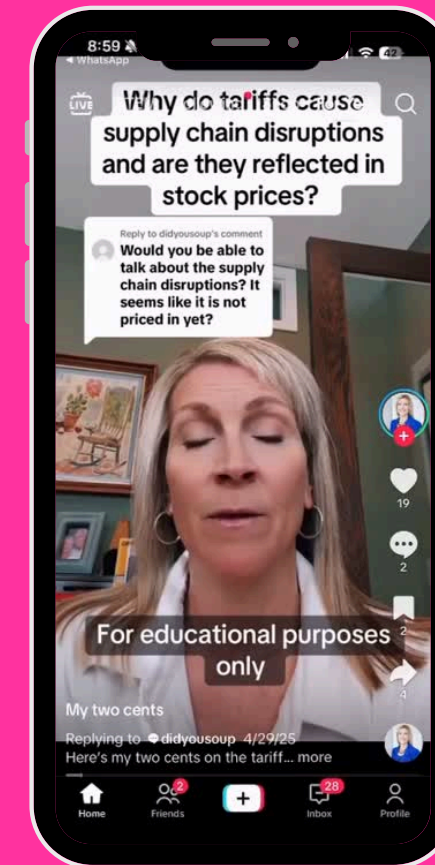
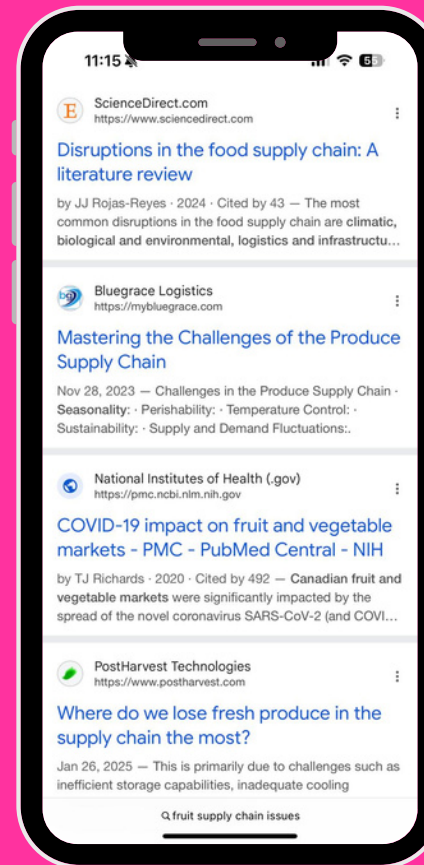


- Fruit Procurement Specialist for a national grocery retailer
- Values clarity, efficiency, and strong supplier relationships
- Loves the outdoors

**LATELY HE'S NOTICED THAT LIFE HAS  
FELT DIFFERENT...**

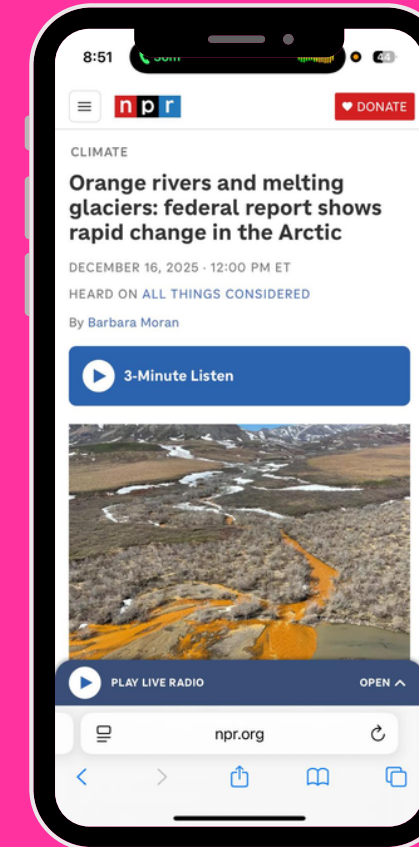
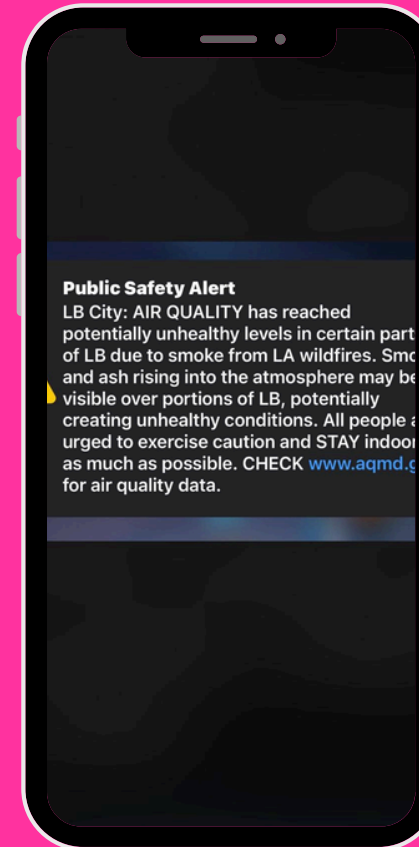
**HE USED TO  
SLEEP  
SOUNDLY  
KNOWING HIS  
SHIPMENTS  
WERE COMING  
ON TIME...**

**BUT LATELY...**



**OUTSIDE OF  
WORK, HE  
LOVES HIS  
ANNUAL  
HIKING TRIP IN  
THE  
MOUNTAINS...**

**BUT LATELY...**



He also wonders to himself,

**“WHEN DID LIFE GET SO SERIOUS?”**

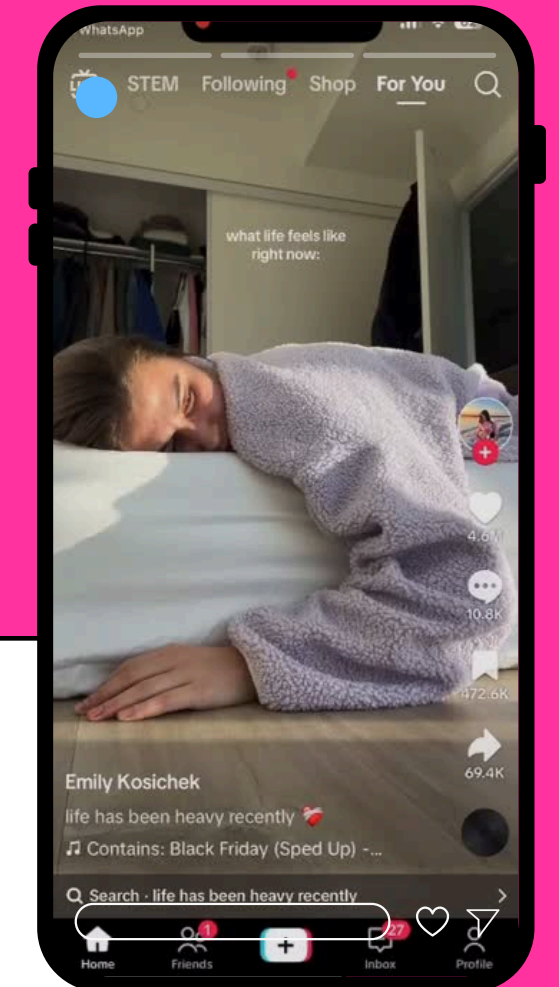
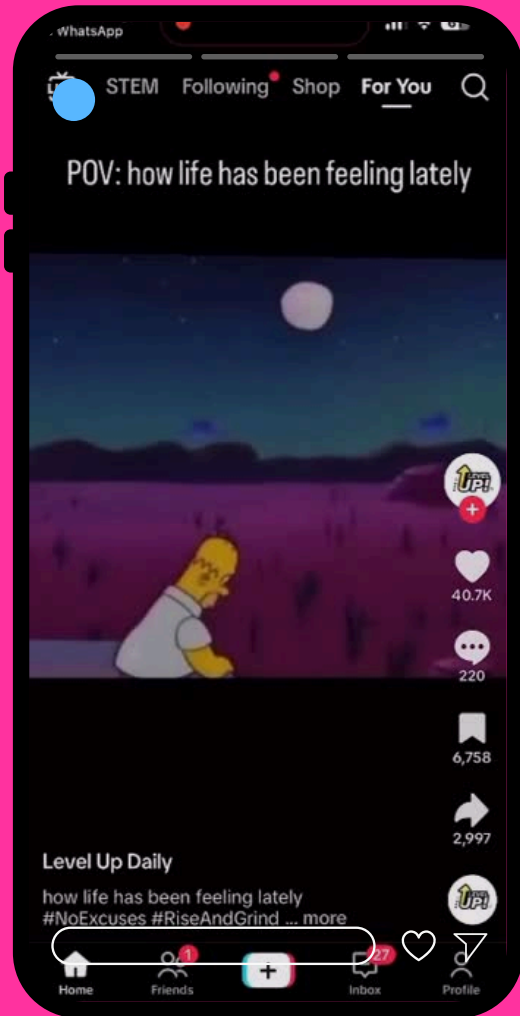


Problem

**WE'RE LIVING IN A MOMENT THAT  
FEELS HEAVY.**

**LIFE FEELS MORE SERIOUS THAN  
EVER.**





**Vegetable\_Manner\_282** · 19d ago  
We're all feeling that weight. Hang in there!

**r/infp** · 3mo ago  
Gene-Civil **INFP: The Dreamer**  
**Why life feels so heavy?**

**r/crappymusic** · 2mo ago  
Mark\_Filyak  
**Everybody needs a little levity**

**r/Adulting** · 19d ago  
Extension\_Force7563  
**life feels heavy**

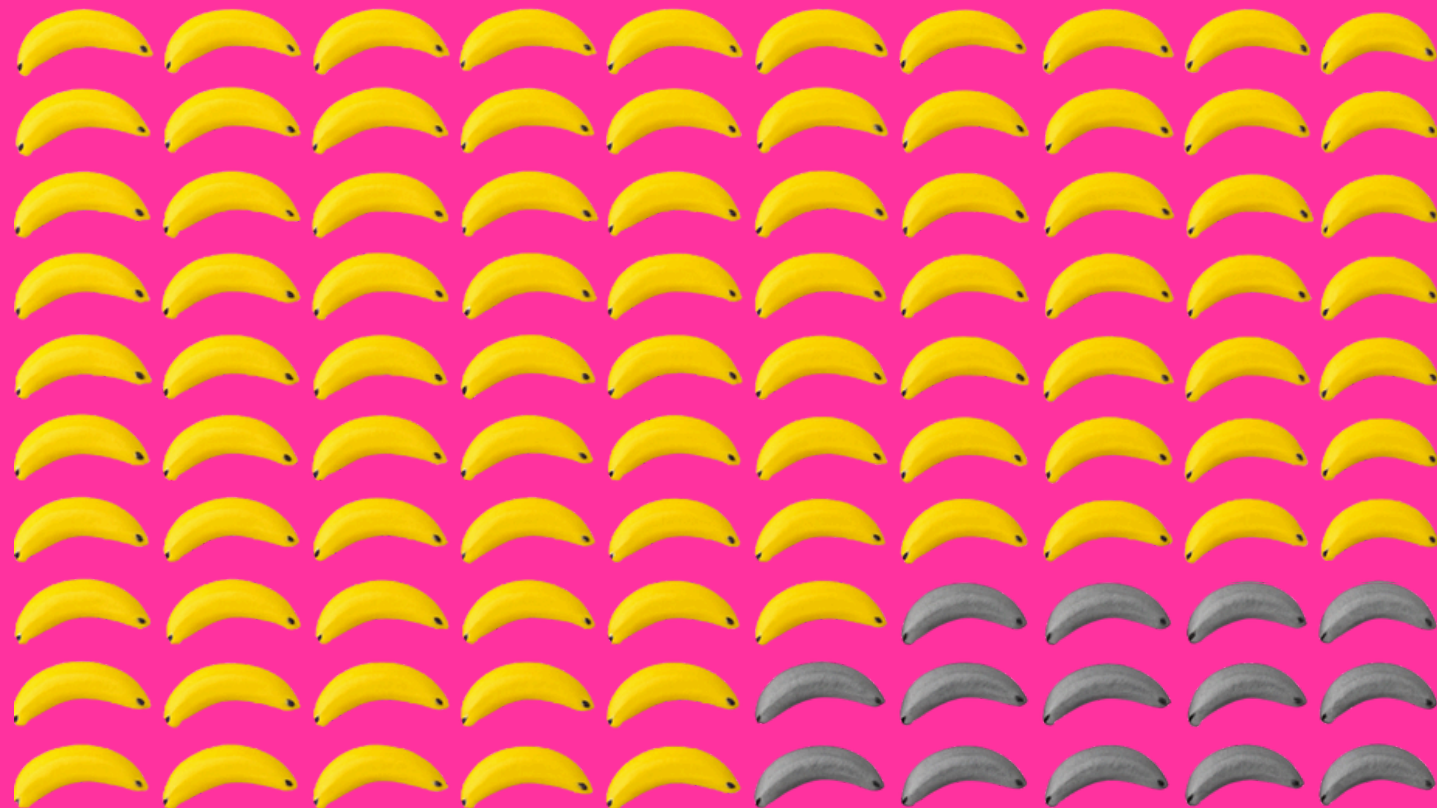
**r/AskReddit** · 2y ago  
Wolf-Born-Man  
**What happened to humour, where did it go?**

Kay  
Girl, yes. Life is hard enough. I want this app to be fun. We need joy so bad  
17h Reply  
Tinx · Creator  
We need levity!  
14h Reply

**r/NoStupidQuestions** · 2y ago  
Extreme\_Glass9879  
**What the actual hell happened to humor?**

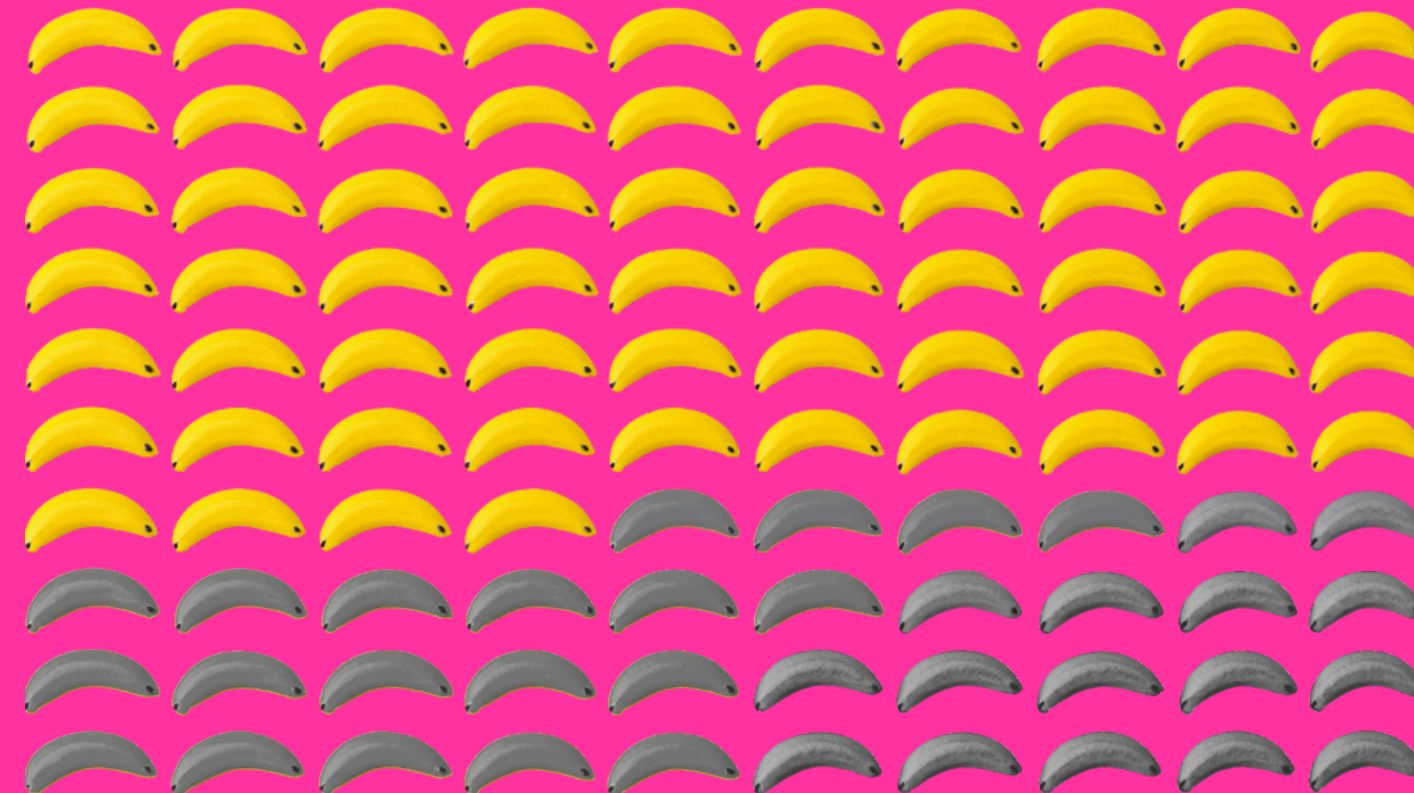
**r/AskReddit** · 1d ago  
obviouslyitwasyou  
**Life is heavy right now, so what is something that made you happy this week?**

**AND THIS HEAVINESS FOLLOWS US INTO  
THE GROCERY STORE...**



**86% OF US ARE  
STRESSED ABOUT  
GROCERY PRICES.**

SOURCE: NBC NEWS



**64% OF US ARE  
PAYING MORE  
ATTENTION TO WHAT  
WE BUY AND EAT.**

SOURCE: NSF

**AS THE SERIOUSNESS OF EVERYDAY LIFE  
PILES ON...**

Insight

**WE FEEL LIKE WE'RE UNDER  
PRESSURE TO ACT SERIOUS,  
LIKE WE HAVE NO SPACE FOR JOY.**



**BUT THE TRUTH IS...**

**JOY™**

**IS WHAT WE NEED MOST.**

**AND WE'RE HERE TO SHOW THAT  
THERE IS SPACE FOR JOY, ALL  
WHILE DOING SERIOUSLY GOOD  
WORK.**



# STRATEGY

YOU DON'T HAVE  
TO TAKE YOURSELF  
TOO SERIOUSLY TO  
DO **SERIOUS GOOD.**

# CREATIVE



# KEY VISUALS




A man wearing a straw cowboy hat and a blue and white plaid shirt is singing into a microphone. He has a banana tucked into his shirt pocket. The background is a lively bar with neon signs, including one that says "OPEN" and another that says "Coke". A crowd of people is visible, some holding drinks and smiling.

# SERIOUS GOOD

JOY

**OOH**

A man wearing a light-colored cowboy hat and a blue and white plaid shirt is singing into a microphone. He has a banana tucked into his shirt pocket. The background is a dimly lit bar with neon signs, including one that says "OPEN" and another that says "Coke". A crowd of people is visible behind him, some holding glasses of beer.

**MATEO SPENDS HIS  
DAYS FARMING  
SUSTAINABLY.**

**HE SPENDS HIS  
NIGHTS SINGING.  
BADLY.**

**JOY** SERIOUS GOOD

A man in a black robe and white wig is dancing in a living room. He is holding a banana in his right hand. The room has a lamp, a bookshelf, and a sofa. The text is overlaid on the image.

**JEFF SPENDS HIS  
DAYS UPHOLDING  
CLIMATE  
REGULATIONS.**

**JOY** SERIOUS GOOD

**HE SPENDS HIS  
NIGHTS BREAKING  
IT DOWN.**



30

TANIA SPENDS HER  
DAYS PULLING  
LONG WAREHOUSE  
SHIFTS.



SHE SPENDS HER  
NIGHTS PULLING  
RABBITS FROM  
HATS.

**JOY** SERIOUS GOOD





**MATEO SPENDS HIS DAYS FARMING SUSTAINABLY.**



**MATEO SPENDS HIS DAYS FARMING SUSTAINABLY.**

**HE SPENDS HIS NIGHTS SINGING BADLY.**

**YOU DON'T HAVE TO TAKE YOURSELF TOO SERIOUSLY**



**YOU DON'T HAVE TO TAKE YOURSELF TOO SERIOUSLY TO DO SERIOUS GOOD.**





**JEFF SPENDS HIS DAYS UPHOLDING CLIMATE REGULATIONS.**



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**HE SPENDS HIS NIGHTS BREAKING IT DOWN.**

**YOU DON'T HAVE TO TAKE YOURSELF TOO SERIOUSLY**

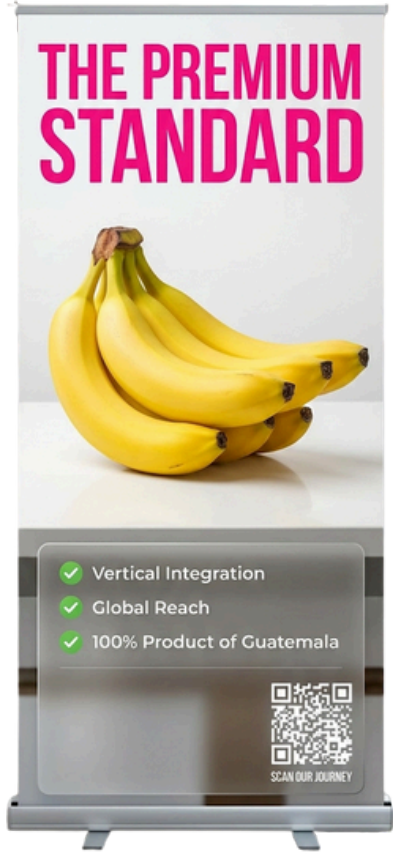


**YOU DON'T HAVE TO TAKE YOURSELF TOO SERIOUSLY TO DO SERIOUS GOOD.**




**B2B**

# TRADESHOW BOOTH + PULL UP BANNERS



# EMAIL TEMPLATE




CHOOSE JOY

## Serious good. Without getting too serious.

Joy is now in the U.S.!

Distinguish your produce section, delight your clients, and hit your ESG goals—without needing to get serious. We've got the tough part covered so you can do the rest.

[Get 10% off your first month](#)




## Meet Mateo.

In the daytime, he helps Joy transport bananas via "torito": small electric carts that save thousands of gallons of diesel.

In the evening, he sings karaoke. Badly. (Don't tell him we said that.)




We believe that you don't have to take yourself too seriously in order to do serious good. Watch Mateo prove that.




## Here's the seriously good part.

You need to hit your ESG goals, differentiate your produce section, maintain your margins, keep your boss happy, and save the earth. No biggie. We're here to help.

Here's what we got:

-  **Shipments on time. All the time.** We own and operate our own farms and packing houses so you can trust our fully-integrated supply chain.
-  **Fresh bananas.** Hubs from coast to coast (Florida, California, New Jersey, Texas) so your fruit arrives as fresh as the day it was harvested.
-  **New ideas.** Market insights from our ground teams, plus streamlined processes and innovation that gets you the best of the best. And cool drones.
-  **And, yeah, saving the earth.** We protect your family the way we protect ours—with rigorous certifications and sustainability leadership.

[What can we do for you?](#)




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[What can we do for you?](#)




- [Experts](#)
- [The science](#)
- [Read FAQs](#)

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6755 NW 36th Street, Suite 150, Miami, FL 33166

Too much Joy in your inbox?  
 [Snooze our emails for 2 weeks.](#)  
Hate our emails? [! Unsubscribe.](#)

Made with  postcards

# LEAVE BEHINDS



**Serious good.  
Without getting  
too serious.**



## HERE'S THE SERIOUSLY GOOD PART.

### Shipments on time. All the time.

We own and operate our own farms and packing houses. You can trust our fully-integrated supply chain to get you what you need, when you need it.

### New ideas. And cool tech!

Market insights from our ground teams, plus streamlined processes and innovation that gets you the best of the best.

### Seriously fresh bananas.

We have hubs from coast to coast (Florida, California, New Jersey, and Texas) so your fruit arrives as fresh as the day it was harvested.

### And, yeah, saving the earth.

We protect your family the way we protect ours: with rigorous certifications and sustainability leadership.

## What can we do for you?

Distinguish your produce section, delight your clients, and hit your ESG goals—without needing to get too serious. We've got the tough part covered so you can do the rest.

+123-456-7890

sales@pacificproduce.net

JOY PREMIUM BANANAS

# EXPERIENTIAL ACTIVATION




# THE JOY BOUNCE HOUSE



# SOCIALS






NEWSLETTER

# The Joy Digest

Good Industry News in a World Gone Bananas.  
Digestible. Delicious.

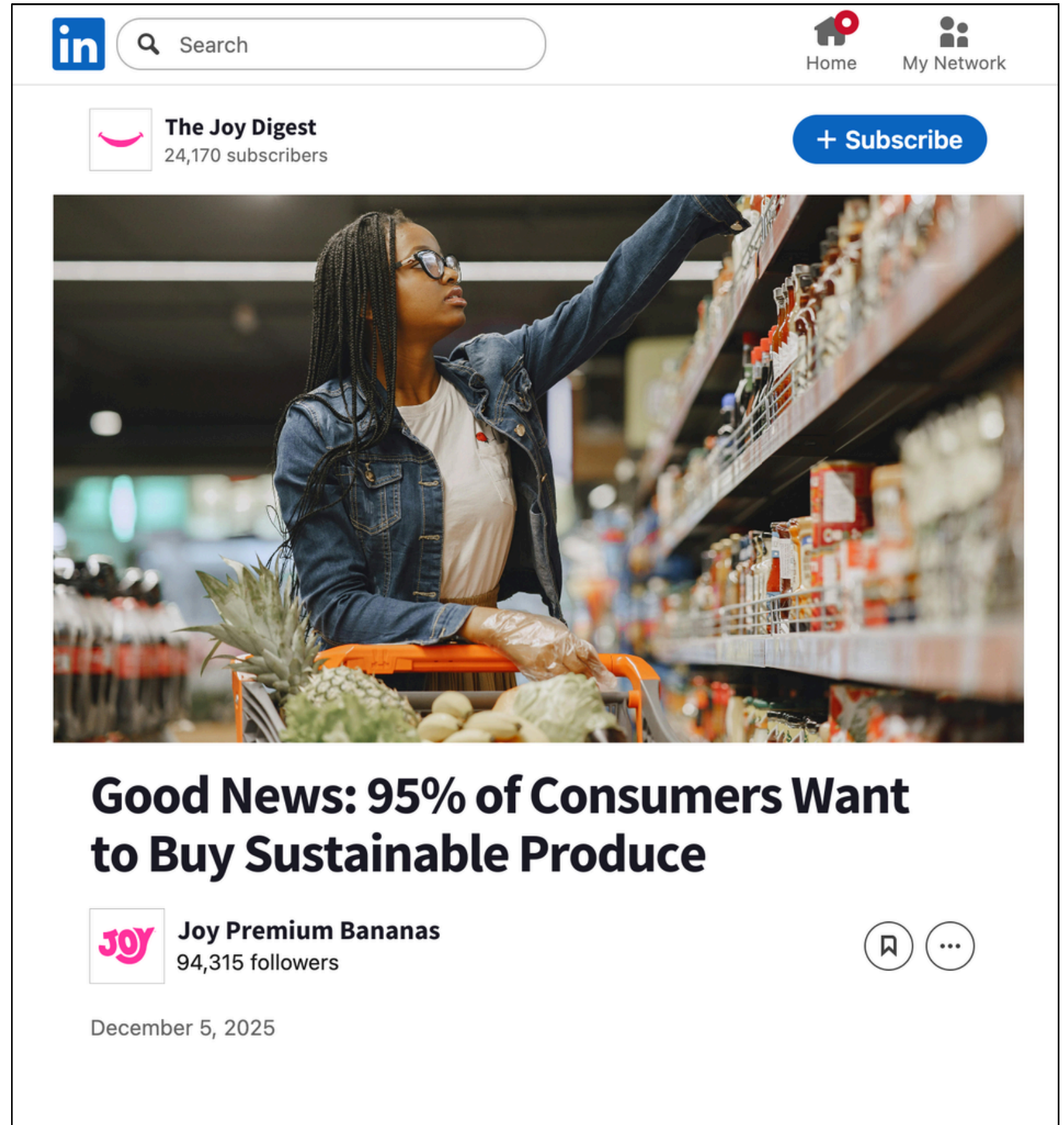


By **Joy Premium Bananas**  
94,356 followers


Published weekly  
24,188 subscribers


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30 editions




in Search Home My Network

 **The Joy Digest**  
24,170 subscribers [+ Subscribe](#)



## Good News: 95% of Consumers Want to Buy Sustainable Produce

 **Joy Premium Bananas**  
94,315 followers [Bookmark](#) [More](#)

December 5, 2025



Search



Home



My Network



**The Joy Digest**

24,170 subscribers

+ **Subscribe**



## Produce Makes Up 9/10 of the Most-Ordered Amazon Fast Delivery Items



**Joy Premium Bananas**

94,315 followers



December 5, 2025

Amazon recently shared that fresh groceries now make up nine of the ten most-



Search



Home



My Network

Amazon recently shared that fresh groceries now make up nine of the ten most-ordered items through its Same-Day Delivery service. That's big news!

Because in a marketplace where people can add electronics, books, paper towels, and toothpaste to their carts with a single click, what's rising to the top?

Produce.

Bananas. Avocados. Strawberries. Apples. Limes. Blueberries. Oranges.

Simple, familiar foods - delivered fast, handled carefully, chosen intentionally. We think that's worth celebrating.

At a time when so much feels complicated—when shopping decisions can feel heavy or high-stakes—people are still reaching for fruits and vegetables. Quickly. Regularly. With confidence. That says something important about trust, habit, and the role produce plays in everyday life.

Moments like this are reminders that what we do matters more than we sometimes give ourselves credit for. Fresh food remains central. Essential. Chosen.

No hype.

No spectacle.



**Joy Premium Bananas**

9,067 followers

1w • 🌐

Money doesn't grow on trees, but bananas do! Still, they need a bit of help to get to the grocery stores where you see them every day. That's why we're excited to tell you about Luis—one of our partners in Guatemala, whose tireless ...more



**BEHIND THE BANANA**



**MEET LUIS.**

MOVING BANANAS BY DAY.  
WALKING THE DOG BY NIGHT.



BEHIND THE BANANA



Luis is one of our partners in **Guatemala**.

Every day, he drives a torito—a small electric cart—to transport bananas from the fields to our packing facilities.



BEHIND THE BANANA



Toritos replace traditional diesel-powered transport—helping reduce fuel use, emissions, and noise across the farm.

At Joy, changes like this have helped reduce total diesel use by **614,000 gallons**.



BEHIND THE BANANA



And that's just one piece of a bigger system:

- **Biogas** covers 60% of energy for irrigation
- **Solar power** supports irrigation needs
- **Electric drones** fertilize crops with precision
- **Water use** is monitored, automated, and conserved



BEHIND THE BANANA



For Luis, sustainability means less diesel.

But it also means cleaner air. Clearer water. Better conditions for his daughters.



BEHIND THE BANANA



Because Joy isn't given.

It's earned, grown, and protected.

By people like Luis.



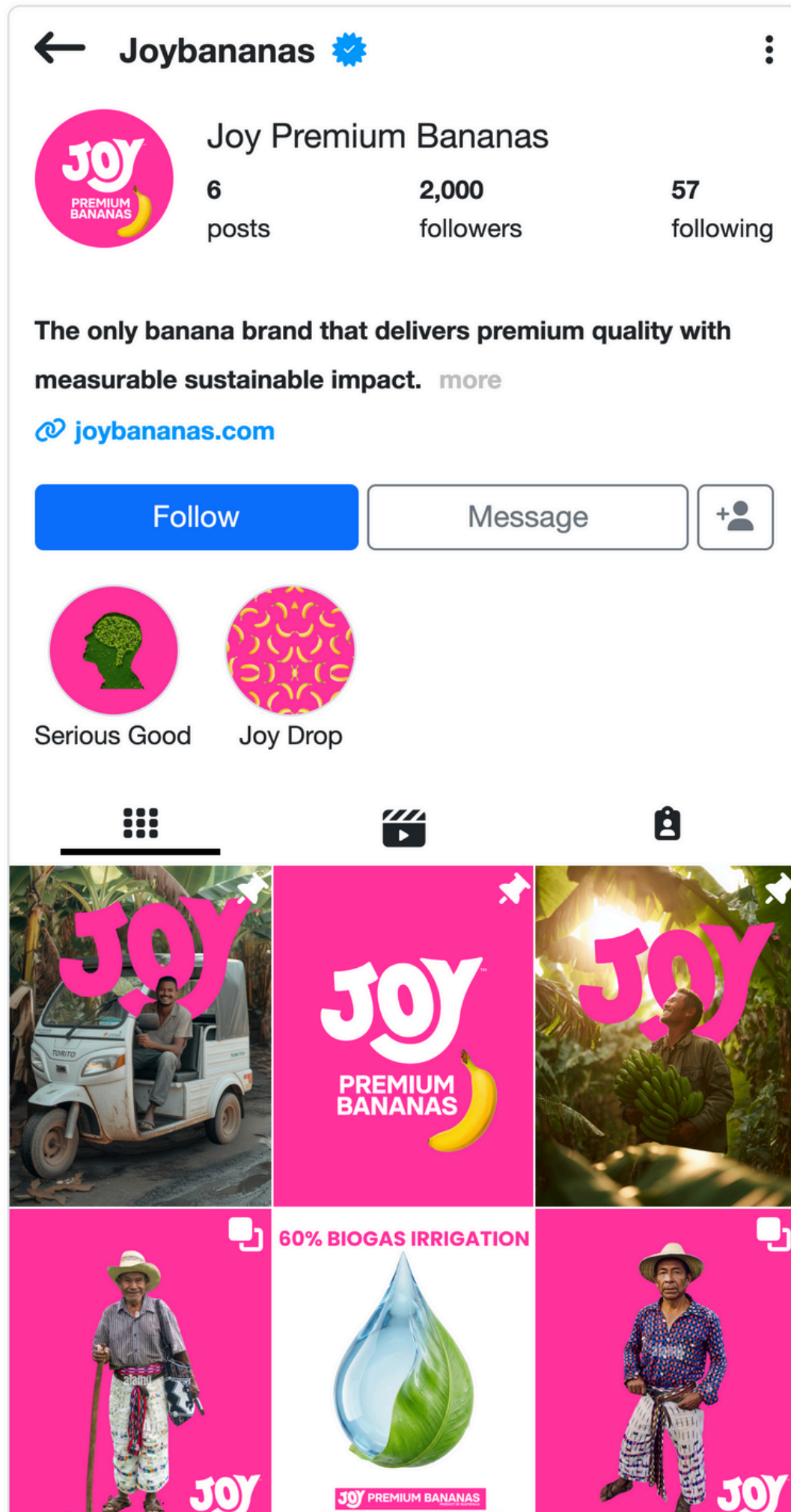
BEHIND THE BANANA



Good Partners.  
Serious Good.



SALES@PACIFICPRODUCE.NET

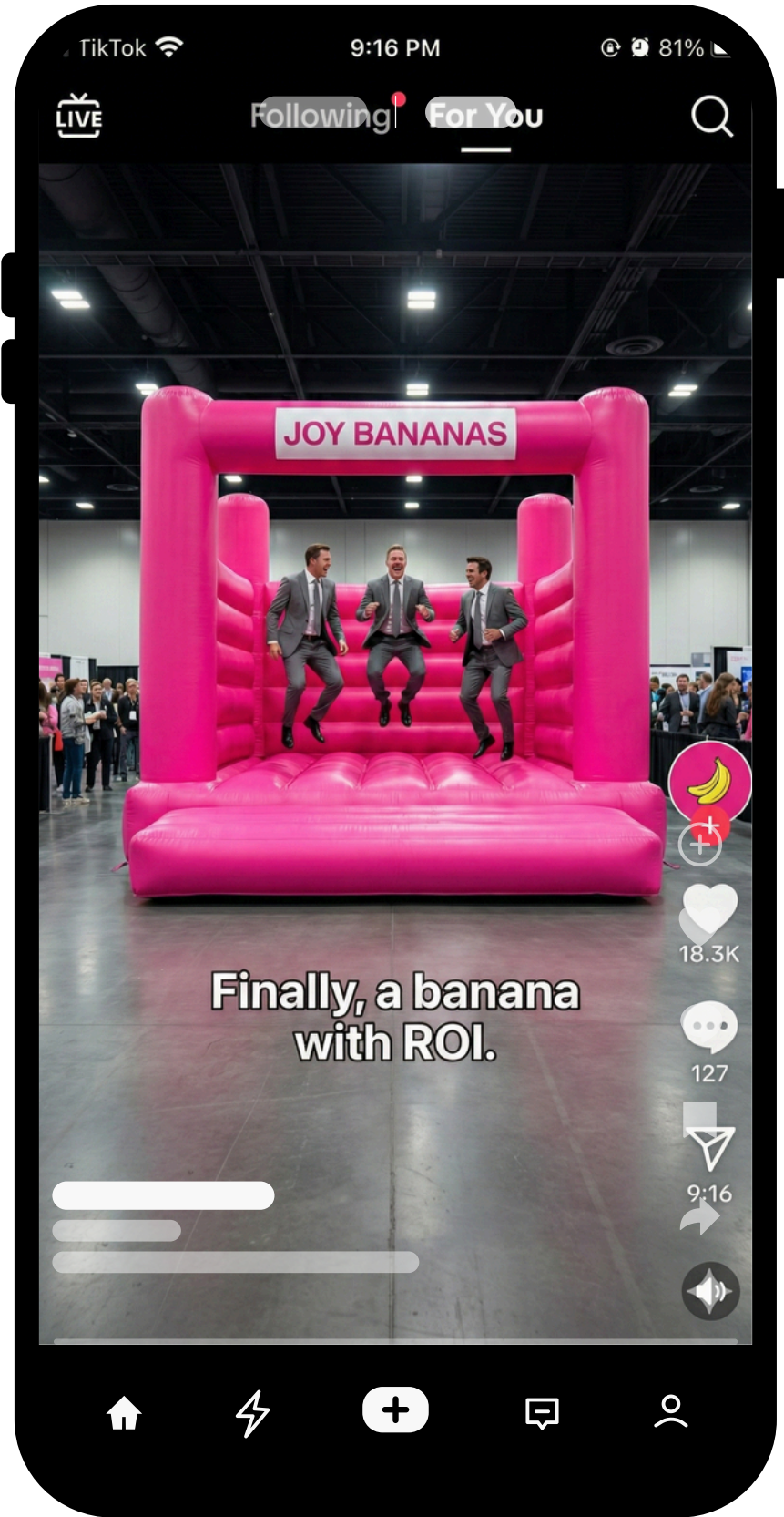


# INSTAGRAM



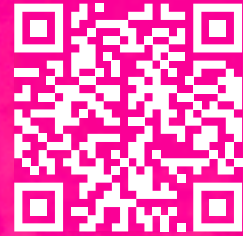
To feed your family the best, we have to protect ours first. These are the growers behind every Joy banana. We are deep in the soil with them using regenerative farming, but our commitment goes beyond the land. It's about rigorous safety and real support for the people in these photos. When we say 100% Product of Guatemala, we mean 100% invested in the community that makes it possible.

# TIKTOK



# RETAIL

**THESE BANANAS  
ARE GOOD FOR  
EVERYBODY.  
SERIOUSLY.**



**JOY**

# BANANA STICKERS



# AUGMENTED REALITY SCREEN



# CAMPAIGN JOURNEY MAP

## UPPER FUNNEL

OOH

## MID FUNNEL

XM Activations,  
Owned Channels,  
Socials, Paid  
Digital

## LOWER FUNNEL

Retail on Premise



**AND BACK TO  
SELENA AND SCOTT...**

**JOY™**

**IS THEIR REMINDER  
THAT IT'S OKAY TO  
NOT TAKE LIFE TOO  
SERIOUSLY.**

**JOY**<sup>TM</sup> **THANK**  
**YOU** 😊

# QUESTIONS?



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