

# CREATIVE BRIEF

## WORLD FRUIT COUNCIL

# MEET THE TEAM



**ALEXA**  
**STRATEGIST**



**JOSH**  
**STRATEGIST**



**JISUN**  
**STRATEGIST**



**KATIE**  
**STRATEGIST**

# **THE ASK**

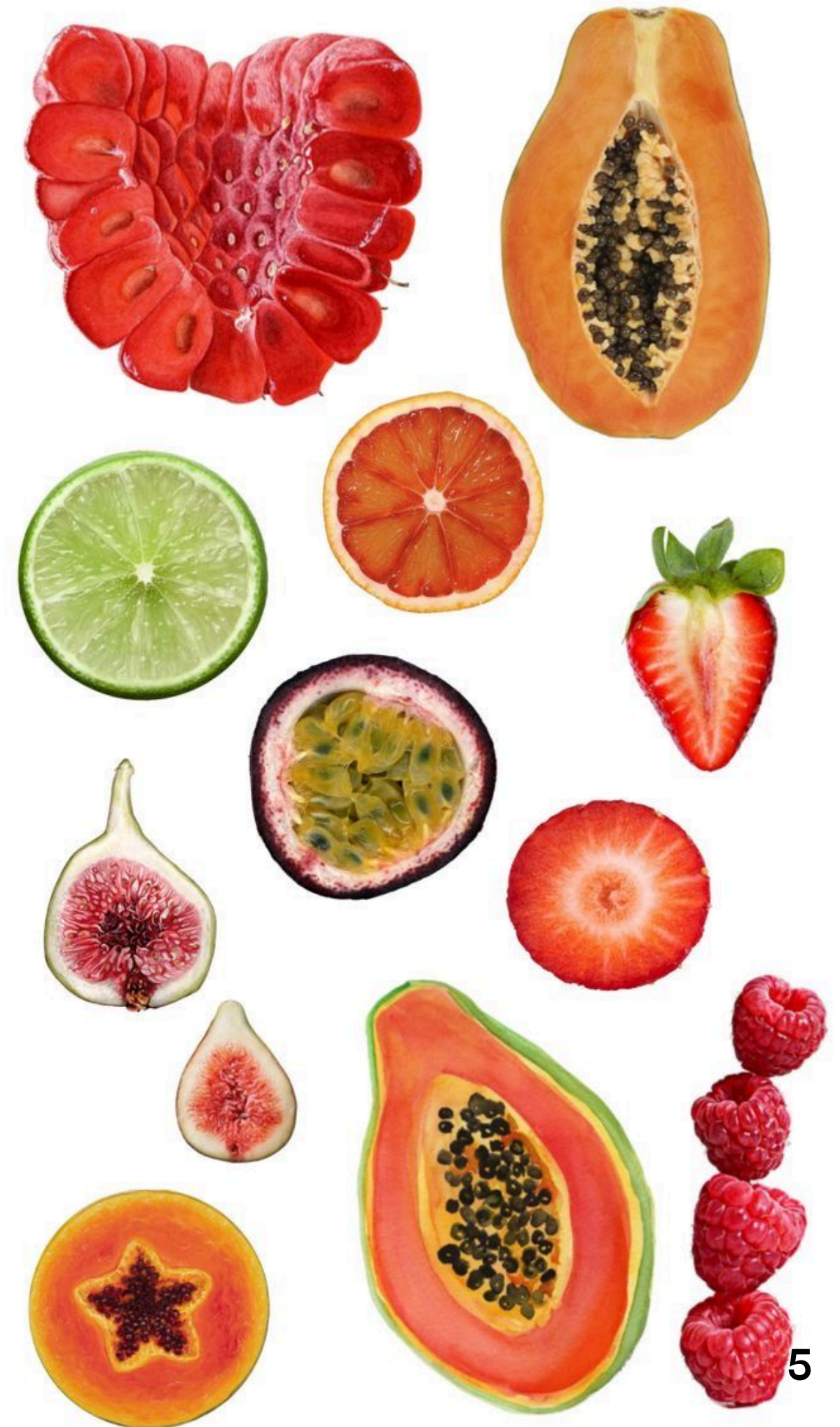
**THE WORLD FRUIT COUNCIL IS ON MISSION TO REKINDLE THE  
WORLD'S APPETITE FOR FRUIT.**

**IN A WORLD DRIVEN BY CONVENIENCE CULTURE, FRUIT IS FALLING  
TO THE WAYSIDE.**

**THE CHALLENGE IS TO RESTORE FRUIT'S CULTURAL AND  
EMOTIONAL RELEVANCE.**

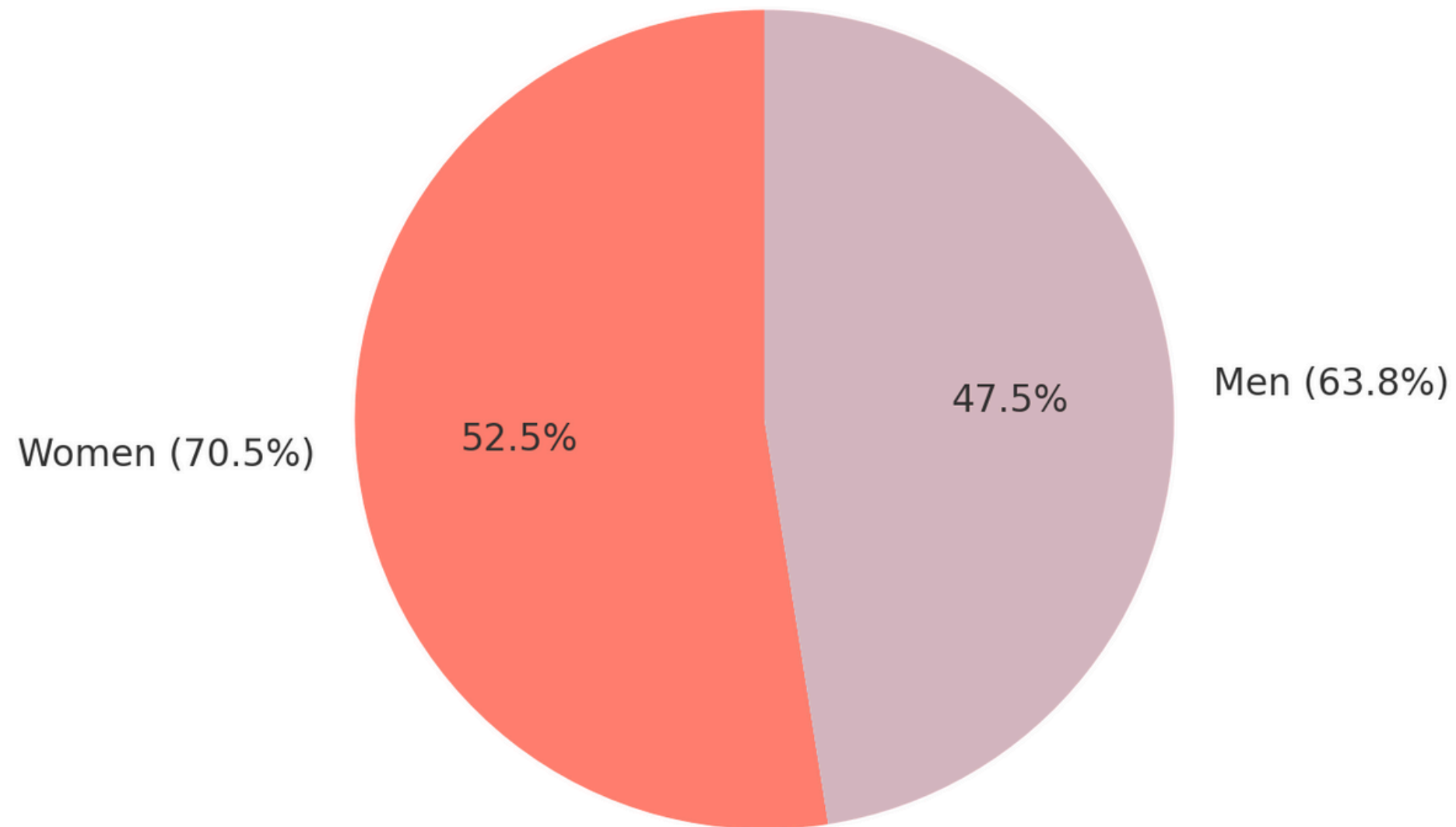
**MEET CURTIS...**

**LIKE HIS PEERS,  
CURTIS EATS LESS  
FRUIT THAN  
WOMEN.**



# FRUIT CONSUMPTION WAS HIGHER AMONG WOMEN (70.5%) COMPARED WITH MEN (63.8%)

Fruit Consumption by Gender

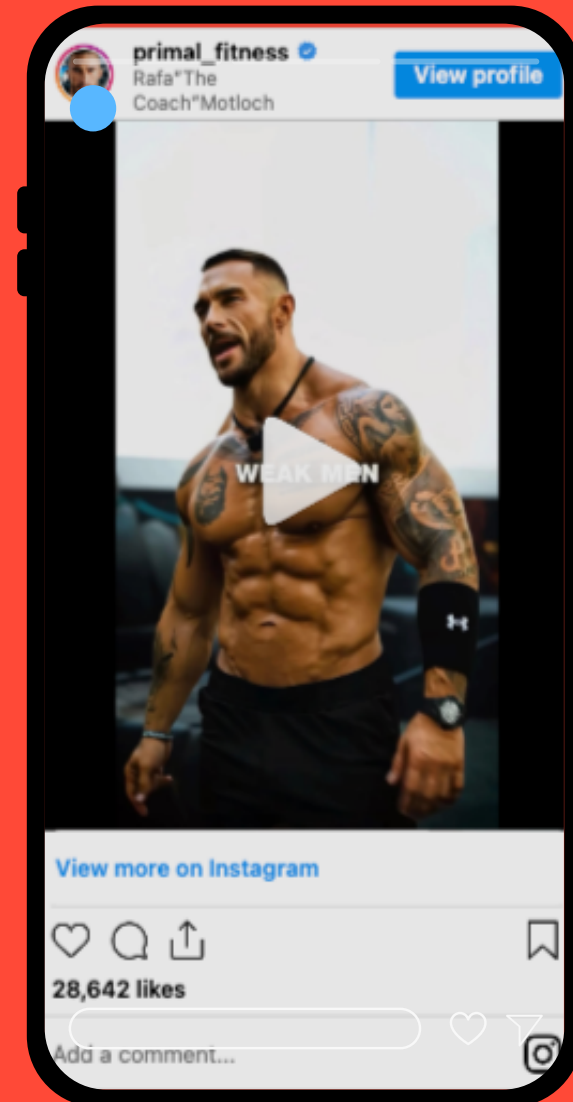




**CURTIS IS 28 YEARS OLD AND SINGLE. HE'S SOCIAL AND LOVES GOING OUT TO THE BARS. HE DOESN'T ALWAYS MAKE IT TO THE GYM EVEN THOUGH HE KNOWS HE SHOULD.**

**HE'S CHRONICALLY ONLINE, CONSTANTLY BEING FED CURATED IMAGES OF IDEALIZED MASCULINITY.**

# ONLINE HE SEES...



# HE ALSO SEES...

 **anthony**   
@sciencecomrades Follow



men aren't allowed to like grapes anymore according to my roommate 🙄

12:52 AM · 10/24/25 · 72 Views

 **r/AskMen** · 2y ago  
jillhaspills

### Why don't men eat fruit?

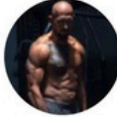


I've never seen a man eat a fruit. I've heard about men eating fruit and therefore can't believe men eat fruit. I've seen men eat fruit in movies, but never a fruit out of the garden or E

 **Eric**   
@amerix Follow

Since 2019, I have been sensitizing people to avoid modern fruits.

- They are unhealthy,
- They are unnatural,
- They are unseasonal,
- They have zero fibre,
- They have no nutrients — just fructose.
- They have no seeds,
- They have too much fructose that lead to a fatty liver, hypertension, heart diseases and diabetes.

But every time I say it, the masses in their den get bonkers and chaotic.

 **Andrew Tate**    
@Cobratate Follow

Fruit isn't healthy.

That's a psyop.

Avoid it.

You'll be healthier if you never eat fruit ever again.

It's loaded with sugar.

Fruit juices are the absolute worst.


Orange juice is worse than coke.

Avoid completely.

Meat. Vegetables. As much as possible.


Endless steaks and vegetables.

You'll get bad carb hunger, have a tiny handful of fries or whatever and cram in more steak.

 **r/AskMen** · 2y ago  
CoffeeSmoker


### What's the worst fruit in your opinion and why?

Archived post. New comments cannot be posted.

 **KingGarani1976** · 2y ago  
Male


Dragonfruit. Looks so good, tastes of nothing

33

 **Woodrow-Wilson** · 2y ago


Try the yellow one, sometimes called yellow pitaya. So much sweeter than that red bullshit

8

 **haikyosoul** · 2y ago


100% this. The yellow ones are delicious. The red ones are just for instagram 🤪

3

 **[deleted]** · 2y ago

This. My disappointment was immeasurable when I tried one for the first time.

5

 **weirdoldhobo1978** · 2y ago

Can we sue nature for false advertising?

3

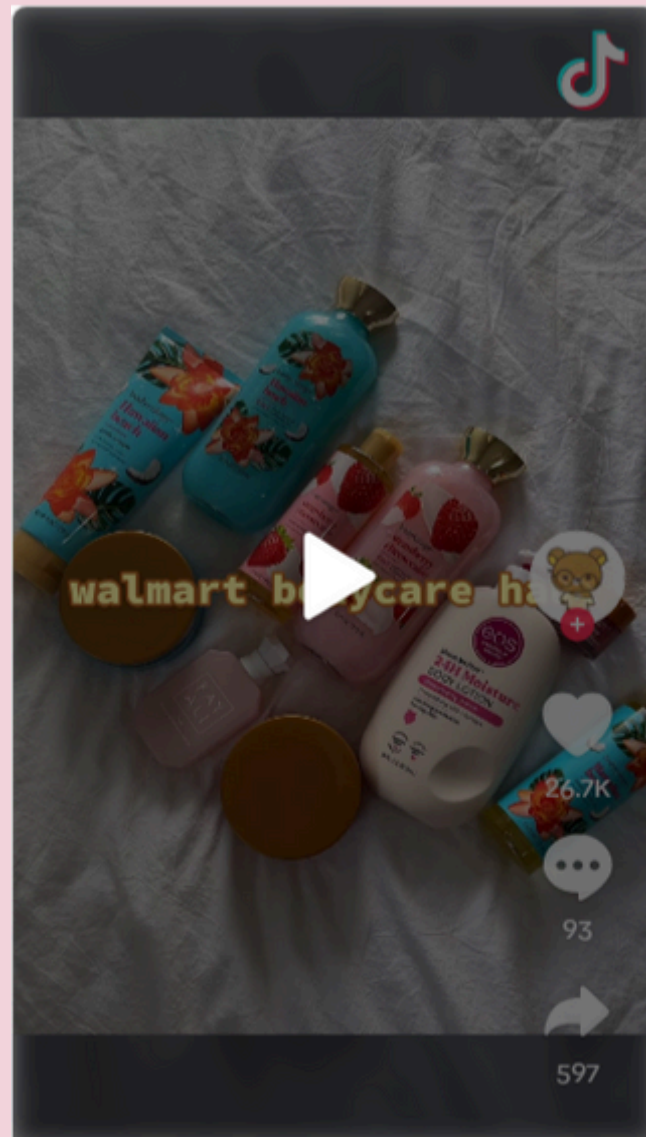
**BECAUSE OF THE CONTENT PUSHED AT HIM,  
HE BELIEVES THE FOOD HE EATS IS A REFLECTION OF WHO HE  
IS.**

**HE BELIEVES REAL STRENGTH IS PACKED WITH PROTEIN, NOT  
PEELED.**



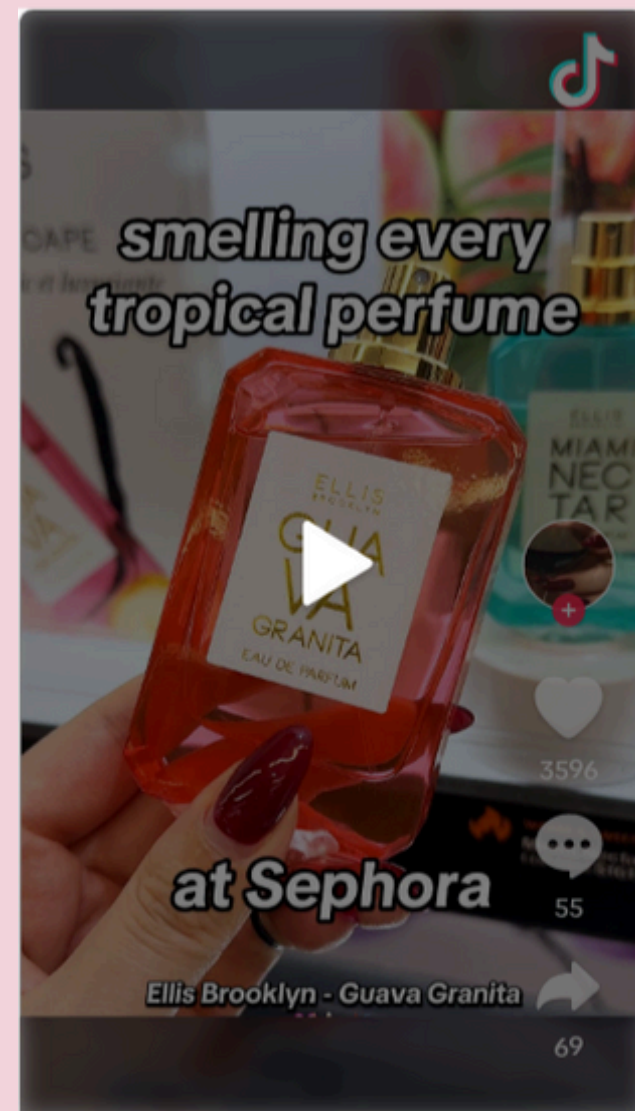
**WHETHER CURTIS LIKES IT OR NOT,  
HE LIVES BY  
YOU ARE WHAT YOU CONSUME.**

# ALL OVER SOCIALS, FRUIT SHOWS UP AS ...



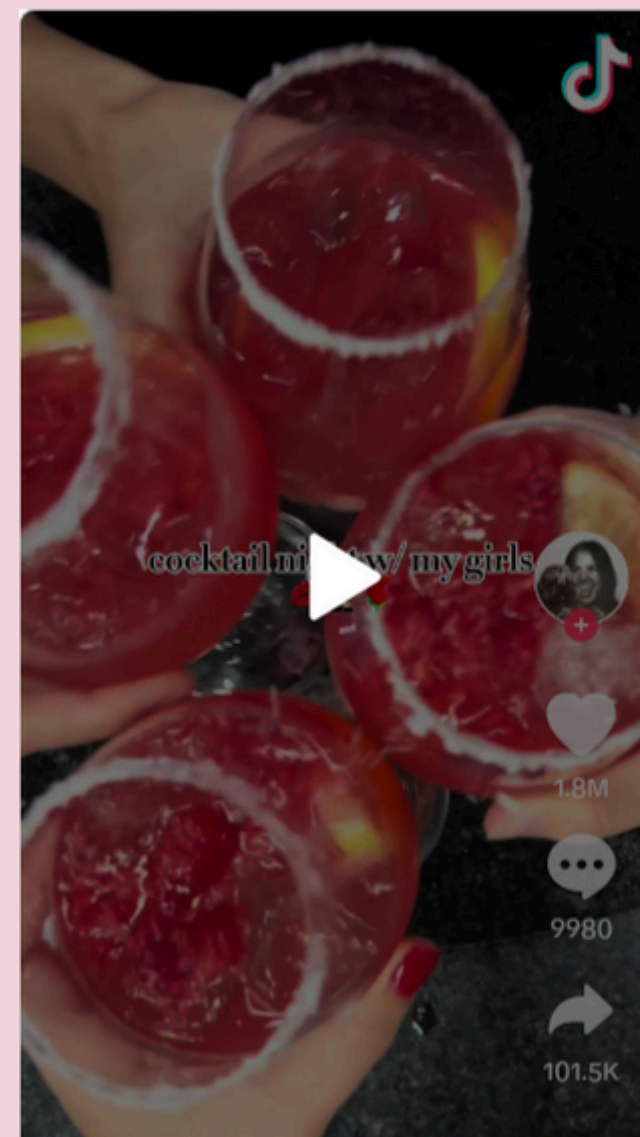
◀Tok Watch more ex [Watch now](#)

@pikatabi  
bodycare haul from walmart!! i'm about to smell so delicious fr @Bodycol ...See more  
🎵 Prom song - Coney Island



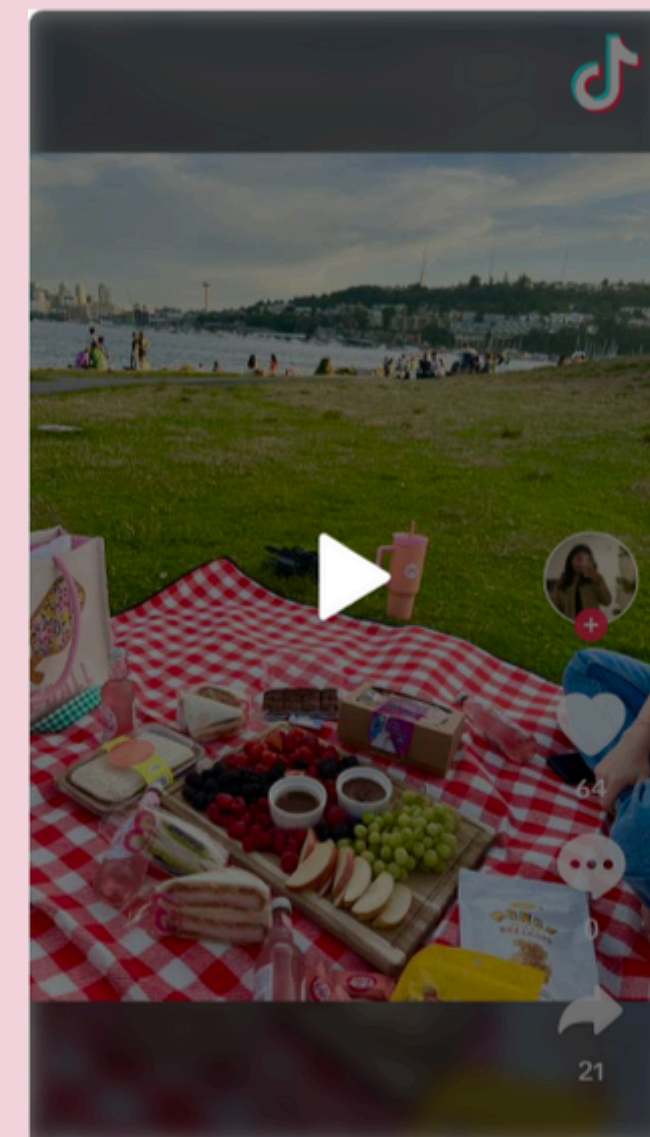
ok Watch more exc [Watch now](#)

@thefemmeobsession  
Finding the best juicy, tropical, fruity perfume at Sephora 🍓🍓🍓 ...See more  
🎵 original sound - Sara | Perfume & Beauty



ikTok Watch more e [Watch now](#)

@pazitavalenzuela\_  
cocktail night w/ my girls 🍷🍷🍷  
#friendship #igotmygirls #mygi ...See more  
🎵 Unwritten - Natasha Bedingfield



◀Tok Watch more e [Watch now](#)

@kristenkitchennn  
Made a little fruit board for a sunset picnic at Gasworks yesterday and add ...See more  
🎵 picnic in the meadow - Ophelia Wilde

# IN THE WILD, HE SEES FRUIT IN...





## **TO CURTIS, FRUIT IS...**

**LIGHT**  
**CUTE**  
**SWEET**  
**FRAGILE**  
**DAINTY**  
**DELICATE**

# PROBLEM

**MEN AREN'T EATING FRUIT — NOT  
BECAUSE THEY DON'T LIKE IT, BUT  
BECAUSE THEY DON'T IDENTIFY  
WITH IT.**

**INSIGHT**

**THEY DON'T CRAVE VITAMINS,  
THEY CRAVE VALIDATION.**

**FRUIT DOESN'T LACK APPEAL.**

**IT LACKS  
CULTURAL PERMISSION FOR MEN  
TO ENJOY IT...**

# **STRATEGY**

**MAKE FRUIT AN EMPOWERING SYMBOL OF  
MASCULINITY:**

**REAL STRENGTH COMES FROM REAL FOOD.**



**FRUIT IS BADASS.**

**IT'S WILD, RAW, AND ALIVE. IT  
GROWS IN JUNGLES, CLIFFS,  
DESERTS.**

**IT'S NATURE'S ORIGINAL FUEL:  
FULL OF ENERGY, HYDRATION,  
AND BITE.**