

Grab a Free Boost to On-line Blueberry Sales Conversions

Enhanced blueberry e-commerce creative elements for above- and below-the-fold

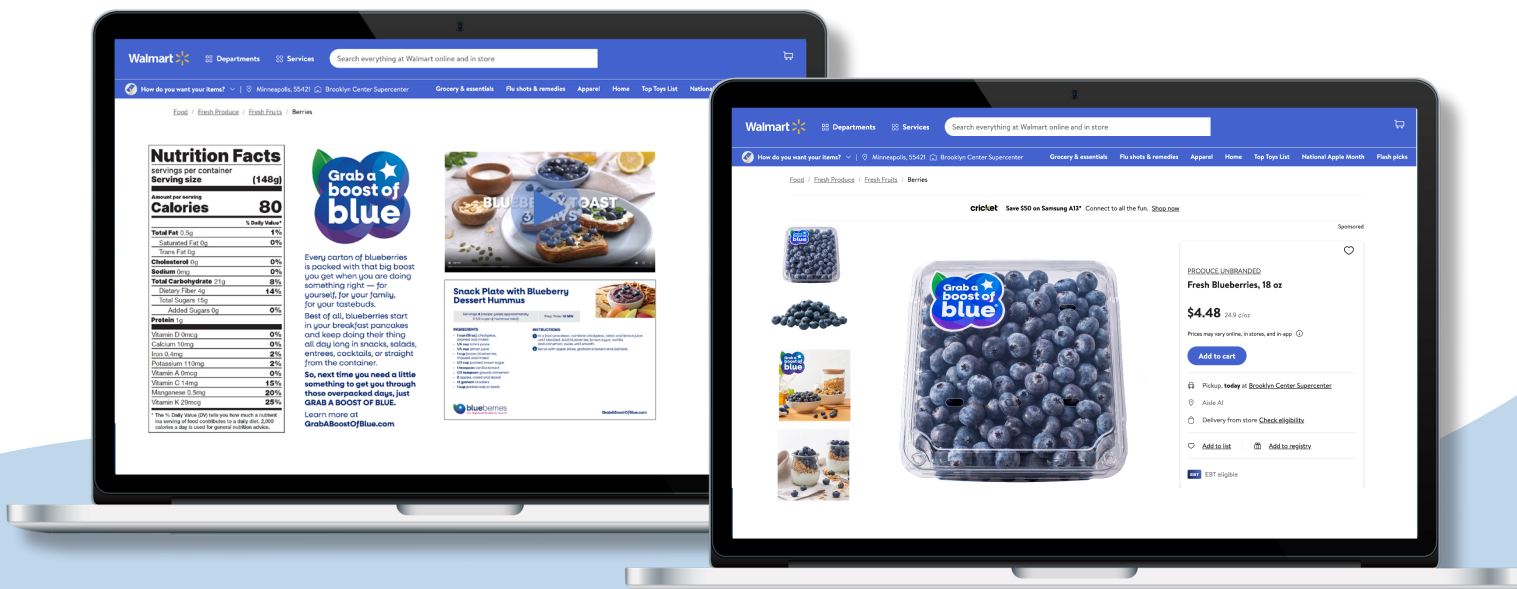


The U.S. Highbush Blueberry Council's Grab a Boost of Blue digital creative assets have proven sales-driving power. Exposure to the Boost of Blue message drives a **significant increase in purchase intent for both fresh and frozen blueberries** – with the top 2 box purchase intent for **fresh blueberries increasing by 30 points**.¹

During summer blueberry season 2022, grocery retailers that fully leveraged the Grab a Boost of Blue program **benefitted from fresh blueberry unit sales growth up to +35 point ahead of competitive retailers in their markets**.²

Consumers associate the Grab a Boost of Blue logo with the healthfulness of regular blueberry consumption. It's a reminder to purchase and eat fresh and frozen blueberries for their unique combination of great taste and heart-healthy nutrition.

These enhanced e-commerce promotional images, available with and without the Grab a Boost of Blue logo, are designed for use by any industry or retailer as a complement to their brand marketing content, and are available through a no-cost license agreement available at ushbc.blueberry.org/license-agreement



¹Grab a Boost of Blue Consumer Communication and Persuasion Test, 2020

²Grab a Boost of Blue 2022 Retail Store Activation Recap, NielsenIQ Data, 2022

³Sate of Blueberries A&U Report, IPSOS 2022

Boosting Digital Platform Sales With Grab a Boost Of Blue and Enhanced Blueberry Images³



57% of blueberry users are familiar with the logo

81% say this call to action is relevant to them

Blueberry health benefits associated with Grab a Boost of Blue logo:



80% Brain health



78% Reduced risk of heart disease



86% Supports the immune system



83% Supports gut health



74% Aids in exercise performance/recovery



77% Helps prevent Type 2 diabetes

Numbers reflect consumer research measuring perceived fit between health benefit statement and Grab a Boost of Blue logo.



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