



Guardrails

Key areas of the territory

As a global brand we must always **Think Global** while allowing our marketing teams to **Act Local**.

When it comes to the *Pink Side of Life*, the creative territory can move into a few different (yet equally exciting) directions. Which space you flex into will be driven by the needs of your market.

Your marketing can convey one or all of them.



Fun



It is

Playful, spirited, clever/witty, light-hearted, amusing.



It is not

Childish, silly, or fun had at anyone else's expense.

Bold



It is

The opposite of dull! Eye-catching, strong, confident, awash with striking colours, high quality,



It is not

Outlandish, garish, in your face, overly serious, or deliberately divisive/confrontational.

Surprising



It is

Unique, unexpected, intriguing. Inciting curiosity to find out more. Think surprise and delight that is genuinely surprising and delightful.



It is not

Aiming to shock and awe.



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Filters to assess your creative

Launching new marketing activities or creative platforms? Exciting! Just be sure to assess them against these filters to ensure they remain true to our brand positioning.



Remember, while you're adapting the positioning to fit your cultural or market needs, our approach remains the same. We're consistently bold, consistently vibrant and *always* unique.



If your activities answer 'no' to any of these filters, then best rethink. How can you communicate the same idea in a more interesting way?

1. Does this redefine our category?

We don't think like an apple brand. So it makes sense that we don't only look at other apple brands as our benchmark. Which other brands are forging a new path creatively speaking? Pilfer that creative spark and use it to inspire your own groundbreaking creative.

Also ask yourself: has another apple brand done something similar? Yes? Then let's pivot and do the opposite.

After all, trailblazing work requires that you *blaze a new trail*.

4. Are you trying to appeal to everyone?

Not everyone will appreciate what we have to offer. And that's because we're overcommitting to a segment we can really win. We're redefining the apple category, not trying to please.

2. Does this amplify our differences?

We don't waste dollars repeating the basics of the stale apple category. And we don't apologise for our flavour profile. Does your creative double down on why we're genuinely unique? Does it focus with laser-like attention on getting noticed and owning what makes us different?

Great. If not, again, best rethink.

5. Is this going to be talked about?

Bold! Iconic! Vibrant!

Have we got your attention? We're aiming for fame – even making some people a bit nervous. Because that's how we'll cut through the noise. People aren't paying attention to the apple aisle. Yet.

3. Is it more interesting than an apple?

We're an apple brand, sure, but we talk little about apples themselves. Because Pink Lady® is more than just an apple or healthy snack. It's a symbol of positivity and vibrancy, a moment of self-love that nourishes your body and soul.

We tell a more stirring and emotional story about the consumer and their lives and aspirations. If you do need to talk about our apple's functional benefits (and sometimes you will), frame them through the lens of this bigger emotional story.

6. Is it relatable?

While we aim for fame, we avoid over-reaching.

We don't flout our differences merely for the sake of it. There's a playfulness and authenticity in what we do. We're having fun, but we're not poking fun. We strike the right balance.

We can't wait to see how you bring our brilliant brand to life.