**Exercise 6.2**

**Fact Grab. Zespri and Fruit Ninja**

Use the resource below to answer the following questions

[http://www.digitaltrainingacademy.com/casestudies/2015/10/](http://www.digitaltrainingacademy.com/casestudies/2015/10/zespri_gets_kids_in_china_to_slice_18bn_digital_kiwis_on_fruit_ninja.php)

[zespri\_gets\_kids\_in\_china\_to\_slice\_18bn\_digital\_kiwis\_on\_fruit\_ninja.php](http://www.digitaltrainingacademy.com/casestudies/2015/10/zespri_gets_kids_in_china_to_slice_18bn_digital_kiwis_on_fruit_ninja.php)

1. What is the name of China’s main social networking platform?
2. Where were most ads run in Shanghai and Beijing?
3. What % of consumers were against ‘cutting fruit’?
4. In what way did the game reward players and sell players the benefits of the brand?
5. How many kids completed the challenge?
6. How did Zespri continue to hold interest after 14 days?
7. How many children continued the relationship after 14 days?
8. Describe the type of commuter the adverts were trying to attract

1. Fully explain how Zespri’s Fruit Ninja promotion be seen as innovative? In your answer use the terms

* Cultural intelligence
* Target market

You should cover **what** the innovation was and **why** it happened. **How** did it/not benefit the business or other stakeholders. **Evaluate** it as a marketing plan.

RMB 2016

Answers for teachers:

1. We Chat

2. Subway

3. 55%

4. Vitamin C badge (reward center)

5. 680.000

6. Zespri kiwi pet

7. 120,000

8. Pupils might need help with this as it is implicit. Largely white collar workers (commuting to CBD)/mothers/Tiger Mums-with a focus on best possible product for child. Office workers (disposable income). Competitive gamers.

9. I have tried to structure this within the framework of an NCEA type question following What, why, how and evaluate. In my class answers I would be looking for:

* social media exercise in China aimed at specific targets (white collar workers/middle class/kids). Joint promotion with established game to reduce risks of innovative idea/costs.
* to create increased demand for cut fruit and sales of kiwi fruit. To inform customers of benefits in a fun way.
* Business-increased attention in market-680,000 kids. Extended connection/interest in game and therefore exposure to sales message (120,000). Consumers-information/enjoyment.