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## **FLIA 2016 nominee: Outspan Sam**

From South African fresh produce giant Capespan comes an educational character with a fun twist

The Outspan Sam campaign from Capespan shows children how fruit is grown, all the way from the plantation to the point of sale.

In four different videos, the path of the fruit is traced in all its different stages: from the seedling in the plantation, through harvesting, packing, transport and sale in the supermarket, to the kitchen table.

Outspan Sam, a character specially developed for this campaign, narrates the story, and video clips can be accessed by scanning a QR Code.

The aim of the campaign is to promote knowledge and understanding among young, next-generation consumers and increase appreciation for healthy, fresh produce.

