

Published: August 1, 2013

DeJaFrut wins \$2m advertising campaign

DEJAFRUT, producers of an all-natural sorbet made from the finest Jamaican fruits, are getting closer to achieving their goal of having a fruitful impact on the Jamaican economy. They emerged as winners of a \$2-million advertising campaign, courtesy of The Gleaner Online and The Production Lab.

The Gleaner Online partnered with The Production Lab with the sole objective of boosting businesses for Small and Medium-size Enterprises (SME's) by offering the winner of the SME Challenge a comprehensive advertising campaign valued at JA\$2 million dollars.

“When we learned of the competition, we thought it would be a great opportunity to expand our initial local in-store marketing strategy to an island-wide promotion with the extensive services that The Production Lab and The Gleaner can provide.” Marie Wilson, co-founder and Chief Financial Officer at DeJaFrut, told The Gleaner.

“This is a great opportunity to introduce our product on a grand scale, showcase the packaging and provide exposure to our clients that supported us from the start. This would result in a win-win situation for everyone”, she added.

DeJaFrut's sorbet encompasses all natural Jamaican fruits and purees which creates a positive impact on the Jamaican economy. All of their ingredients are purchased from Jamaican farmers and the sorbet is manufactured in Montego Bay.

The raw ingredients are also exported from the island to their American manufacturing facility in Brooklyn, New York, to ensure that the sorbet sold in the United States is made from the same high quality fruits grown in Jamaica.