

## RETAIL CAMPAIGNS: RIPELOCK

### The Scenario

RipeLock is a revolutionary product for the retail and consumer market. Do you hate when all of a sudden your brand new bananas are brown? You just bought them...right?

RipeLock offers a system that helps management the ripening process of bananas throughout the supply chain. Having been in the marketplace for years there is still a need to promote the RipeLock offering to major grocers and produce growers.



### The T3 Approach

T3 worked on a variety of tactical levels with the RipeLock team ranging from tradeshow, print and digital media buys, email marketing, PR and content curation to promote the RipeLock system to a specific target market during key industry periods.

### The Result

Major industry publication content publishing

Successful tradeshow customer meetings

Everyone is going bananas for RipeLock!

