



THE SEACRET IS OUT... BLAND FARMS® AND SPONGEBOB ARE CO-STARRING TOGETHER IN 2020!

Bland Farms has joined forces with Paramount Pictures to drive record sales of Vidalia® Sweet Onions with the release of The SpongeBob Movie: Sponge on the Run in theaters Spring 2020.

The **SEAc**ret ingredient to more Vidalia® onion and overall produce sales too!

From designed merchandisers to strategic product placement, this 2020 The SpongeBob Movie-Bland Farms partnership promotion offers retailers the opportunity for a BIG, fun, interactive and memorable shopper experience in produce.

- Dynamic **point-of-sale** merchandising displays.
- High-impact themed **package designs**.
- Co-branded **collectable PLU** stickers with "Help Find Gary" social media contest.
- National **press and ad** campaigns.
- **Augmented reality** overlays.
- **Recipe tear pads** featuring SpongeBob and Krabby Patty-inspired dishes.
- Promotional opportunities with **social media and geo-targeted advertising**.
- **Consumer sweepstakes**. Consumers will have a chance to win multiple prizes including a grand prize trip to Paramount Pictures for a family of four.
- And.... **National Retailer Display Contest**. Produce managers can submit images of their creative SpongeBob/Vidalia onion in-store displays for the chance to win multiple prizes totaling \$10,000.





YOU CAN'T MAKE A TRUE SPONGEBOB KRABBY PATTY WITHOUT A BLAND FARMS VIDALIA® ONION!!!

SpongeBob SquarePants is the most widely distributed property ever in Viacom International Media Networks history.

More than \$13 billion in SpongeBob SquarePants-related consumer products have been sold since the show premiered in 1999. SpongeBob is a habit for a whole lot of people, and it continues to find new fans with new generations of kids. The Bland Farms-Spongebob campaign will not only increase sales it is sure to:

- Capture younger, more diverse market.
- Tap into millennial nostalgia to inspire impulse purchase.

THE SPONGEBOB EFFECT



Seen in more than **208 countries and territories**



Translated in **55+ languages**



Averaging more than **100 million total viewers** every quarter



SpongeBob is the most meme-able character and is **mentioned on social media every 4 seconds**

