



# ORIGINAL SUGAR COLLECTION







Passiflora is a connoisseur's brand of natural and high-quality sugar and salt. We selected each product after careful examination of the nutrition, method of processing and place of origin. Delivered from far away corners of the planet to add wealth and emphasize the qualities of your food.





# SPECIAL SERIES FROM MAURITIUS

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**GUARANTEED  
ORIGIN**



# ORIGINAL MAURITIUS SUGAR







## OUR SUGAR SMELLS LIKE... AN EXOTIC ISLAND



IRRESISTIBLE AROMA



UNFORGETTABLE  
TASTE



GENTLE PROCESSING



# RELATIONSHIP MARKETING

Opening the package of unrefined sugar PASSIFLORA you feel a deep and rich aroma that takes you to the dream island of Mauritius. There, with gentle processing of sugar cane, dark and fragrant, naturally rich in molasses, vitamins, and minerals, sugar PASSIFLORA is produced.







## PACKAGING AND LOGO DESIGN

The lifestyle elements of the box design and logo inspire dreaming of exotic trips and island adventures.

The customer identifies with these feelings, so PASSIFLORA sugar becomes something more than a simple sweetener but a dream.







# Content pillars

Simple advice: use brown sugar instead of white in your beverages, pastries, and special occasion cakes.

## **Recipes:**

we express sugar  
through cooking  
emotion.

## **Blog articles:**

storytelling about the  
nutrition, processing,  
myth-breaking

## **Lifestyle:**

brown sugar is your  
outstanding lifestyle  
accessory





# THE MARKETING MIX

Media coverage  
Reviews  
Search engine results  
Mentions  
Social shares  
Influencers (free)

**Earned media**

**Paid media**

**Owned media**

Website  
Blog  
Social channels  
Email marketing  
Ebooks

TV ads  
Print  
Paid search  
Display advertising  
Paid social  
Sponsored content  
Endorsement





## SMELLS LIKE... EASTER CAKE

*Sweet  
Easter*

*with unrefined sugar  
from Mauritius*



An integrated marketing campaign for a special occasion





# SMELLS LIKE... EASTER CAKE ATL

TV

PRINT

OOH

SOCIAL MEDIA







# SMELLS LIKE... EASTER CAKE BTL

CULINARY BOWL

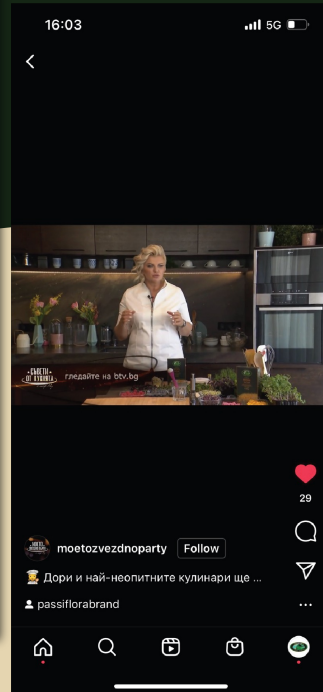
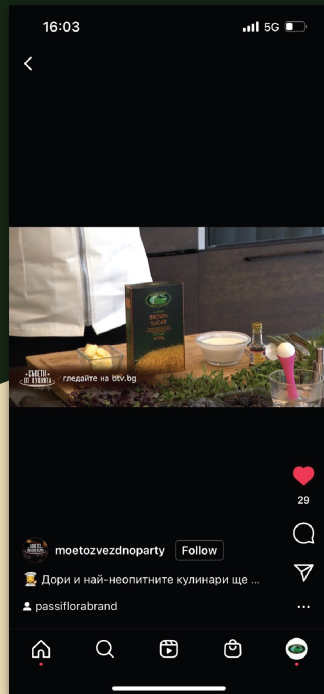
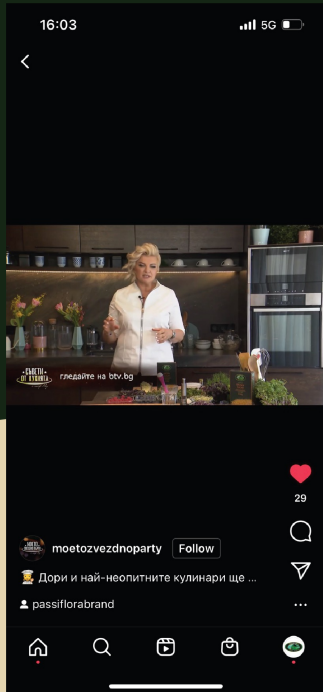
EMAILS

EBOOKS

EXHIBITIONS

REMARKETING

PPC/SOCIAL MEDIA ADS







# SMELLS LIKE... EASTER CAKE KPI

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REACH

AWARENESS

ENGAGEMENT



We turned potential adventure dreamers into loyal and fully engaged customers.





## SMELLS LIKE...CHRISTMAS CAKE



*Coming soon*



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# THANK YOU

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SUICO

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