



NOVEMBER 2025

A new era is dawning  
for Pink Lady®

**Pink Lady® is entering a new era, as it unveils its new communication platform and global campaign “So crunchy, So juicy, So cool” — a fresh creative chapter that celebrates culture, emotion, and taste like never before.**

Launching across 11 European countries from November 2025 onwards, this new platform redefines the act of biting into an apple — by turning a simple fruit into a daily boost of joy and pleasure.

It marks a bold and emotional evolution, designed to elevate Pink Lady® beyond the fruit category and establish it as an iconic lifestyle FMCG brand.

**Pink Lady®, unique since 1997.**

Since 1997, Pink Lady® has become a global sensation, loved and devoured all across Europe, thanks to its pinkness and unique taste.

But, with consumers eating less fruit in recent years, in favour of processed snacks, Pink Lady® needed to remind them that the fruit aisle can be just as exciting...

**A creative idea, rooted in pleasure and confidence.**

Our starting point: the experience of eating a Pink Lady®.

To fire up the excitement, the campaign capitalizes on what people love Pink Lady® for — its sensory experience, based on its crunchiness and juiciness.

But eating an apple is more than a sensory experience...

In public, it can even make you look cool, as you casually munch and juice splashes around you. This universal feeling is used in films, TV shows or paintings to strongly highlight how cool a character is.

**To highlight this unique experience, Pink Lady® is unveiling its new tagline: So crunchy, so juicy, so cool.**

The campaign invites consumers to rediscover the sensory pleasure that has made Pink Lady® famous — its unique crunchiness and juiciness — While connecting this experience to a consumer truth: nothing beats the cool attitude of someone eating an apple.

“So crunchy, So juicy, So cool” is not just a campaign line; it is an attitude — the reflection of a brand that has always stood for quality and pleasure, and has now been reimagined with more personality, storytelling, and sincerity than ever before.

Each bite becomes a moment of liberation, optimism, and pleasure — a small, everyday act that reconnects people with their senses and with life's simple joys.

PRESS RELEASE

## A distinctive creative universe.

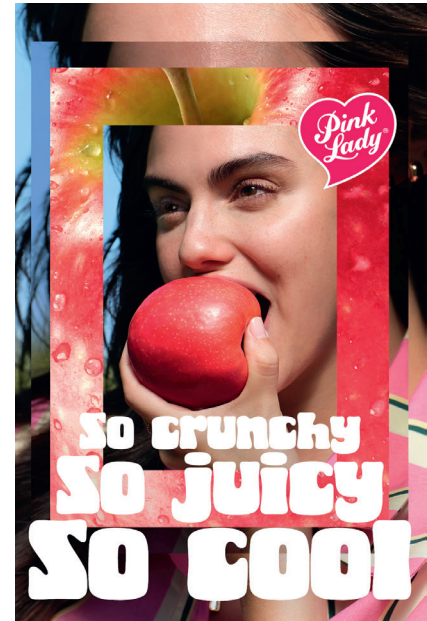
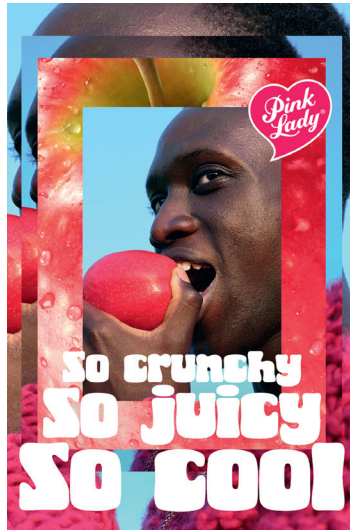
To convey this bold new positioning, a distinctive visual universe has been imagined by the Romance agency and curated by Charlotte Abramow, the Belgian director and photographer renowned for her poetic yet fearless art.

Her collaborations with well-known artists have made her one of the most distinctive creative voices of her generation.

In her vibrant and colourful universe, the two campaign heroes are portrayed experiencing the Pink Lady effect. As they are enjoying the crunchiness and juiciness of a Pink Lady, their pleasure is disturbed by small everyday annoyances: a snag in their jumper, or a gust of wind ruining their hairdo...

They remain undisturbed – and cooler than ever – despite these distractions, simply focusing on the delight of biting into a crunchy Pink Lady®.

The campaign celebrates everyday confidence, in a joyful, carefree way, that everyone can relate to.



## More than just a fruit: Pink Lady® is an icon.

As the apple market grows increasingly standardized, Pink Lady® brings charisma, creativity, and emotion back into the category.

## Cool is spreading across Europe.

The campaign will roll out progressively across 11 European countries, supported by a multi-channel media wave including TV, radio, digital, OOH, and social media activations. This powerful celebration of cool launches Pink Lady's ambition to stand as the most iconic apple, and the most desirable snack.

"With our new campaign 'So crunchy, So juicy, So cool', we are redefining the codes of fresh produce. We are turning apples into more than just fruit — into objects of desire — by embodying a positive, modern and confident attitude. This campaign allows us to broaden our audience and connect more deeply with younger urban consumers, highly active on TikTok and drawn to sensory experiences such as ASMR. By reaching beyond families — already heavily targeted by food advertising — we are opening the door to new consumption moments, especially in premium snacking, and positioning Pink Lady® as an iconic and aspirational brand that inspires love, preference and loyalty.

Our ambition is also to do good in the world. Offering an exceptional fruit — healthy, delicious and grown with care — means enabling everyone to eat better, but above all to rediscover the pleasure of taste. In a world saturated with ultra-processed products, we're reaffirming a simple idea: pleasure can be natural. Pleasure can be healthy. Pleasure can be experienced every day. We believe that fruit has a role to play in society: bringing back flavour, joy and vitality to our lives. And Pink Lady® is the proof of that — an apple can be iconic, desirable and profoundly positive."

**Cédric Modica Amore**

*Marketing & Communication Director, Pink Lady® Europe*