



Coles Myer Ltd.

Supermarkets

SESSION TWO

Session Two

Building Demand – Promotions, Marketing and Customer and Consumer Trends and Expectations

New Zealand and Australia Avocado
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DEVELOPING THE UK MARKET THROUGH GENERIC PROMOTION

Derek Donkin

South African Avocado Growers' Association



BACKGROUND

SAAGA has been funding a generic promotion programme in the UK for the past 9 years

Public Relations (PR) techniques are employed

Theme: "Summer Avocados- Fresh from the South African Sun"



SAAGA's philosophy behind generic promotion:

Grow the size of the pie...

So that everyone can have a
larger slice

WHEREAS Brand promotion aims to
increase ones slice of a pie of constant
size.

One person's gain is another person's
loss.

PR vs Advertising

PR:

Activity and communications, designed to change perceptions and place a product foremost in the minds of a target audience through media coverage penned by journalists

Advertising:

Paid non-personal communication through a mass medium

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Good PR spend should produce ± 10 times its cost in terms of coverage in the media, i.e. £1 spent on PR should give you the same value as an advert costing £10

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PR involves making available information to the media.

Press kits typically include:

- *Information
- *New angles for stories
- *Photographs

Target media:

The food, health and lifestyle media

Core messages of SAAGA's campaign:

Health

- *Nutritious
- *High in monounsaturated (good) fats
- *Not fattening if eaten in moderation
- *Versatility

Target consumer

*Upper income group (ABC 1)

* >90% of ABC 1s regularly read health and lifestyle columns in papers and magazines

*80% of purchases made by this group are decided on before they enter the store

Through the media, we aim to keep avocados foremost in the mind

- Make sure avos are on the shopping list

Support activities

- *Trade press PR

- *Info service: trade, consumers, media

- *Assistance to importers and pre-packers: Provision of information and expertise for in-store activities.

Measuring the success of a campaign



Disagreement

Set goals:

e.g. *Increase in household penetration

*Change in consumer perceptions

*Value of coverage generated
through PR activities

Success of SAAGA's UK campaign

Household penetration:

2001	16%
2003	18.1%
2004	20.8%

Source: Taylor, Nelson Sofres

BUT

What is the role of ripe and ready fruit and increasing consumer affluence in increasing consumption?

Remember:

The PR approach sets out, primarily to
change perceptions

If perceptions change in accordance with the
message communicated, the PR activities
have been successful

Change in consumer perceptions

10 years ago avos seen as:

- Unhealthy and fattening
- A winter fruit
- coming primarily from Israel

Today:

- Healthy, not necessarily fattening
- A summer fruit
- From South Africa

COMBINING FORCES

A year-round PR based generic promotion campaign, jointly funded by supplier countries, will assist in increasing the demand for avocados

CONCLUSION

The success of SAAGA's UK PR campaign is based on consistent investment in PR activities over a number of years

Increases in UK consumption are not solely due to PR activities. Factors such as the growth in the 'ripe and ready' market as well as increasing consumer affluence have also played a role. It is impossible, however, to quantify contribution of each of these factors

