



Coles Myer Ltd.

Supermarkets

SESSION TWO

Session Two

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

New Zealand and Australia Avocado
Grower's Conference'05
20-22 September 2005
Tauranga, New Zealand

The Australian Marketing Program

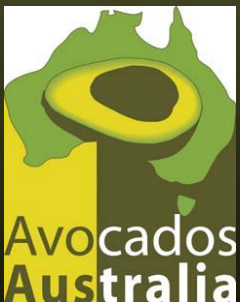
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Australian Avocados

- Exciting changes ahead
- Benefit from the research and success of current 5 year campaign
- Objective - to make avocados an “everyday” product

“Ave an Avo Today”



Current Program

- Positive program for the Industry
- Avocado consumption grown 1.2kg to 2.0kg per person per year
- Consumer research – future direction

How did we get here ?



AVOCADO COMMUNICATION PLAN 2005

- Television campaign (Budget \$400,000)
- Retail promotions (Budget \$20,000)



Campaign Objectives

**Consumer
research**

**Maintain
awareness**

**Maintenance
program**

**Build
'brand'**

**Maximize
cost
effectiveness**

**Effective
media
buy**



Who are we targeting?

- Primary - Grocery buyers 25-54 with children (female skew)
- Secondary - Grocery buyers 18-24



Mums with kids



Mums with kids
(potential audience 3,082,000)



Media Imperatives

They are medium cinema attendees
22.9% (1 visit in last 3 months)



They are Heavy TV viewers
19.5% (4+hrs per day)



They are light radio listeners
38.8% (2-4hrs per day)



They are light Internet users
23.7% (less than once a week)

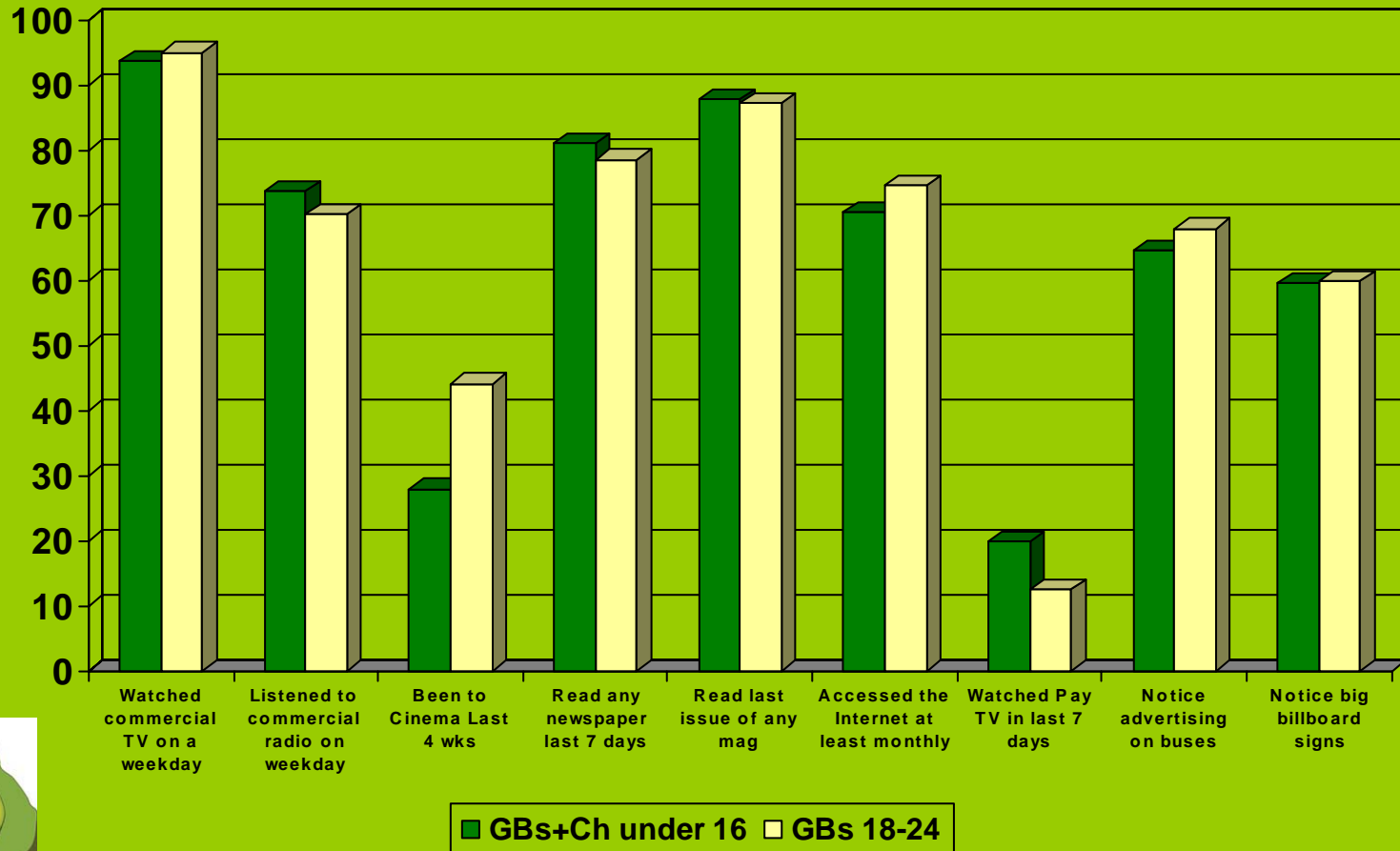


Light Newspaper Readers
30.3% (1-2 in last week)

Heavy magazine Readers 38.2%
(5+ issues in last 3 months)



Media Typology Summary



What is in the shopping trolley?

80.6% bought fresh fruit in the last week

11.8% bought tinned baby food



12.5% bought breakfast bars

64.8% bought cereal

26.3% bought health/muesli fruit bars

Bought Potato Chips 64.3%

92% bought bread

Chocolate biscuits 42.1%

Sweet Biscuits 49.7%



Summary

Mum's with kids

- Shopping type
- Time availability
- Media consumption
- Purchasing habits



Media Options



Mediums

- Catalogues
- In-store demonstrations



In-store vs Television

- In-store
 - 4-hour demonstrations
 - Sydney
 - average of 70 people
- So Spend
 - \$100,000 is spent on 425 in-store
 - over 4 weeks
 - total of 29,750 people reached



In-store vs Television

- Television
 - \$100,000 television campaign
 - Brisbane only
 - will reach 1,849,090 people at least once!
 - 135,475 grocery buyers with children at least once!
- Television
 - 1,310,496 people three plus times
 - 105,235 grocery buyers/children three plus times



Programming

- normal “free to air”
- including Pay TV
- “cooking” segments/programmes
- advertorial segments



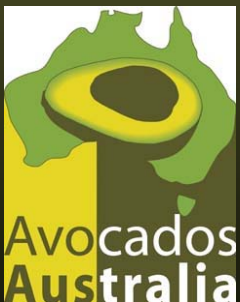
Overview

- 4 x Media Options
 - Option 1 – Free to air television with 3 distinct periods
 - Option 2 – Free to air television incl. Wimbledon and Saturday's Kitchen Sponsorships
 - Option 3 – Combination of Pay and free to air television
 - Option 4 – Free to air television incl. sponsorship 'Ready Steady Cook'



Pay Television

- True NATIONAL coverage
- Promotional opportunities
- Greater cost efficiencies
- approx 200 spots + promotion (\$75,000)



Media Consumption Habits

- Most popular
- Index strongly against primary target
- Younger target
- Outdoor



Media Campaign & Evaluation Avocados 2005



Campaign Design

- Free to Air TV in:
 - Sydney, Melbourne and Brisbane
- Sponsorships – Saturday Kitchen
- Pay TV schedule
- Pay TV on air competition



Media Campaign Evaluation

- Free to air TV 43 bonus spots: \$89,379
- Pay TV performed well
 - free spots/extras: \$53,052
- Pay TV a first for Avocados



Pay TV a first for Avocados

- launch of a program Lifestyle Café
- live audience
- top chefs, celebrity guests
- Avocados placed on set and used in segments
- Opening and closing billboards
- avocado integration into the “Mothers Day” promotion



Opening and closing billboards



“Mothers Day” promotion



Retail promotions

- 280 000 Australian Avocado leaflets

Avocados... great for you any way you slice it

Go ahead and have an avo more often because avocados are not only creamy and delicious, they're also one of nature's most nutritious foods. They're rich in monounsaturated fats and have the Heart Foundation's tick of approval.



Don't forget your water!

Avocado Availability Chart

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Green skin								Hass			



'ave an avo today

AVOCADOS

...deliciously good for you
'ave an avo today

Top tips:
When's an avo ripe to go?

4 luscious new recipes




Avo treats are healthy eats

The BIG ✓ for nutrition

NUTRITIONAL INFORMATION		
	per 100g	per 300g serve
ENERGY	870kJ	1562.2 kJ
PROTEIN	1.6g	3.65g
FAT TOTAL	22.4g	40.3g
Saturated	5.2g	9.3g
Trans	nil	nil
Polyunsaturated	8.7g	15.6g
Monounsaturated	14.7g	26.4g
CHOLESTEROL	nil	nil
CARBOHYDRATE	0.4g	0.7g
Sugars	0.4g	0.7g
DIETARY FIBRE	1.5g	2.7g
SODIUM	20mg	36mg
POTASSIUM	470g	846mg
IRON	0.7mg	1.26mg (18.1%)
FOULS	1.1g	2.0g (18.1%)
MAGNESIUM	20mg	36mg (18.1%)
VITAMIN A	49µg	88.2µg (18.1%)
VITAMIN B1	0.07mg	0.126mg (18.1%)
VITAMIN B2	0.13mg	0.234mg (18.1%)
NIACIN	2.17mg	3.906mg (18.1%)
VITAMIN C	9mg	16.2mg (18.1%)

*Above values for whole portion only. *One whole avocado = 300g



Summary

Strong position

- Consumer research +
- Knowledge of target market +
- Media experience & review

Successful platform for the future



Thank you to:

- Growcom
- Horticulture Australia (HAL)
- The Australian Government

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