

# AVOCADO INDUSTRY PROMOTION PROGRAM OVERVIEW



2008-2009  
&  
2009-2010



Antony Allen Avocados Australia



# Australian Avocados



# Content

- Review of 08/09 activities
- Update on completed 08/09 activities
- Questions



# Industry Goal and Objective

- Goal- To build strong demand for an increasing level of production at profitable prices
- Objective- *By 2010, to successfully demonstrate the effectiveness of avocado industry systems for maintaining a profitable balance between supply and demand so that annual average orchard gate returns increase by at least the equivalent consumer price index (CPI)*



# Strategic Agenda

To convince occasional users to increase purchase frequency

To maintain a balance between demand and supply

A general population push, through communication of vitamins and minerals

Expansion into niche markets

Decrease whim purchase and increase planned purchases



# Target Audience

## Primary target market:

Female Grocery Buyers between 20 -39 with an income of \$35K or more

*Focus was on the eastern seaboard*



# Activities

- 1.Consumer Research
- 2.Media and Sampling
- 3.Development of new Creative Artwork
- 4.Website Optimization
- 5.Spokesperson- Zoe Bingley-Pulin
- 6.Public Relations
7. Co-op promotions- domestic and export, and
- 8.Export Promotions- contribution towards Australia fresh program co-ordinated by the HAL export team



# Consumer Research

Two Objectives:-

- Reviewing avocado usage and consumer attitudes first surveyed in 2005
- Measuring impact achieved so far
- Providing direction for future market development strategies





# Consumer Research

	Total sample	Core target audience <sup>#</sup>
Spontaneous awareness	9%	7%
Prompted awareness	26%	26%
Prompted recall	18%	22%
Primary prompted message take out	98%	90%
Secondary prompted message take out	49%	51%

<sup>#</sup> Urban / suburban females aged 25-39



# Consumer Research

To convince occasional users to increase purchase frequency

To maintain a balance between demand and supply

A general population push, through communication of vitamins and minerals

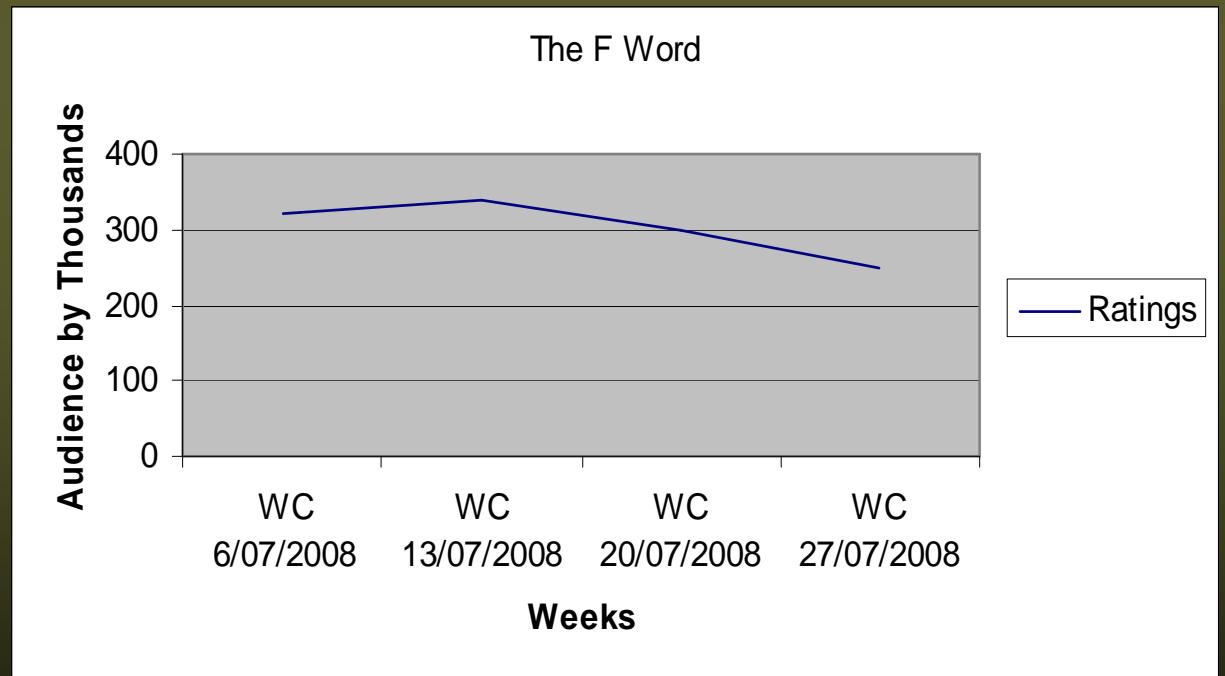


# Media Advertising

The three channels used were: TV, Magazine and Online

## TV

There was a combination of Free to Air (FTA) and Pay TV (STV) used to optimize reach amongst target audience



audience delivery of 307,750 against women 18-54 w as achieved

# Media Advertising



6,522 entries and  
\$42,965 added value

Lifestyle Food channel competition

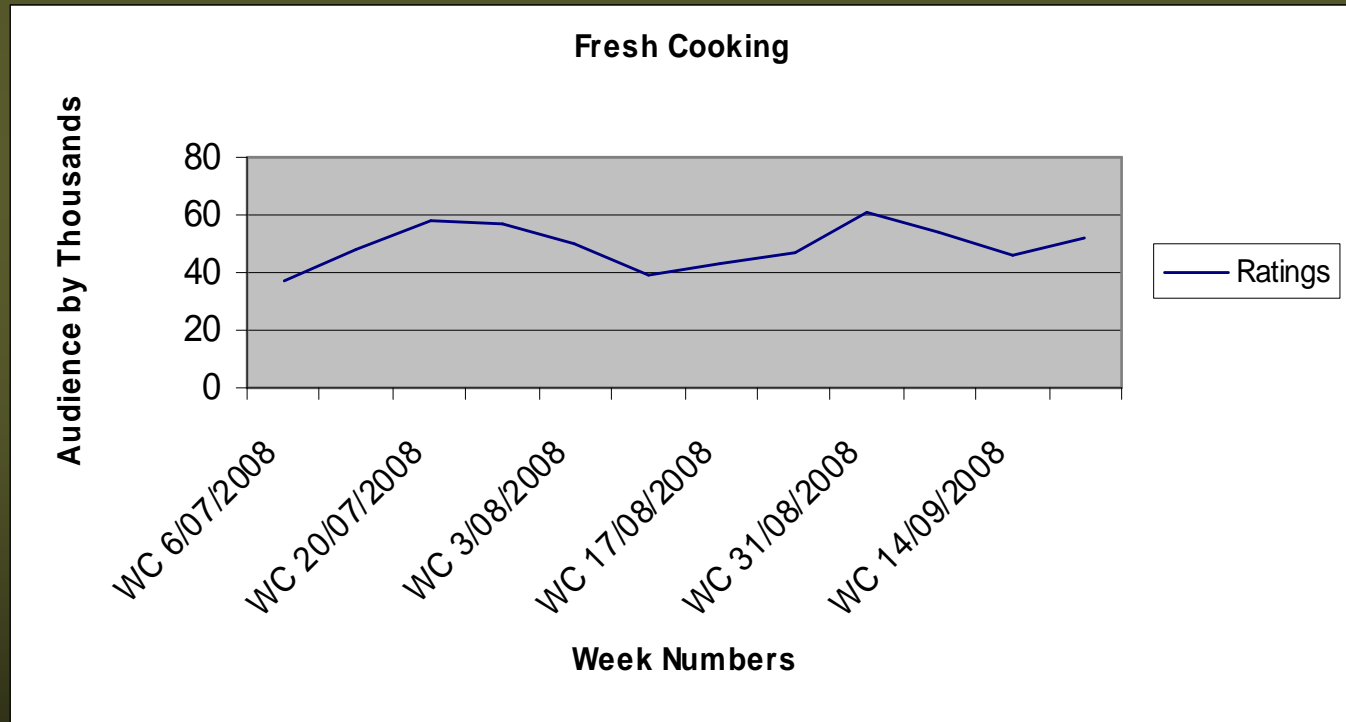
30 sec competition spot , 1 X Lifestyle E  
newsletter , TV campaign across lifestyle food  
channel = deeper connection with avocados



# Media Advertising



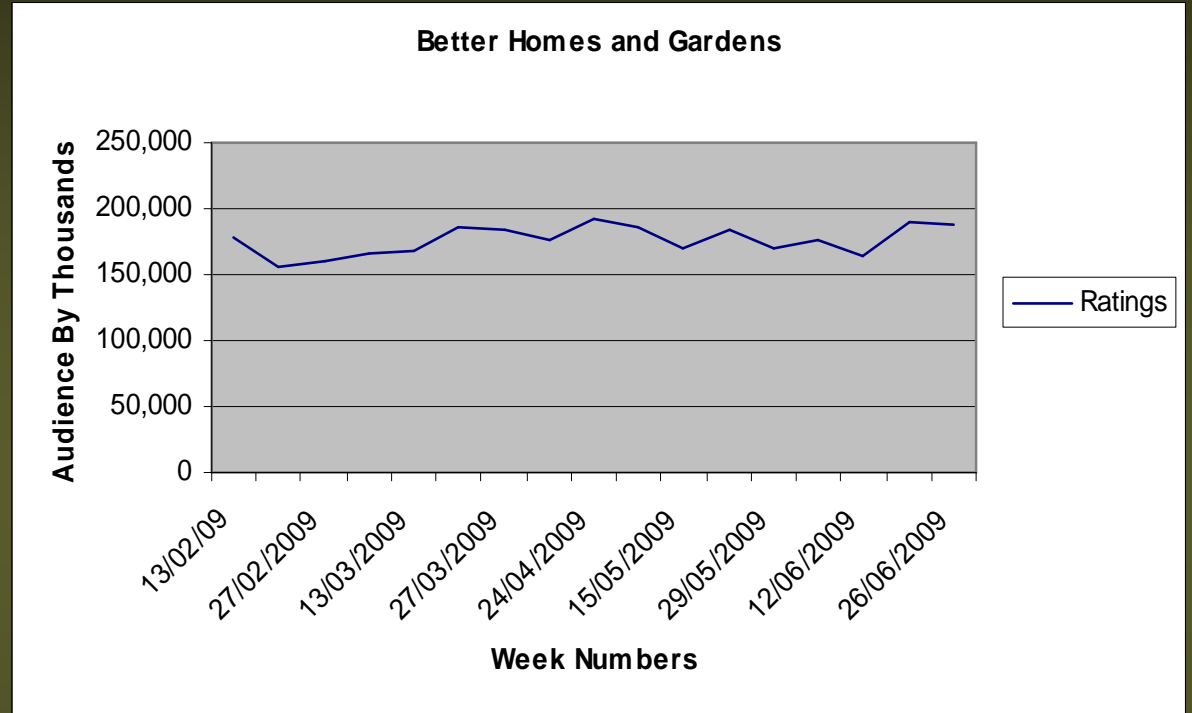
Audience  
delivery of  
49,000



# Media Advertising



Audience delivery of 176,499 was reached



Reach GB's 18-39 5 Cap Cities

Syd – 115,227

Adelaide -28,405

Mel – 99,004

Perth -42,710

Bris – 74,740

Total -360,086



# Media Advertising

## Subscription TV:



6,522 entries and  
\$42,965 added value

Lifestyle Food channel competition

30 sec competition spot , 1 X Lifestyle E  
newsletter , TV campaign across lifestyle food  
channel = deeper connection with avocados



# Media Advertising

## Subscription TV

Program association  
30sec spot schedule  
billboards In-program



FOX8

Arena



W.

a good level of spot support  
across key channels for 6 week



# Media Advertising

4 weeks Shared Sponsorship + 2 x 10sec  
Billboards per episode + 1 x 30sec TVC per  
episode + Lifestyle FOOD Channel Support  
Schedule

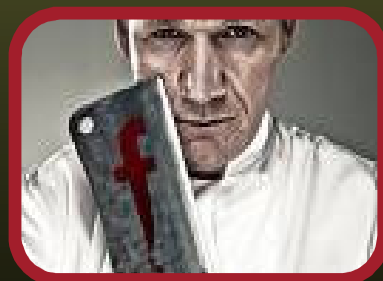


== Reach Total GB's National –  
938,000

# Media Advertising Channel Selection on Pay TV



Example Grocery Buyer Targeted  
Program Selection on Pay TV



# Media Advertising



2



1



2



3



1



1



1



1



1



2



2



2



1



1



1



1

Reach & Frequency

Original schedule delivered 56% @ 2.48 . Addition of Better Homes & Gardens increased reach to 60% @ 2.69

Added value delivered additional 81% on invested value.

# Magazines



**super shelf** Think and share your own products in a digital marketplace.

**Subscription Offer**

**FREE COOKBOOKS**

Subscribe to Super Shelf and get 3 FREE cookbooks. Choose from a variety of recipes, including healthy, quick, and easy options.

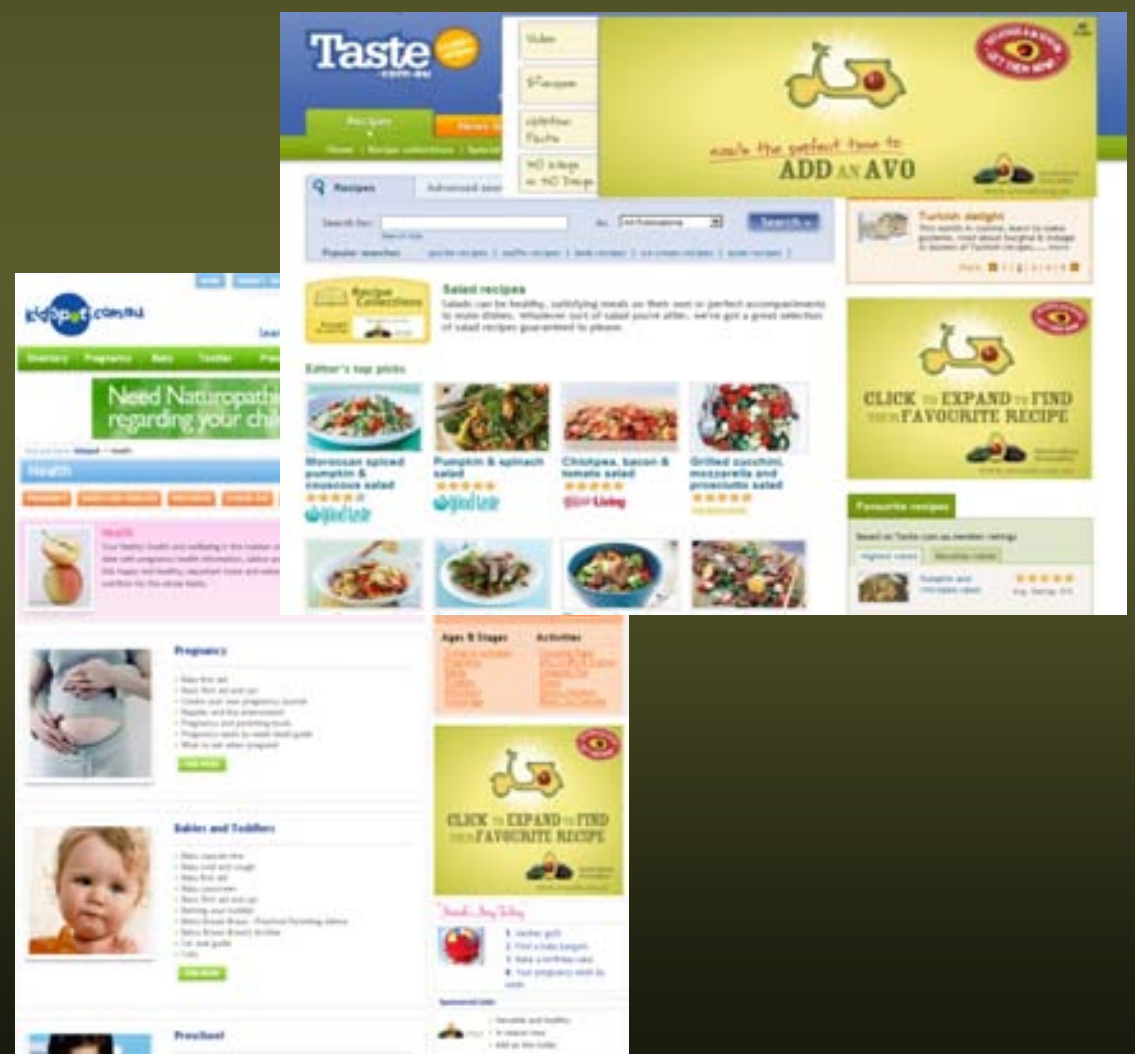
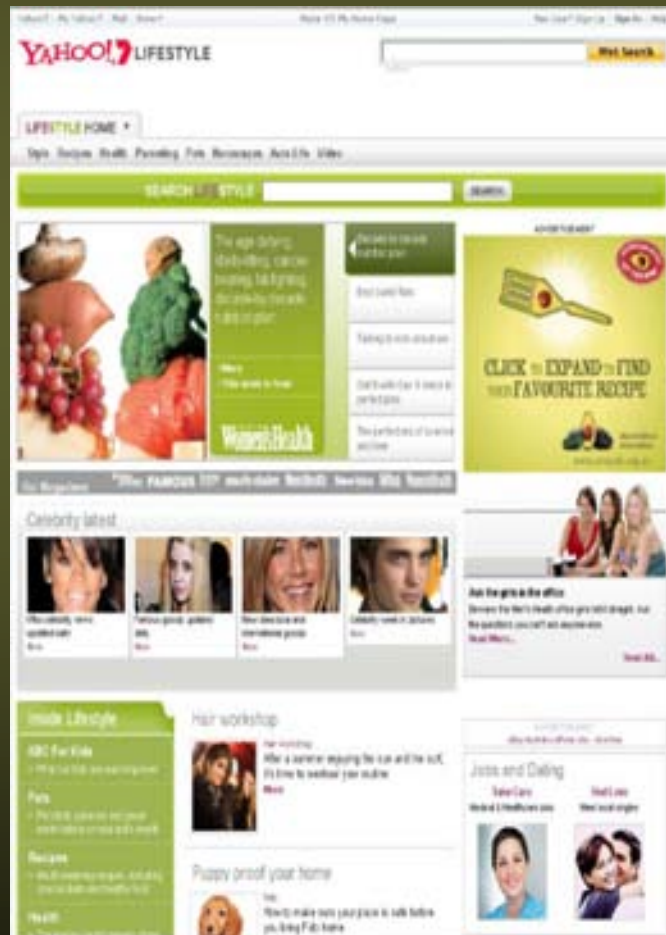
**Subscribe Today!** Visit [www.wacoing.com.au/super-shelf](http://www.wacoing.com.au/super-shelf)



# Online

Online continued in 2008 with the following:

1. Updated Banner ads with new recipes and creative



# Online

## Objective:

- Educate consumers about the benefits and ways to use avocados
- Generate traffic to the Avocados website
- Retain existing interest and gain new customers

## Results:

- Online campaign delivered 11,422,501 million impressions
- Click Through Rate (CTR) of 0.96% (over 6.4 times the industry average of 0.15%)
- Expandable ads delivered 1.5 million at an expansion rate of 13% which is above the industry average of 9%
- 34,498 clicks with a CPC (cost per click) of \$4.33



# Sampling in Niche Market

- Sampling was undertaken in mothers and babies groups
- In the period July to December 2008 PPC (Product Presentation Circuit) conducted 600 presentations to Mum's groups and 600 presentations to Family groups
- The presentations carried out in the first reached an audience of 15,132 directly
- Demonstrating the Recipe of Avocado the recipe of Avocado mash
- The sampling gave some great insight into the minds of mothers







# Creative

**ADD AN AVO**  
FUN EASY MEAL IDEAS

Avocado Australia  
The Best Great Taste Award 2010  
www.avocado.org.au

**CREAMY SOUP WITH AVOCADO**

**Ingredients:**  
1.5 litres vegetable stock  
1 onion, finely chopped  
2 carrots, finely chopped  
1 clove garlic, crushed  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
Salt and pepper to taste

**Method:**  
1. Heat the stock in a large pot.  
2. Add the onion, carrots and garlic.  
3. Simmer for 10 minutes.  
4. Add the butter and flour to make a roux.  
5. Gradually add the milk, stirring constantly.  
6. Simmer for 15 minutes.  
7. Add the avocado and season with salt and pepper.  
8. Blend until smooth.

**AVOCADO & MUSHROOM PASTASALAD**

**Ingredients:**  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
100g mushrooms, sliced  
100g pasta, cooked  
Salt and pepper to taste

**Method:**  
1. Heat the butter and flour to make a roux.  
2. Gradually add the milk, stirring constantly.  
3. Simmer for 15 minutes.  
4. Add the avocado and mushrooms.  
5. Toss with the cooked pasta and season with salt and pepper.

**CHICKEN SALAD WITH AVOCADO**

**Ingredients:**  
1.5 litres vegetable stock  
1 onion, finely chopped  
2 carrots, finely chopped  
1 clove garlic, crushed  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
100g chicken, cooked  
Salt and pepper to taste

**Method:**  
1. Heat the stock in a large pot.  
2. Add the onion, carrots and garlic.  
3. Simmer for 10 minutes.  
4. Add the butter and flour to make a roux.  
5. Gradually add the milk, stirring constantly.  
6. Simmer for 15 minutes.  
7. Add the avocado and chicken.  
8. Blend until smooth.

**LEMON BAKED PIE WITH AVOCADO CRUST**

**Ingredients:**  
1.5 litres vegetable stock  
1 onion, finely chopped  
2 carrots, finely chopped  
1 clove garlic, crushed  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
100g mushrooms, sliced  
100g pie filling  
Salt and pepper to taste

**Method:**  
1. Heat the stock in a large pot.  
2. Add the onion, carrots and garlic.  
3. Simmer for 10 minutes.  
4. Add the butter and flour to make a roux.  
5. Gradually add the milk, stirring constantly.  
6. Simmer for 15 minutes.  
7. Add the avocado and mushrooms.  
8. Toss with the pie filling and season with salt and pepper.

**ADD AN AVO**

Avocado Australia  
The Best Great Taste Award 2010  
www.avocado.org.au

**BEAN AND AVOCADO POTATOES WITH BAKED BREAD**

**Ingredients:**  
1.5 litres vegetable stock  
1 onion, finely chopped  
2 carrots, finely chopped  
1 clove garlic, crushed  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
100g beans, cooked  
100g potato, baked  
Salt and pepper to taste

**Method:**  
1. Heat the stock in a large pot.  
2. Add the onion, carrots and garlic.  
3. Simmer for 10 minutes.  
4. Add the butter and flour to make a roux.  
5. Gradually add the milk, stirring constantly.  
6. Simmer for 15 minutes.  
7. Add the avocado and beans.  
8. Toss with the baked potato and season with salt and pepper.

**STEAK WITH AVOCADO, MUSHROOMS AND CHEESE**

**Ingredients:**  
1.5 litres vegetable stock  
1 onion, finely chopped  
2 carrots, finely chopped  
1 clove garlic, crushed  
100g butter  
100g plain flour  
1.5 litres milk  
1 avocado, sliced  
100g mushrooms, sliced  
100g steak, cooked  
100g cheese, melted  
Salt and pepper to taste

**Method:**  
1. Heat the stock in a large pot.  
2. Add the onion, carrots and garlic.  
3. Simmer for 10 minutes.  
4. Add the butter and flour to make a roux.  
5. Gradually add the milk, stirring constantly.  
6. Simmer for 15 minutes.  
7. Add the avocado and mushrooms.  
8. Toss with the cooked steak and melted cheese, and season with salt and pepper.

**ADD AN AVO FOR VITAMINS**

Avocado Australia  
The Best Great Taste Award 2010  
www.avocado.org.au



# Creative



## ADD AN AVO FOR EASY KIDS MEALS



**SALISAGES SAUKED ON AVOCADO-POTATO MASH**

**Serves 5**

**Ingredients**

- 250g soft-boiled egg
- 100g soft-boiled potato
- 2 small, firm, red-skinned potatoes
- 1 medium vegetable of choice (e.g. carrot)
- 1 sprig of basil
- 100g lean pork
- 25g butter, melted
- Olive & sesame oils to sauté for 10 minutes to cook the sausages

**Method**

- Place soft-boiled egg in a blender. Sauté with melted butter for the last 10 minutes of cooking. Blend for 10 minutes or until very smooth.
- Microwave 100 potatoes for 10 minutes and place in a blender to make mash.
- Cook 100g of lean pork in a pan with the vegetable in medium heat until fully cooked and thoroughly cooked.
- Cut pork in 'sausage' and press with the 'head' of potato.
- Cook soft-boiled egg until for 10. Add sprig of basil and press. This will soft-boiled smooth. Add butter and oil through until smooth.
- Place mash in a glass or plastic bowl.

For more easy recipe ideas, visit [avocados.org.au](http://avocados.org.au)





**ADD AN AVO**  
FOR SAVY KIDS MEALS

**Avocado Australia**  
The Best Place to Buy Avocados  
[www.avocado.org.au](http://www.avocado.org.au)



**ADD TO ARTS**

[www.avocado.org.au](http://www.avocado.org.au)



**ROCKIN' TOAST**

**INGREDIENTS:**

**AVOCADO BITES!**

[www.avocado.org.au](http://www.avocado.org.au)



**CHICKEN NUGGETS WITH AVOCADO SMOTHERS-UP**

**INGREDIENTS:**

**AVOCADO PARCHA OR AVOCADO POTATO WASH**

**INGREDIENTS:**

[www.avocado.org.au](http://www.avocado.org.au)



**BUZZIN' BURRITOS WITH TOMATO AND AVOCADO**

**INGREDIENTS:**

**AVOCADO**

[www.avocado.org.au](http://www.avocado.org.au)



**ADD AN AVO FOR VITAMINS**

**AVOCADO VITAMINS**

**THE HURRY WAY TO AVOCADO**

**AVOCADO POUCH OR AVOCADO POTATO WASH**

**INGREDIENTS:**

[www.avocado.org.au](http://www.avocado.org.au)



RIPE



JUNE | WINTER | 2016/17 | 2017

## Spring has sprung

With spring, your avocados are ripe to get healthy, vibrant and delicious. The weather is just what you need for outdoor activities and the perfect time to get healthy back in gear.

### Reduce high carbohydrate and sodium intake

To maximize the benefits of healthy carbohydrates, limit simple carbs such as refined grains and sugars. Instead, focus on whole grains like whole wheat, oat, barley and quinoa. These grains are high in fiber and contain healthy fats. They also contain vitamins and minerals that support overall health. For example, whole grains are a good source of B vitamins, which are essential for energy production. They also contain antioxidants that help protect your cells from damage. To get the most out of your carbohydrates, choose whole grains and limit refined grains and sugars. This will help you maintain a healthy weight and reduce your risk of chronic diseases like heart disease, diabetes and high blood pressure. It's also important to limit sodium intake, as high sodium levels can lead to high blood pressure and other health problems. Aim for less than 2,300 milligrams of sodium per day, or less than 1,000 milligrams if you have high blood pressure or other health conditions. To reduce your sodium intake, choose fresh fruits and vegetables instead of processed foods, and use herbs and spices to flavor your food instead of salt.



### Drink water 8-10L per day



Dehydration is one of the major causes of many chronic health conditions, and it can lead to a wide range of symptoms, including fatigue, muscle cramps, dizziness, and difficulty concentrating. To stay hydrated, it's important to drink enough water throughout the day. The average person should drink about 8-10 liters of water per day, depending on their activity level and the weather. To make sure you're getting enough water, you can use a water bottle to track your intake, or you can use a hydration app on your smartphone. It's also important to avoid sugary drinks, as they can lead to dehydration. Instead, choose water, herbal tea, or other low-sugar beverages. Drinking enough water will help you maintain a healthy weight and reduce your risk of chronic diseases like heart disease, diabetes, and high blood pressure.

### Exercise 150 min per week



Getting the correct amount of sleep is essential for maximizing your energy level. Sleep is a natural part of your body's circadian rhythm, and it's important to get enough sleep each night. The average person should get 7-9 hours of sleep per night, depending on their age and activity level. To get the most out of your sleep, it's important to establish a consistent sleep schedule. This means going to bed and waking up at the same time every day, even on weekends. It's also important to create a relaxing bedtime routine, such as reading a book or taking a warm bath. Avoiding caffeine and alcohol before bed can also help you get a better night's sleep. Getting enough sleep will help you maintain a healthy weight and reduce your risk of chronic diseases like heart disease, diabetes, and high blood pressure.

It's important to eat a healthy diet that is rich in fruits, vegetables, and whole grains. This will help you maintain a healthy weight and reduce your risk of chronic diseases like heart disease, diabetes, and high blood pressure. To get the most out of your diet, it's important to choose healthy fats, such as those found in avocados, nuts, and seeds. These fats are essential for overall health and can help reduce your risk of heart disease. It's also important to limit your intake of saturated and trans fats, as these can lead to high cholesterol and other health problems. Drinking enough water and getting enough sleep are also important for maintaining a healthy diet. By following these tips, you can eat a healthy diet that will help you maintain a healthy weight and reduce your risk of chronic diseases.

**Recommended Recipes by Ripe**

Use this to download the recipe

1

2

3

JUNE | WINTER | 2016/17 | 2017





# Website

- For the year spanning July 01 2008 – June 30 2009, the website experienced 83,034 visits. 81.48% of those visits were from new users
- Source of traffic again indicated the success of the advertising campaign with around 32.94% of traffic being direct to site and 24.26% from referring sites such as cuisine.com, essential baby, kidspot, lifestyle-yahoo.com
- Average length of time spent on the site has improved from 1.26 minutes to 2 minutes and 22 seconds
- Regular Content Update for Search Engine Optimization



# Spokesperson

STRATEGIC AGENDA- A general population push, through communication of vitamins and minerals

Zoe Bingley has been contracted on behalf of the industry as the avocado spokesperson

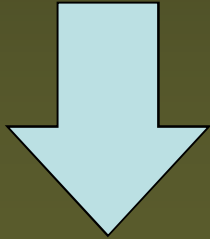
She is a nutritionist and internationally trained chef

Zoe's latest ventures are writing for Cleo and the new Fitness First magazine, talking about the benefits of living a healthy lifestyle. Zoe is also regularly quoted in Madison, Marie Claire and Harper's BAZAAR magazine, to name a few

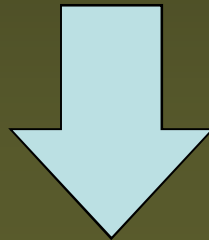


# Spokesperson

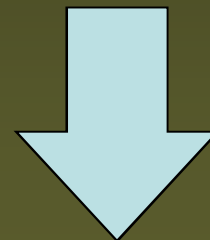
Strategic Agenda- Expansion into niche markets



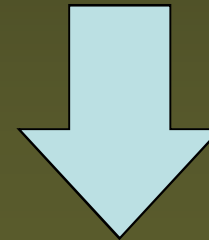
Avocado Pilot  
School Project



Health  
Professionals Sector



Food Service  
Sector



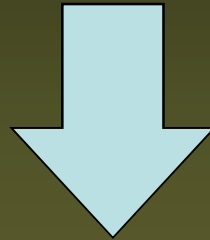
Entertainment-  
Snacking Sector  
through PR





# PR/Spokesperson

Strategic Agenda- Expansion into niche markets



Entertainment-  
Snacking Sector  
through PR



With around one in four Australian children overweight or obese, Australian avocado growers joined forces with Rugby League's One Community program to help footy heroes teach families about healthy eating.



# PR/Spokesperson

- Recipe Competition

The screenshot shows a web browser window with the following content:

- Browser Title Bar:** NRLCOM | NRL Clubs | Dragons | Dragons | Australian Avocados Industry Healthy Recipe Competitio - Mi...
- Address Bar:** http://www.rloc.com.au/page/DragonsArticle/0,,12640~1642501,00.html
- Page Header:** Rugby League's **one** *eat well play well stay well* ...a Rugby League Health Initiative.
- Navigation Menu (Left):** Home, News, +Schools, +Charities, -NRL Clubs (selected), NRL Clubs, Broncos, Bulldogs, Cowboys, Raiders, Warriors, Sea Eagles, Storm, Knights, Eels, Panthers, Sharks.
- Main Content (Center):**
  - Dragons** (Section Header)
  - Australian Avocados Industry Healthy Recipe Competition**
  - 
  - BEH CREAUGH - DRAGONS FIRE BREATHING DIP**
  - Note here for my Dragons Fire Breathing Dip*
  - Serves:** 8  
**Prep Time:** 20 minutes  
**Cook Time:** n/a
  - Ingredients:**
    - Avocados and Oil Sauce
    - 1/2 Lebanese cucumber, halved lengthways, deseeded, finely sliced
    - 1 avocado, finely sliced
    - 1/2 small red onion, finely sliced
    - 1/4 cup oil, finely chopped
- Dragons** (Section Header)
- 
- NEWS**
  - Parramatta Dela centre Krisnan Iru
  - Kris Keating presents the under
  - Angels lend their support to Picket
  - Brennanina Shire Council
  - Angels Venture into Flek Panther
  - Dragons Community Plant Trees for
  - Dragons Raise Awareness for Red
  - Sharks Relay for Life
  - Wests Tigers Fight Cancer
  - Broncos Kick of NRLD
  - Dragons Lend a Hand

- Taskbar (Bottom):** start, Adobe Updater, 9 Microsoft..., 3 Internet E..., 3 Microsoft..., 3:05 PM


# PR/Spokesperson

- Driving Traffic to Recipe Competition



NRL's "Insider" e-newsletter (distributed to 150,000 subscribers).

NRL Club Websites – the recipe competition button also appears on all 16 of the NRL Club websites. The button is loaded onto club sites on a rotation of 3 promotions (approximately 33% visibility rate). It is estimated that the cost of these 'advertisements' is around \$20,000+ per month



# PR/Spokesperson

- Driving Traffic to Recipe Competition



Media releases calling on fans to vote for their favourite recipe have been distributed to local newspapers. Coverage is appearing nationally and will continue to do so up until the finals in September.



# PR/Spokesperson

- Driving Traffic to Recipe Competition



*Big League magazine, the official magazine of the NRL - One Community's spokesperson,*



# Spokesperson

- Other NRL Activity

Ben Ross (Cronulla Sharks) featured in a video with Zoe

Bingley-Pullin that is on the Avocado website and part of the new online banners created



Steve Jacobs from Channel 9 featured avocados on the weather cross and mentioned Australian avocados growers partnering with NRL to help combat childhood obesity



# Other Activities

- Co-op Promotions
- Export Promotions



# 2009 - 2010

“Add an Avo” successfully in it’s fourth year

- Development of new creative imagery
- Update recipe booklet and develop new toastie recipe booklet
- Media- TV, Magazine and Online
- Website update
- Spokesperson
- PR
- Co-operative Promotion
- Export Promotions





# Thank You

