

HAL Avocado Strategy and Implementation 2009/2010

Presented: 23rd July 2009



Communications Strategy

To expand consumers' current usage of Avocados by demonstrating how **truly versatile** they are.

YOU CAN ADD AN AVO TO ANYTHING!

Versatility =

Add an Avo to anything

Give me confidence by =

Demonstrating how to build into her meals via recipes.

Give me confidence by =

Highlighting the health benefits of eating an Avocado.

Give me confidence by =

Establishing the product in the minds of Mums.

Creative Strategy

Communications Strategy:

To expand consumers' current usage of Avocados by demonstrating how **truly versatile** they are.

Creative Strategy

Value proposition – ‘Add an avo’

Morphing shapes

An interesting device which is now iconic to Avocados.

Valued content

Recipes – inspire me.
Health facts – inform me.
Mums – assure me.



gallery de pasquale



Australian
Avocados

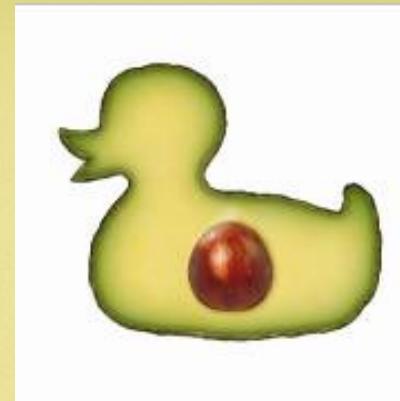
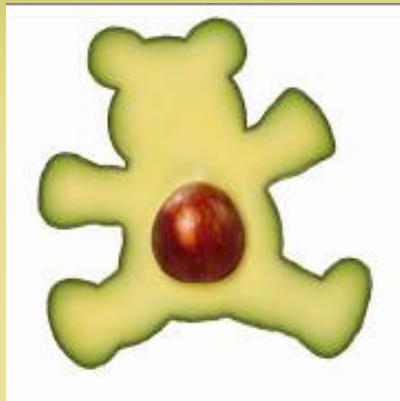
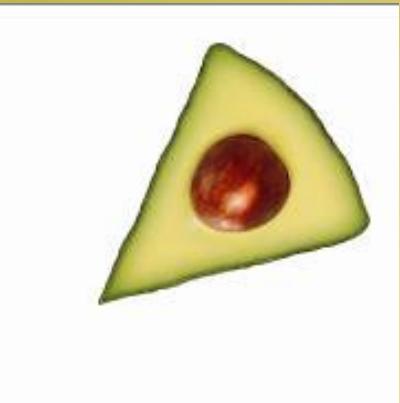
Value Proposition

- The Value Proposition:

“ Add an Avo ”

- This value proposition takes advantage of the Avocado's key functional benefit as an 'added ingredient' to complement the taste of a meal, or supplement a diet
- It is a natural extension from the successful "ave an Avo" campaign of the last 3 to 4 years
- Importantly it is a simple expression off ALL the key messages

Shapes



What we delivered in 2008/09

Television

Kitchen Nightmares: 307,750 (W18-54)
Fresh: Avg. aud 49,000
Better Homes: 360,086 (GBs 18-39)
Iron Chef America: 938,000 (total GBs)

Magazines

Reach & Frequency

GBs 20-39: 56% (2.1m) AF. 3.8
GBs 40-54: 60% (1.8m) AF. 4.0
Mums w' kids: 75% (1.0m) AF. 4.07

Online

Jun08 - Dec08
3.3m impressions
27,981 clicks

Jan09 – Jun 09
8.1m impressions
1.5m Expansions (interactions)
19% Expansion rate



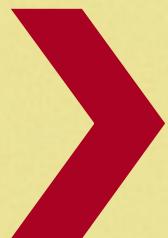
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2009/10 An evolution - the idea

Where people find food inspiration, they will find avocado inspiration

Target food inspiration moments

- Searching for new recipe ideas
- TV celebrity chefs, food role models



Provide Avocado inspiration

'Add an Avo' comms message
will be aligned next to or within
these vital environments



Isolate moments where the purchase and consumption of food is considered

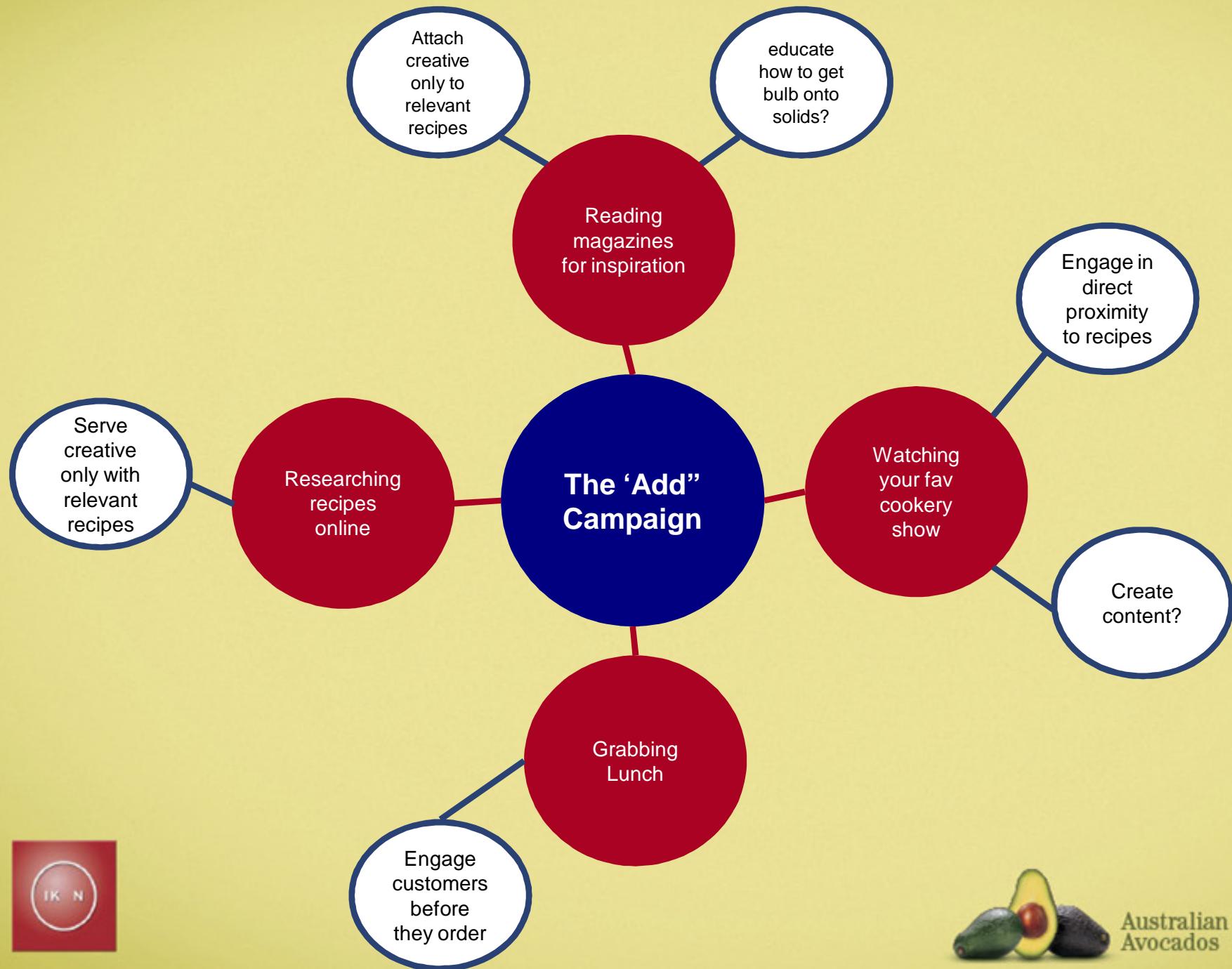
Complement these moments with a reminder of the connection between avocados
and a wide variety of appropriate meals

Therefore highlighting the versatility of avocados

+

Increase consideration of avocados at mealtimes

Activation – how will this look?



Television

- The challenge for television was to find properties that allows us to demonstrate the versatility of Avocados, utilising existing creative. We considered:

length of time in market

engaging content

audience targeting

We're trying to change attitudes

Can we push beyond spot placement

food, food, food



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Avocados

8 week
sponsorship

in show
integration

2 x 30 sec 'add
an avo' ads per
show

Opening and
closing billboards

**The Best in
Australia
(Lifestyle Food)**
**8 week
Sponsorship
commences
August 16th**

**In Show
Integration
will appear on
September 26th**



Online
Integration

16 week support
schedule





Australian
Avocados

Food Safari (SBS)
4 week
Sponsorship
commences
in February 2010

4 week
sponsorship

2 x 30 sec 'add
and avo' ads per
show

Opening and
closing billboards

"Fantastic. It will appeal to hardcore foodies as well as those who aren't so confident. It's beautiful, simple and I recommend it!"

Tetsuya Wakuda – World Leading Culinary Chef



Logo association
with all on air
promotion

Overhead
voiceover
directing viewers
to Avo recipes on
www



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Magazines

Variables to consider:

does the magazine have food content

Is it targeted to each of our audiences

What is its role in our magazine mix

Food magazines are not the only titles to consider here

There are 3 audiences to consider

A balance of reach and targeting needs to be achieved



Australian Avocados

A strong core of titles...

targeted to all audiences

food



driving additional reach

mass women's



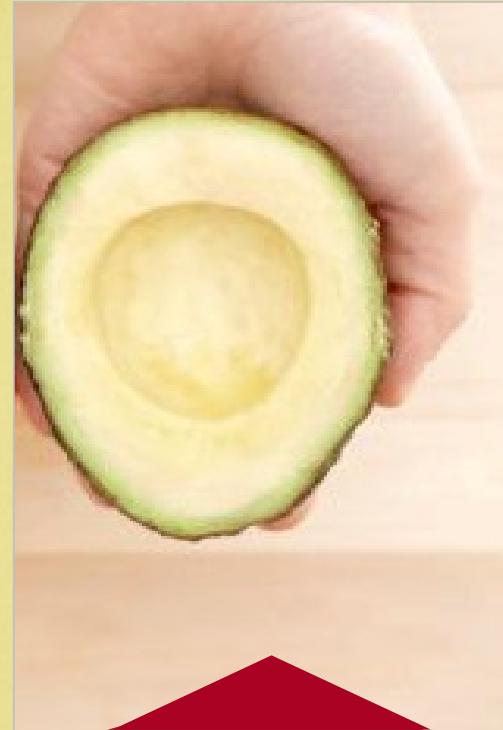
Targeted to niche audience

parenting



Australian
ados

How do we deliver the ‘add campaign’ within mags



Placement of creative in proximity to relevant recipes

Something extra?



Australian Avocados

Good taste



Product Pic

Product
Reference

Full Page Strip

Appearance date
will be August 19th



TAKE 5 CHALLENGE

A unique & valuable opportunity to feature Good Taste's Food Editors using **avocados**. Appearing in the Good Food section, the promotion challenges our food team to create a quick and easy recipe using avocados, together with four other selected generic ingredients. Recipes are developed to have the maximum appeal for readers – quick, easy and versatile.

Includes:

- Pics and comments by food editors
- Product mention in the two challenge recipes developed by the *Good Taste* food team
- Avocados prominently included in the shopping list on the introduction page
- A pic of avocados on the introduction page
- A sponsorship strip and logo on page creating ownership of the feature
- The DPS dedicated to the promotion
- All production costs including recipe development, photography, design, layout, copy and most importantly editorial integration

Super food ideas



Logo with pointer
& product in cover
shot

Appearance date
will be in May
2010 issue
(on-sale TBC)



PP advertorial using SFI branding + brand or
advertorial on RH

FRONT COVER PACKAGE

Super Food Ideas have a unique opportunity in the market place to deliver advertisers the opportunity to have branding & product usage on the most prized magazine real estate – the front cover

Includes:

- The recipe shot on the front cover using avocado
- Avocado logo on the cover, plus a few words to describe the cover recipe
- Page pointer on the front cover to the DPS within the magazine with full recipe DPS advertorial within the magazine
- The left hand page has the front cover recipe with branded mention in the ingredients, a tip in the recommends box and product shot
- The right hand page will be the avocado brand ad or super food ideas will create an integrated advertorial
- All production included
- The recipe and avocado's will be promoted at point of sale. It is easily visible to shoppers in supermarkets, without them having to open the magazine they see your message.
- The front cover is used as a promotional tool and will be promoted in News Limited newspapers nationally and Simply Food.
- All the newsagents carry large posters of the cover, with logos included
- All Super Food Ideas recipes on the Taste website have a picture of the current issue front cover next to the recipe

Delicious

"CHEF'S SECRET'S" SILVER SPONSORSHIP

Tipped on to the front cover of the April 2010 issue, the "Chef's Secrets" booklet will offer readers inspiring recipes from *delicious'* favourite chefs all in a handy 96-page mini cookbook that can easily be kept in the recipe collection and referred to time and again.

As dual sponsor of the booklet, avocados will have valuable association with the *delicious.* brand and prime placement on the front cover. Coverage will run throughout the booklet and also within the magazine over a course of issues through an associated media schedule.

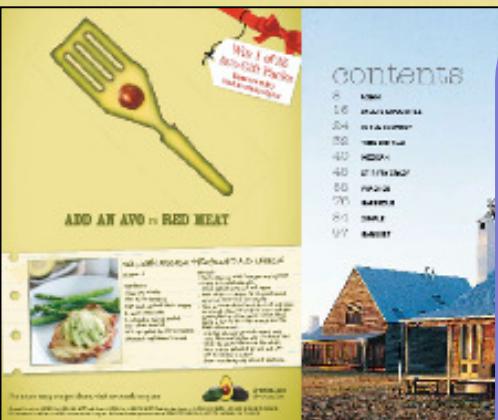
Some of the recipes throughout the booklet will feature avocados, for example in recipes that people would not normally consider adding an avocado to.

There will also be ad placement within the booklet

Sponsorship Package:

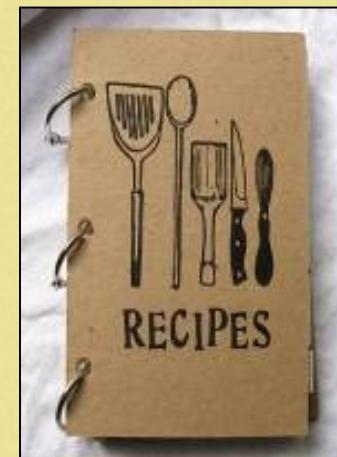
- Avocados logo on front cover of booklet
- 3x full page ads within booklet
- 3x full pages within main magazine
- 2x Agenda Mentions
- 5,000 run-ons of booklet
- **Timing of tip-on booklet:** April 2010 issue
- **Timing of associated media pages:** From July 2009 to June 2010

Booklet
appearance date
is still TBC, it is
planned for early
2010



Australian
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Practical parenting



Recipe booklet
will be in March
2010 issue
(on-sale TBC)

Annabel Karmel, best selling author of 16 books on baby and children's food and nutrition. She is an expert in devising tasty and nutritious meals that don't require hours in the kitchen.

In conjunction with Avocados, Practical Parenting and Annabel will produce a 16 page Recipe Guide which will run within the magazine.

This will be sponsored by Avocados and feature 3 ad pages.



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Variables to consider:

does the website have food content

Is it targeted to each of our audiences

What is its role in our online mix

It may be a large portal however; it's food content needs to be strong

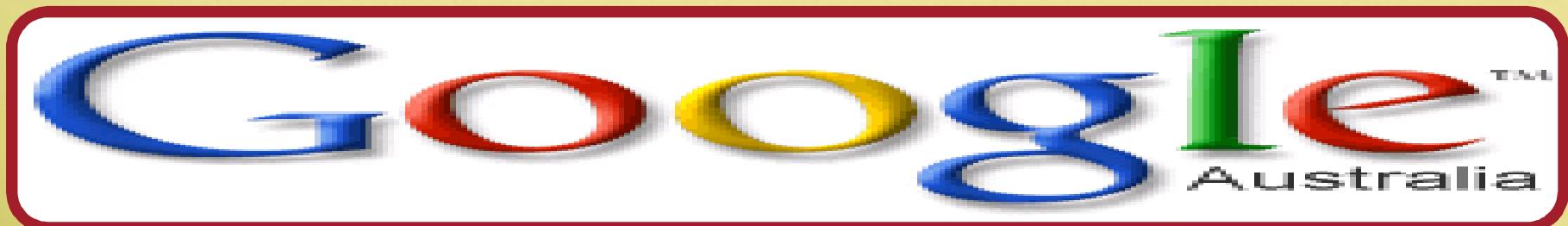
There are 3 audiences to consider

A balance of reach and targeting needs to be achieved



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Online Architecture



Fairfax digital – Add an Avo

This went live on July 1st and will run for 12 months

The screenshot shows the Cuisine.com.au homepage with a green callout box highlighting the 'Avocados' category in the top navigation bar. A red arrow points from this callout to a new section on the right labeled 'A BRAND NEW SECTION'. This new section features logos for 'epicure', 'Cuisine', 'Good Living', and 'TRAVEL'. Below these are '3 Pub-Grub recipes' with links to 'Chargrilled steak with horseradish cream', 'A modern mixed grill', and 'Chicken parmigiana'. To the right of this is a large green box titled 'Most Viewed Recipes' listing 'Chinese spicy eggplant', 'Pan-fried pork fillet with carrots in marsala', 'Grilled duck breast, baked figs and vincotto', 'Apple crumble', 'Chocolate souffle puddings', and 'Apple tart'. At the bottom right is an 'Australian Avocados' logo with two avocados.

Key facts for Fairfax Cuisine

- 300k monthly users
- 2.5 million page views
- 2.5 sessions per use per month
- 3 minute user sessions

SOURCE: NNR MI Domestic November 2008

NEWS | MYCAREER | DOMAIN | DRIVE | FINANCE | MOBILE | RSVP | TRAVEL
network map | member centre

cuisine.com.au

WATCH AND WIN INSTANTLY

OVER \$20,000 WORTH OF PRIZES TO BE WON!

THOUGHTS 100 Years

Recipe Finder Meat Poultry Seafood Vegetarian Desserts Baking Drinks Avocados

Solve your family's "What's for dinner?" dilemma with recipes from your favourite chefs.

Search

Quick Healthy Vegetarian

Contemporary British Lunch

Pan-fried pork fillet with carrots in marsala

Chinese spicy eggplant

Grilled duck breast, baked figs and vincotto

Apple crumble

Chocolate souffle puddings

Apple tart

Advertisement

A BRAND NEW SECTION

epicure

Cuisine

Good Living

TRAVEL

3 Pub-Grub recipes

- Chargrilled steak with horseradish cream
- A modern mixed grill
- Chicken parmigiana

Most Viewed Recipes

Chinese spicy eggplant

Pan-fried pork fillet with carrots in marsala

Grilled duck breast, baked figs and vincotto

Apple crumble

Chocolate souffle puddings

Apple tart

Australian Avocados

Kid Spot

- Sponsorship of healthy eating and kid friendly recipes across Kidspot and their sister site best recipes
- Sponsored links across the site giving helpful hints re Avocados including nutritional information and recipe solutions.
- Publisher EDMs targeting both the Kidspot and best recipes database



Sponsored Links



- Versatile and healthy
- In season now
- Add an Avo today

This went live on
July 19th and will
run for 12 months



Australian
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Yahoo – category sponsorship

The screenshot shows a recipe page for "Grilled pork with avocado, black bean & lime salad". The page includes a photo of the dish, a title, ratings, preparation time, cooking time, and level of difficulty. It also features sections for "More Recipes Like This", "Related Connections", "Popular New Recipes", and "Recently Commented". The bottom of the page has sections for "What's in the Recipe?", "YAHOO! LIFESTYLE", and a footer with social media links.

Monthly
sponsorship
commencing from
August 1st

Key Facts for Yahoo!7 Lifestyle

- 454K monthly users
- 3.6 million page views
- 8 PVs per user per month
- 2.24 sessions per user per month
- 4 minutes and 35 seconds spent per user per month

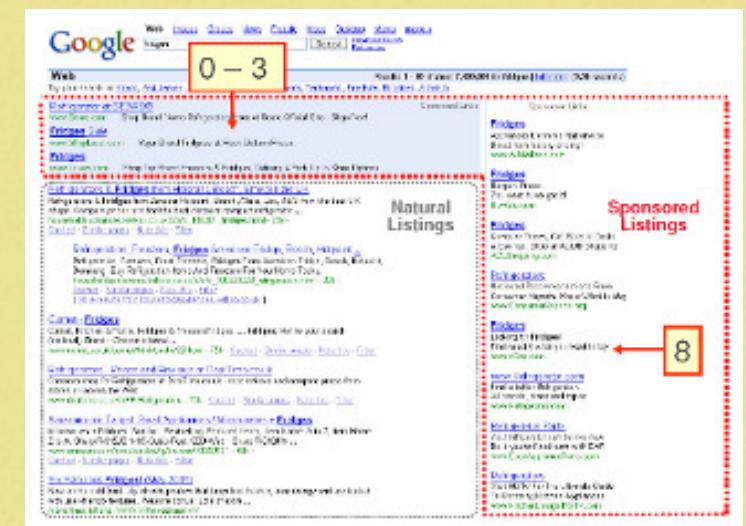
Source: Nielsen//NetRatings NetView, Home and Work Panel,
Applications Included, August 2008



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Search

- Our aim is to increase brand search volume and search results through a 2 tiered approach.
- Supporting the “healthy eating” or “recipe” element of the campaign utilizing “healthy eating” and “recipe” related key words
- Focusing on generic food related key words
 - This is achieved through Search Engine Marketing – which involves bidding on key words – with an aim for Avocado to achieve high rankings in the paid search lists.

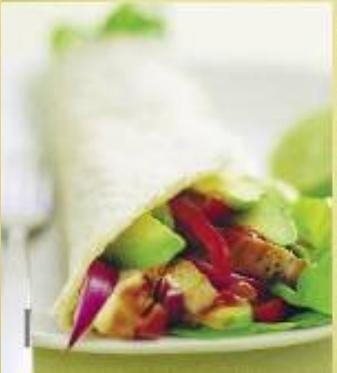


Australian
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A focus on food - Year 1 Magazine/print



ADD AN AVO TO CHICKEN



AVOCADO & CHICKEN BURRITOS
Makes: 4
Preparation time: 8 minutes
Cooking time: 10 minutes

INGREDIENTS:

- 4 small chicken breasts
- 1 tablespoon olive oil
- 4 tortillas
- 1 cup reduced fat sour cream or natural yogurt
- 1 250 g pun of salsa
- 5 large lettuce leaves
- 1 large red onion, cut into wedges
- 1 red capsicum, seeds removed and finely sliced
- 1 sweetcorn sliced

PREPARATION:

- Heat olive oil in a large frying pan and cook chicken for 1 minute each side.

MORE RECIPES:
Avocados are deliciously versatile fruits that can be enjoyed all year round. For more easy recipe ideas including Avocado & Glazed Pork Rice Noodles, visit www.avocodo.org.au

INSTRUCTIONS:

- Remove chicken and slice.
- Warm tortillas according to packet instructions.
- Stack a quarter of your salsa and salsa over each tortilla and top with lettuce, chicken, salsa, capsicum and avocado.
- Roll and serve.

CHAMPIGNON AVOCADO CHICKEN SALAD
Serves: 4
Preparation time: 10 minutes
Cooking time: 12 minutes

INGREDIENTS:

- 1 salmon fillet steak, about 150g each
- 2 shallots chopped
- 2 cups fresh D coriander
- 1 red capsicum, finely diced
- 1 large red onion, sliced
- 150g white button mushrooms
- 1/2 cup lemon juice
- 2 tablespoons olive oil
- 1/2 cup orange juice
- 1/2 cup lime juice
- 1/2 cup red wine vinegar
- 1/2 cup mayonnaise

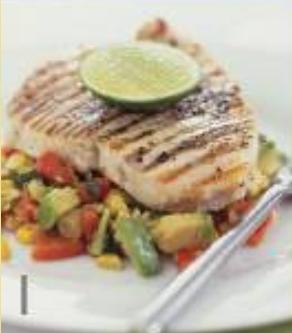
PREPARATION:

- Heat a non-stick pan to high, add the oil and cook the salmon fillets for 2 to 3 minutes on each side until golden brown.
- Remove from pan. Cover with foil and keep warm for later use.
- Add the shallots, lime and capsicum to a pan and cook, stirring for 1 to 2 minutes in total, stirring to soften.
- Add the avocados, coriander and white wine. Cover and steam for 1 minute until tender throughout.
- Place avocados onto plates on heated plates and top with salmon fillets.
- Add lemon and orange juice to mayonnaise and whisk until just combined.
- Pour over the fish and serve immediately.

MARINADE CHICKEN
Australian Avocados



ADD AN AVO TO SEAFOOD



GRILLED SPANISH COD & CHILLI SALAD
Serves: 4
Preparation time: 10 minutes
Cooking time: 12 minutes

INGREDIENTS:

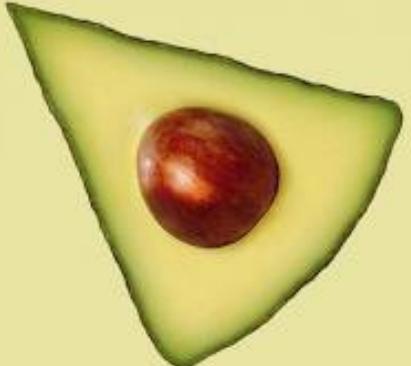
- 1 salmon fillet steak, about 150g each
- 2 shallots chopped
- 2 cups fresh D coriander
- 1 red capsicum, finely diced
- 1 large red onion, sliced
- 150g white button mushrooms
- 1/2 cup lemon juice
- 2 tablespoons olive oil
- 1/2 cup orange juice
- 1/2 cup lime juice
- 1/2 cup red wine vinegar
- 1/2 cup mayonnaise

PREPARATION:

- Heat a non-stick pan to high, add the oil and cook the salmon fillets for 2 to 3 minutes on each side until golden brown.
- Remove from pan. Cover with foil and keep warm for later use.
- Add the shallots, lime and capsicum to a pan and cook, stirring for 1 to 2 minutes in total, stirring to soften.
- Add the avocados, coriander and white wine. Cover and steam for 1 minute until tender throughout.
- Place avocados onto plates on heated plates and top with salmon fillets.
- Add lemon and orange juice to mayonnaise and whisk until just combined.
- Pour over the fish and serve immediately.

MARINADE CHICKEN
Australian Avocados

A focus on food - Year 2 Magazine/print



ADD AN AVO TO PIZZA



AVOCADO AND PRAWN PIZZA

erves 4

Ingredients:

- 1 medium pizza base, rolled
- 1/2C. baby gem lettuce
- 1/2C. baby green apple, finely chopped
- 1/2C. red wine, chopped
- 1 medium cut white onion dice
- 1/2C. raw prawns, chopped
- 1/2C. light ricotta cheese
- 1/2C. light cream cheese, shredded
- 1/2C. light mayonnaise
- 1/2C. light pesto
- 1/2C. light potted peeled prawns
- 1/2C. light cheese, shredded
- Fresh basil, shredded
- 1/2C. light basil, light pesto in the mix
- Lighter cheese, lighter pesto in the mix

Method:

- Preheat oven 200°C.
- Spread with pesto.
- Scatter the rest of the toppings evenly.
- Sprinkle with cheese.
- Bake at 200°C until lightly browned, about 15 minutes.
- Lightly garnish with basil.
- Cut into 8 slices.

For more easy recipe ideas, visit avocado.org.au

 Australian Avocados



ADD AN AVO TO EGGS



BACAO OMELETTE

erves 2

Ingredients:

1/2C. bacon, diced

1/2C. eggs, beaten

1/2C. cheese, grated

1/2C. light shredded, shredded or sliced bacon

1/2C. light mayonnaise

1/2C. light pesto

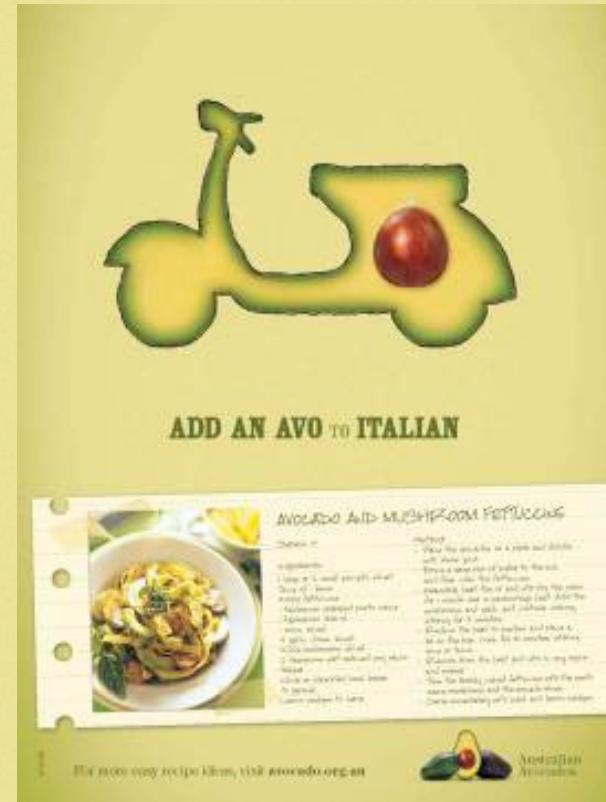
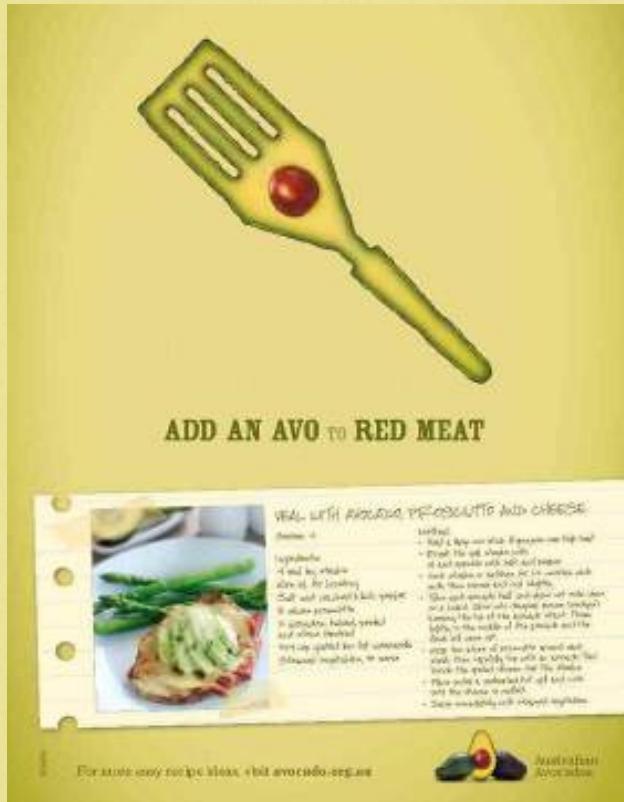
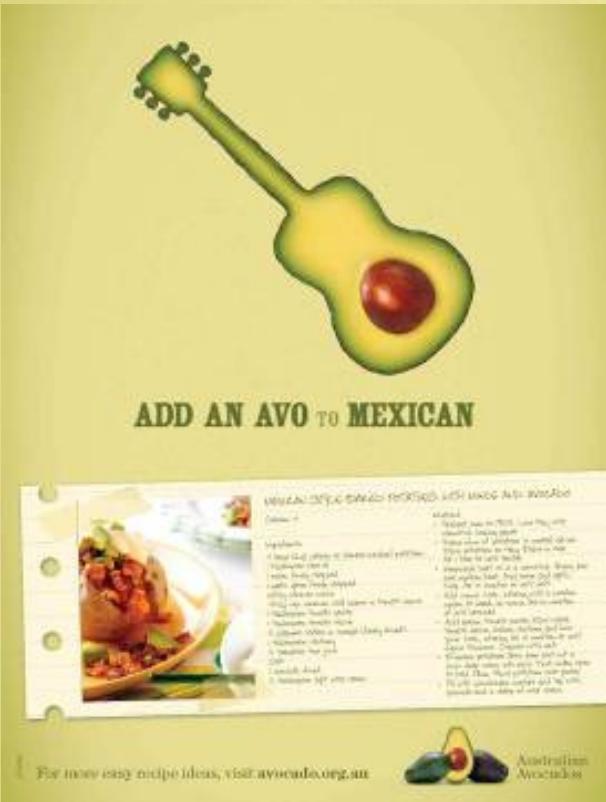
Method:

- Heat 1 bacon lardons in a small frying pan and pour in half the egg.
- Take the rest of the bacon in the bacon lardons and add the rest of the bacon and add the rest of the bacon.
- Fold the mixture and continue folding like the last code. For other side, fry one a second plate.
- Cook the second sandwich in the same way. Then place on a grill pan and scatter the cheese over the first. Then, split the eggs, fold and fold and fold the eggs.
- Scatter with remaining bacon and bacon.
- Pour some light salsa and salsa.
- Sprinkle the salsa.
- Place eggs in a serving dish.

For more easy recipe ideas, visit avocado.org.au

 Australian Avocados

A focus on food - Year 3 Magazine/print



A focus on Winter food - Year 4 Magazine/print

A focus on health – extending usage Year 2 Magazine/print



ADD AN AVO FOR A HEALTHY LIFESTYLE

If you love getting active, Australian Avocados are perfect for you. They contain over 25 essential vitamins and minerals, plus have more protein than any other fruit. They're also chock full of good mono-unsaturated fats, which are healthy for your heart. And you'll be glad to know that avo's are a great source of antioxidants, which help prevent cancer. So add an avo today.

www.avocado.org.au

ADD AN AVO  Australian Avocados



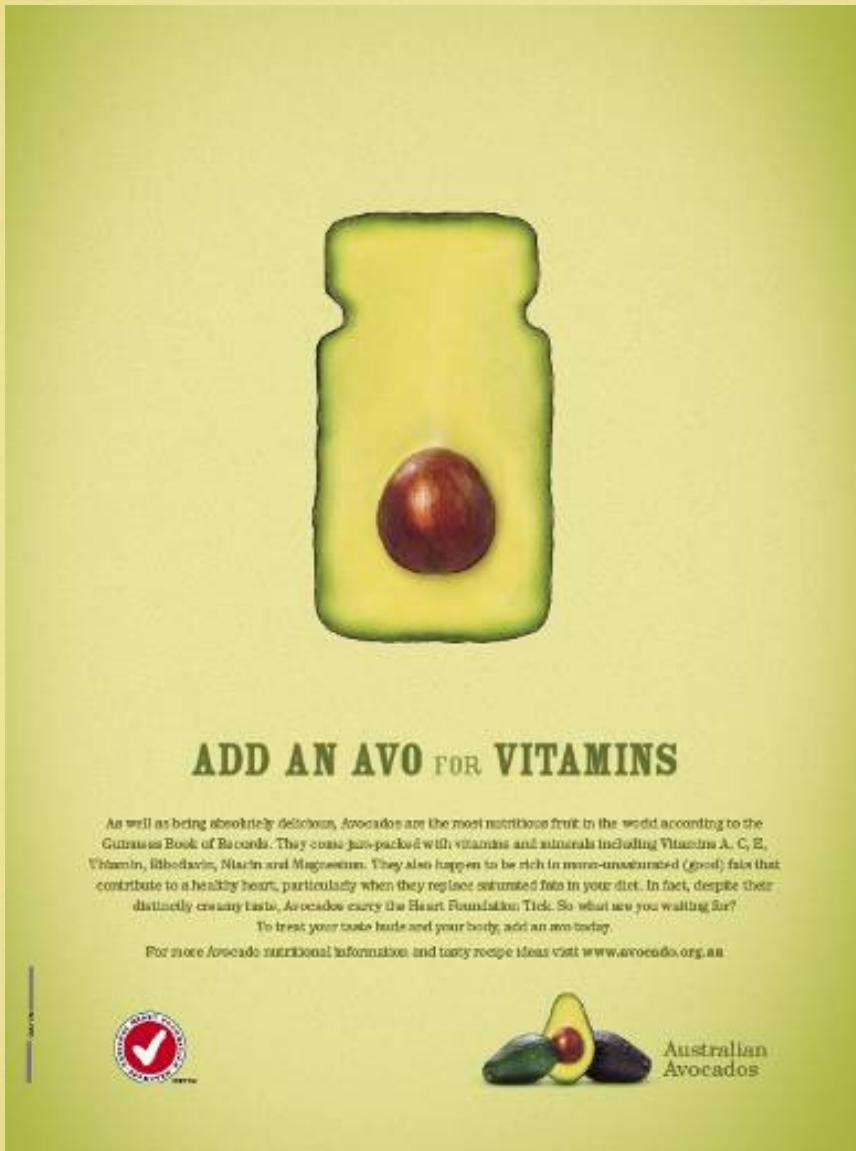
**SHOW YOUR BODY
SOME LOVE**

You'll probably like to know that avocados are packed full of vitamins, contain no cholesterol for a healthy heart and are great for a nutritious diet. It's no wonder avocados are one of the healthiest fruits in the world. For more fresh facts, visit avocado.org.au

www.avocado.org.au

ADD AN AVO  Australian Avocados

A focus on health – extending usage Year 2 Magazine/print



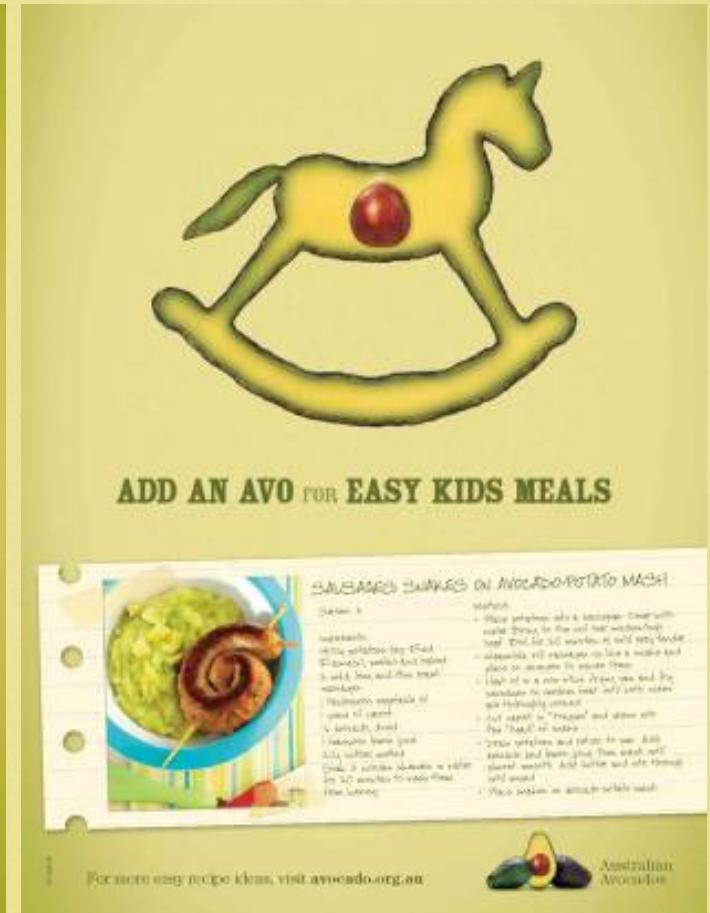
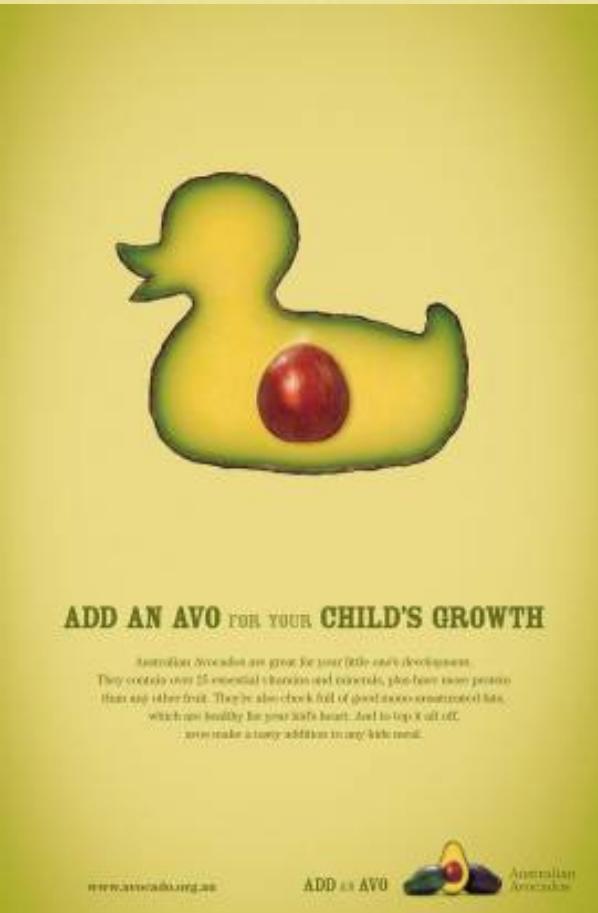
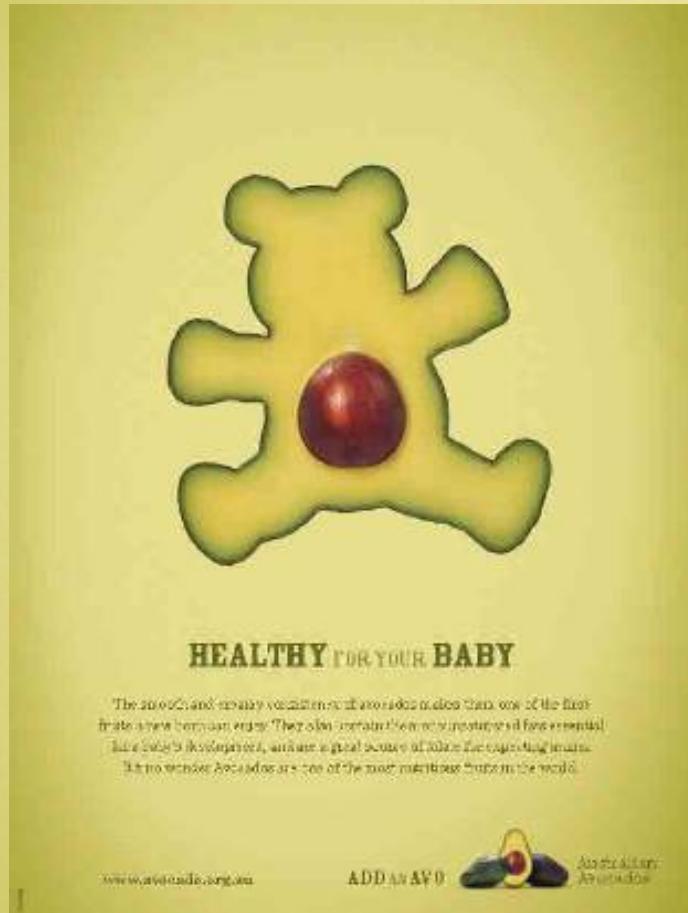
ADD AN AVO FOR VITAMINS

As well as being absolutely delicious, Avocados are the most nutritious fruit in the world according to the Guinness Book of Records. They come jam-packed with vitamins and minerals including Vitamins A, C, E, Vitamin, Biotin, Niacin and Magnesium. They also happen to be rich in mono-unsaturated (good) fats that contribute to a healthy heart, particularly when they replace saturated fats in your diet. In fact, despite their distinctly creamy taste, Avocados carry the Heart Foundation Tick. So what are you waiting for? To treat your taste buds and your body, add an avo today.

For more avocado nutritional information and tasty recipe ideas visit www.avocado.org.au

 Australian Avocados

A focus on family – new consumer segments
Year 2 Magazine/print

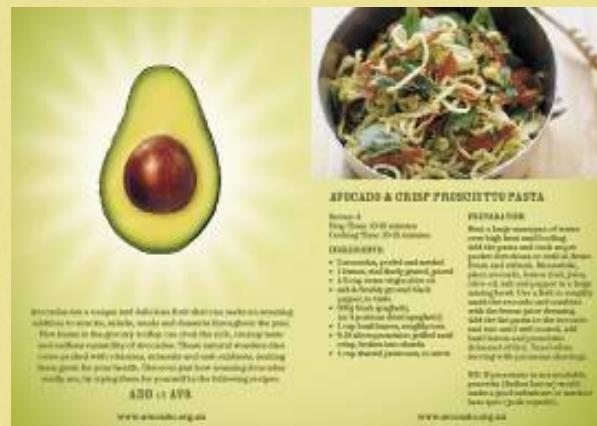
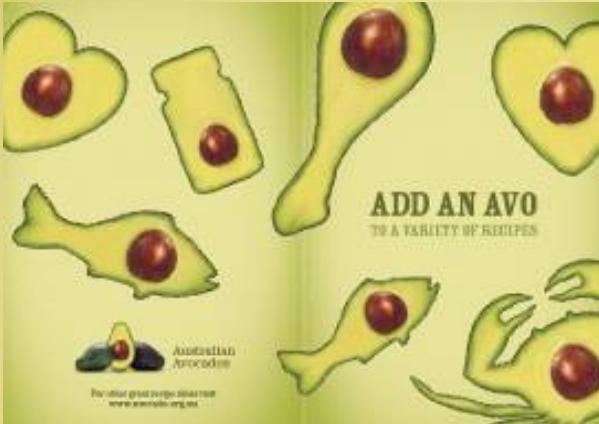


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A focus on food – in the Home Year 2 Recipe Book

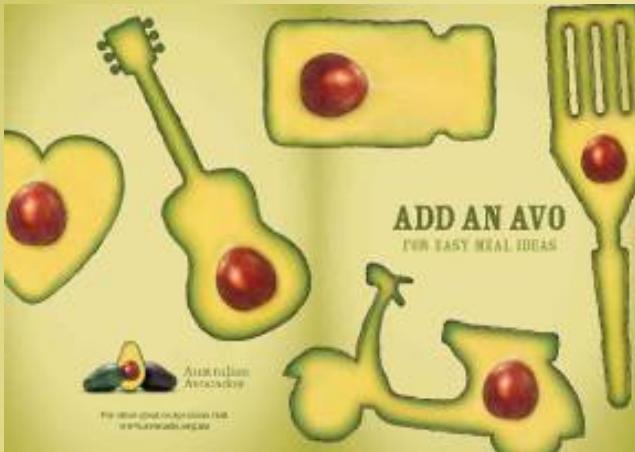


A collage of four food photos. Top left: A slice of pizza with toppings like avocado, tomatoes, and cheese. Top right: A tray of Avocado Toasties. Bottom left: A bowl of Chicken Duritos. Bottom right: A bowl of Quinoa Bites.



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A focus on food – in the home Year 3 Recipe Book



URAP SOUP WITH AVOCADO

URAP SOUP WITH MEAT

The image displays two distinct meals. On the left, a wrap is shown, filled with shredded meat, melted cheese, and various vegetables like lettuce and tomatoes. On the right, a sandwich is presented, consisting of a slice of bread topped with melted cheese, ham, and a side of fresh green asparagus spears.

BEEF AND BEEF SAUCE PASTA WITH MUSHROOMS AND ARUGULA		LAMB WITH ARUGULA, PARMESAN AND BREAD	
INGREDIENTS	INSTRUCTIONS	INGREDIENTS	INSTRUCTIONS
<ul style="list-style-type: none"> - 1 lb. ground chuck - 1/2 cup dry red wine - 1/2 cup beef broth - 1/2 cup sliced mushrooms - 1/2 cup arugula - 1/2 cup whole wheat pasta - 1/2 cup whole wheat bread - 1/2 cup olive oil - 1/2 cup onions, diced - 1/2 cup carrots, diced - 1/2 cup celery, diced - 1/2 cup bell peppers, diced - 1/2 cup zucchini, diced - 1/2 cup eggplant, diced - 1/2 cup mushrooms, sliced - 1/2 cup arugula - 1/2 cup whole wheat pasta 	<p>SAUTEE THE MEAT: Heat oil in a large pan over medium heat. Add meat and cook until browned. Remove meat from pan and set aside.</p> <p>ADD VEGETABLES: Add onions, carrots, celery, bell peppers, zucchini, eggplant, and mushrooms to the pan. Cook until vegetables are soft.</p> <p>ADD SAUCE: Add red wine and beef broth to the pan. Bring to a boil, then reduce heat and simmer for 10 minutes.</p> <p>COMBINE: Add sliced mushrooms and arugula to the pan. Toss until everything is well combined.</p> <p>PURÉE: Blend the mixture until smooth.</p> <p>COOK PASTA: Cook whole wheat pasta according to package instructions.</p> <p>SERVE: Serve the puree over the pasta, garnished with arugula.</p>	<ul style="list-style-type: none"> - 1 lb. lamb shoulder - 1/2 cup arugula - 1/2 cup parmesan cheese - 1/2 cup whole wheat bread 	<p>CUT LAMB: Cut lamb shoulder into small cubes.</p> <p>COOK LAMB: Cook lamb cubes in a pan over medium heat until browned.</p> <p>ADD ARUGULA: Add arugula to the pan with the lamb.</p> <p>ADD CHEESE: Add parmesan cheese to the pan.</p> <p>COOK BREAD: Toast whole wheat bread in a toaster or oven.</p> <p>SERVE: Serve lamb and arugula with parmesan cheese over the bread.</p>
<ul style="list-style-type: none"> - 1/2 cup whole wheat bread - 1/2 cup arugula - 1/2 cup parmesan cheese 	<p>TOAST BREAD: Toast whole wheat bread in a toaster or oven.</p> <p>TOP BREAD: Top each slice of bread with arugula and parmesan cheese.</p>		



Australian
Avocados

A focus on family – in the home Year 3 Recipe Book for Mums

A graphic featuring two stylized avocados. The one on the left is shaped like a duck, facing right, with a single red pit in its belly. The one on the right is shaped like a bear, facing left, also with a single red pit in its belly. Both are set against a light green background.

A collage of food images. On the left, there's a sandwich with various fillings. In the center, a bowl of soup with a spoon. On the right, a plate of sliced fruit including melon and kiwi.



Australian
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Activating online Year 2

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WARM LAMB SALAD ON AVOCADO MINT COUSCOUS

PRINT BACK NEXT

- Bring 275ml water to boil in a large saucepan. Sprinkle over couscous. Cover.
- Remove from heat and allow to steam for 10 minutes.
- Combine 1 tablespoon of olive oil and 2 tablespoons of lemon juice and brush over the lamb fillets.
- Char grill or barbecue, brushing with the oil and lemon until cooked as preferred. (medium-rare will be most tender)
- Cover with foil and allow to sit for 10 minutes.
- Dice avocados.
- When the couscous has absorbed all the liquid, gently fluff with a fork and fold in the diced avocado, mint, currants, almond, lemon zest and 1 tablespoon juice.
- Place on serving plates.
- Slice the lamb and arrange on top of couscous.
- Drizzle with the remaining lemon juice and olive oil.
- Garnish with mint leaves.

Serves: 4
Preparation time: 10 minutes
Cooking time: 30 minutes

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I EAT AVOS I SUPPLY AVOS



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Australian Avocados website resources: Health & Fitness | Recipe Book | Recipe Submission | Stationery

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Australian
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RIPE



Australian
Avocados

ABOUT RECIPES NUTRITION HEALTH

Global warming is raising temperatures worldwide, but you'll probably agree that winter is still as cold as ever! This edition of the Australian Avocados newsletter will take a look at the right foods for the time of year, exercising while it's chilly and some exciting news about our website. We also have some tasty new recipes for you to try.

POTLUCK FOOD ON ICE

During colder months, it's tempting to cook soups or stews and have them ready for the week. But if you're looking for a healthy meal option, try this cool soup instead. You can keep it for up to two weeks and it's full of healthy ingredients. Check out our new website recipe for more hot winter meals.



CHICKPEAS IN SPINACH SAUCE WITH AVOCADO SALSA

[Click here to download the recipe.](#)

WINTER'S NO REASON TO CHILL

For those of you who complain about the cold weather, here's some advice: Make like a deer and find a place where you don't have to move! If you're exercised, try some simple stretches and body exercises. One way to stay active is to take a walk during the winter months.

+ Stretch and stretch again. The longer you stretch, the more flexible your body will be.

+ Wear the right clothes. The best winter clothes are those made of wool or cashmere, plus a good pair of mittens and a warm hat.

+ Turn up the heat. Make sure your home is well insulated and has a good heating system. This will help you stay warm and comfortable.

+ Eat healthy, eat healthy foods. When you're healthy, it's easier to keep your body warm. Eat lots of fruits and vegetables. You'll feel full and energized from the extra energy levels and will have more time to play and exercise.



MEXICAN-STYLE BAKED POTATOES WITH SALSA AND AVOCADO

[Click here to download the recipe.](#)

THE FUTURE'S LOOKING GREEN

We'd be glad to have you stop by our Australian Avocados website. It will include new recipes and forum discussions.

We are proud to announce we have appointed a medical nutritionist, Dr. Douglas Pyle, who will be available to answer all your environmental questions throughout the year.



RIPE



Australian
Avocados

ABOUT RECIPES NUTRITION HEALTH

Spring is here and it's better than ever. In this issue, we've got updates on a great competition run by the Lifestyle Food Channel. You can also check out some fantastic spring detox tips. Or read up on exciting news about Channel 10's Ready Steady Cook. But most importantly, we've got two mouth-watering avocado recipes for you to try.

AVOCADO THAI PRIMED PROTEINERS

The Lifestyle Food Channel and Australian Avocados newest panelists have a great competition. You've never had the chance to taste a delicious smoothie, so why not give it a try? You can begin by reading these tips on how to make a smoothie.

The winning smoothie will receive \$1000 worth of Australian Avocados.

To find out more, visit [Smoothie Smoothie](#).



AVOCADO & BASIL BRuschetta

[Click here to download the recipe.](#)

SPRING CLEANING DON'T JUST STOP WITH THE PANTRY

Autumn is fast approaching. Spring is just around the corner, so here are some cleaning tips:

- Clean shelves and floors. These contain dust, sugar and additional health contaminants and debris.
- Clean fruits and veggies. These don't always require a wash, but fruits and veggies are a source of vitamins and minerals.
- Turn off lights and power at night. This saves energy and prevents waste.
- Use water to clean surfaces. Avoid paper products by cleaning surfaces with a cloth.
- Use water to clean surfaces. Avoid paper products by cleaning surfaces with a cloth.



SOCIETY SECRETARY REVEALED

Channel 10's hosting team member, Ready Steady Cook, starts again in March. And this time, Australian Avocados will be in full force. The show chefs will be demonstrating recipes and creative ways to use this delicious vegetable fruit. Keep an eye out for what it will feature on screen.



TOP TIP

When you know the smooth and creamy taste of avocado, you like this ripe fruit to go to great lengths to keep it fresh, simply wrap it in a butter paper bag. That means it's room temperature for around 2-3 days. This can also speed things up by adding a banana. They give off ethylene gas, which is a ripening agent.

RIPE



Australian
Avocados

The heat is on.

You'll be happy to know that the warmer weather has just arrived, so it's time to get healthy and start those healthy habits. We have some

exciting news to tell you about the new healthy eating tips.

Reduce your intake of simple carbohydrates and increase complex carbohydrates.

By decreasing the amount of simple carbohydrates (flour, sugar, flour, pasta, starch, cereal, bread and cereals), you'll be able to lose weight and increase your intake of whole grains, like oats, whole wheat bread, etc. This is a great way to keep your body healthy and fit. Whole grains are a source of carbohydrates, so eat breads packed with fiber. This can give you a sense of fullness and keep you full for a very long time. This will control a big meal, giving you energy levels and will also increase time eating because of simple carbohydrates.

that will work. This can be avoided if it's a simple amount of complex carbohydrates (low GI food). This includes foods like rice or cornflakes, bread, fruit, vegetables, nuts, seeds and legumes. Complex carbohydrates have a low GI value, so they don't break down quickly and fail to release blood glucose levels. This will help you feel full for longer so you eat less. This helps to control packed with vitamins and minerals.

Increase your hydration by 2L per day.

Drinking at least twice the recommended amount of water (about 2L) is a great way to keep your body hydrated. Try keeping a bottle of water with you at all times or by your side. You may find that you'll be reaching for the water every two seconds to keep hydrated. Put about 200mL of water in a couple of cups for your body to drink and reduce the water effectively.

Get 7-8 hours of sleep per night.

Having the correct amount of sleep ready is a great way of increasing your energy levels. If you catch up on enough sleep, you'll feel more alert and energetic. This is especially important for the day after Christmas and New Year. It's believed to be a fantastic way to increase your energy levels quickly. Just 30 minutes of sleep is needed. This can be a matter of getting some eye rests and putting your feet up in bed. It may sound like a minute, but it can take just a few steps to sleep.

B Vitamins help increase your energy production and are fantastic for many reasons.

Increasing your energy levels is one of these specialities. What you have to do is to eat a high concentration of B Vitamins, which are carbohydrates that come from fruits, vegetables, meat, fish and dairy products.

Recommended Recipes by Bo!

[Mushrooms and Avocado Stuffed Eggs](#)

[Click here to download the recipe.](#)

[Avocado and School Burgers](#)

[Click here to download the recipe.](#)

ABOUT RECIPES NUTRITION HEALTH

RIPE



Australian
Avocados

Dough to you by Bo!, Australian Avocados

The ingredients for a warmer winter

The winter weather has arrived. And with the temperatures to make like other countries in Australia, it's time to start thinking about what to eat. This article will help you keep healthy and avoid those winter blues. Righting Bo, Bo's new series using simple healthy meals that will make you feel good and keep you healthy. This is a quick look at the new winter blues.

You should also check out my blog for more tips and tricks about staying fit and healthy this winter.



Recipe 1

[Avocado and Tomato Sandwich with Avocado, Spinach, Tomato and Sweet Chilli Dressing](#)



[Dressing](#)

[Avocado and Tomato Dressing](#)

[Ingredients](#)

[Method](#)

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A focus on driving the database - Year 3 Online promotion



ADD AN AVO TO ITALIAN

AVOCADO AND MUSHROOM FETTUCCINE

Serves: 4

Ingredients:

- 1 large or 2 small avocados sliced
- 2 cups of fettuccine
- 2 cups, mushrooms
- 1/2 cup prepared pesto sauce
- 1/2 cup olive oil
- 1 lemon sliced
- 1/2 cup cheese sliced
- 1/2 cup mushrooms sliced
- 1/2 cup reduced fat cheese
- Caper
- 1/2 cup shredded basil leaves
- 1/2 cup basil
- Lemon wedges to serve

Method:

- Place the mushrooms on a plate and drizzle with olive oil.
- Boil a large pan of water in the boil and then cook the fettuccine.
- Meanwhile heat the oil and stir-fry the mushrooms over a medium-high heat. Add the mushrooms and pesto and continue cooking stirring for 2 minutes.
- Stir-fry the pesto to warm and place a lid on the pan. Cook the fettuccine stirring once or twice.
- Remove from the heat and stir in the cheese and basil.
- Toss the freshly cooked fettuccine with the cooked mushrooms and the avocado slices.
- Serve immediately with basil and lemon wedges.

For more easy recipe ideas, visit avocado.org.au

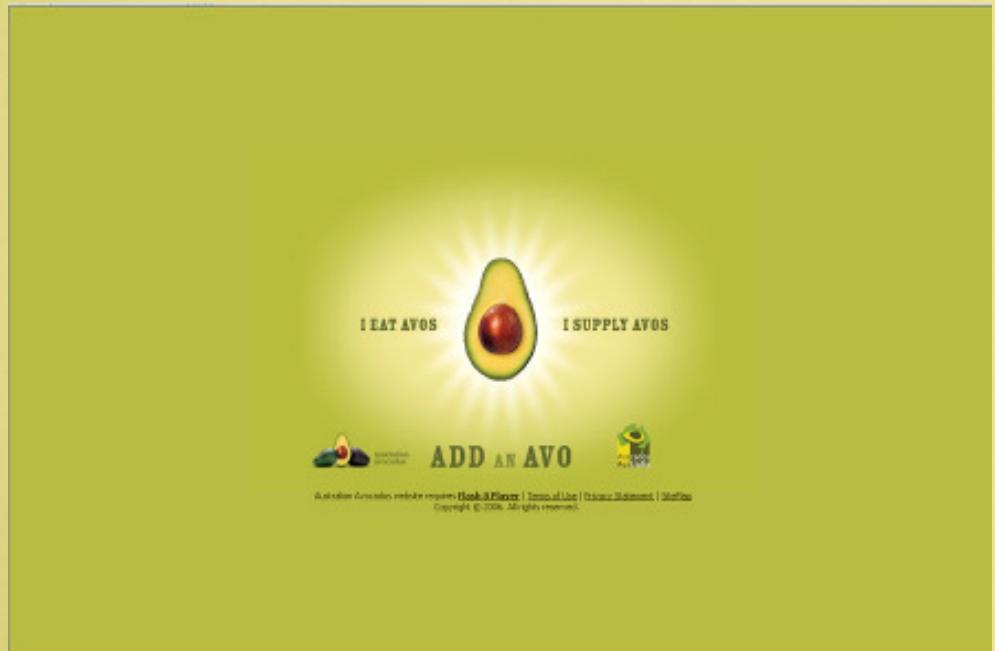
 Australian Avocados

Results:

Prior to the online promotion the database was 894, at the end of the promotion the database was 3766.



A digital evolution New & Improved



From this

A screenshot of the updated website for Australian Avocados. The top navigation bar is white with blue text and links for Home, Recipe, Feature Article, Your Health, Mother Goose, How To, About, Search, and Contact. On the far right, there are "MENUS" and "VISIT" buttons. The main banner features a photo of a family walking in a park and the text "CLICK HERE FOR HEALTHY SUMMER RECIPES". To the left of the banner is a "Recipe Finder" sidebar. The central content area has a yellow header "Eat your way to beautiful skin with Avocados" and a "October Feature Article" section. To the right is a "Quick Bites" sidebar with the text "Avocados contain more than 25 essential vitamins and minerals." At the bottom right is a "Join Us" sidebar with the text "Stay updated on the latest news from Australian Avocados by entering your details in the form below." The date "OCT 08" is displayed vertically on the left side of the banner.

To this

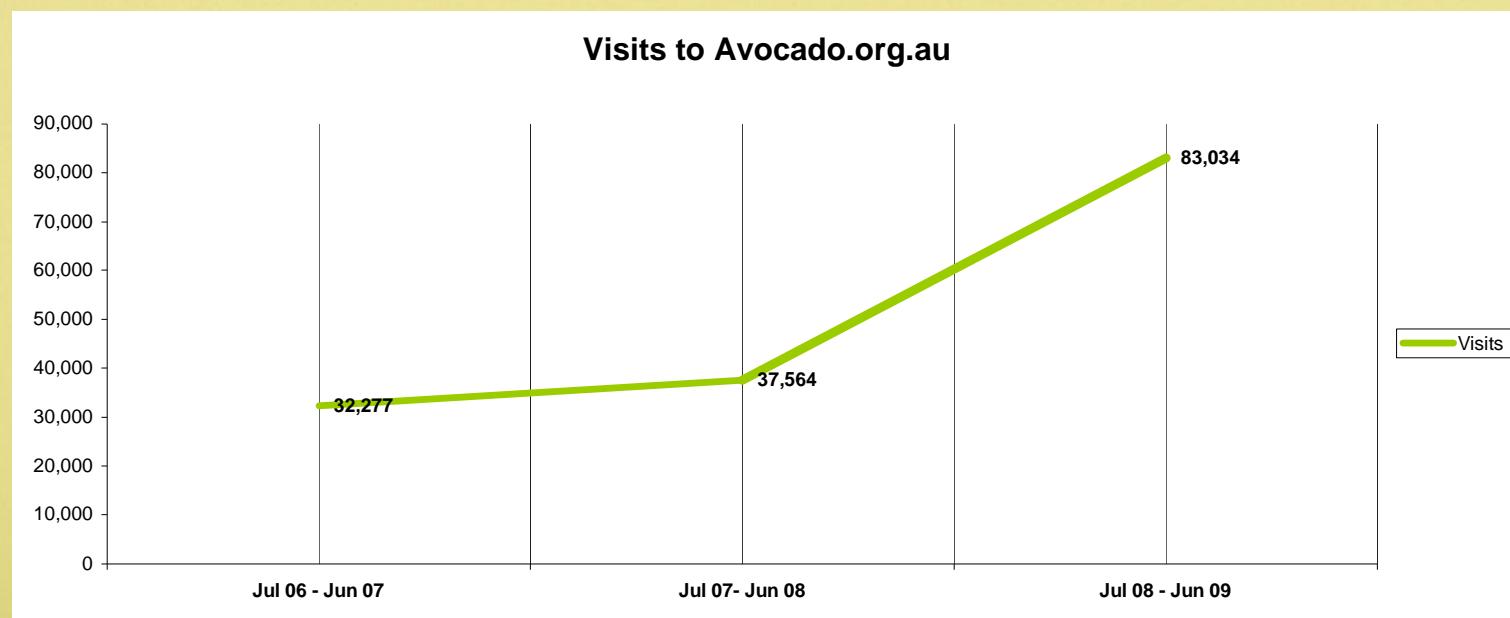


gallery de pasquale



2006 / 2009 Digital Results

	Jul 06 - Jun 07	Jul 07- Jun 08	Jul 08 - Jun 09
Visits	32,277	37,564	83,034
Pages per Visit	2.1	2.14	2.86
Avg. Time on Site	1:29	1:34	2:22
% New Visitors	71.48%	75.51%	81.48%
% Repeat Visitors	28.52%	24.49%	18.52%



Australian
Avocados

2006 / 2008 Digital Activity Overview

I EAT THEM

I SUPPLY THEM

ADD AN AVO

Australian Avocados

Avocados Australia





RECIPES

Search Recipes by Category

[All recipe categories](#)

Type recipe here

Search Recipes by Keyword

Type recipe here

Search by Ingredients



AUSTRALIAN
AVOCADOS

[HOME](#)

[ABOUT](#)

[RECIPES](#)

[NUTRITION](#)

[BEAUTY](#)

[LINKS](#)

[CONTACT US](#)

[Sign up for Newsletter](#)

YOUR EMAIL ADDRESS

[RECIPE FINDER](#)
[RECIPES INDEX](#)

[SERVING SUGGESTIONS](#)
[SERVING SUGGESTIONS INDEX](#)

[SUBMIT YOUR RECIPE](#)
[SUBMIT YOUR RECIPES](#)

LIQUID
INTERACTIVE



Australian
Avocados



NUTRITION FACTS

As the Nutritional Information label shows, there's a lot of healthy goodness inside every fresh Australian avocado. Avocados are cholesterol-free, sodium-free and low in saturated fat. They're a nutrient dense food that offers potassium, magnesium, folate, dietary fiber, riboflavin and vitamins C, E and B6.

NUTRITIONAL FACTS

INFORMATION

NUTRITIONAL INFORMATION

INFORMATION



AUSTRALIAN
AVOCADOS

HOME

ABOUT
RECIPES
NUTRITION
BEAUTY

LINKS
CONTACT US

Sign up for Newsletter

YOUR EMAIL ADDRESS

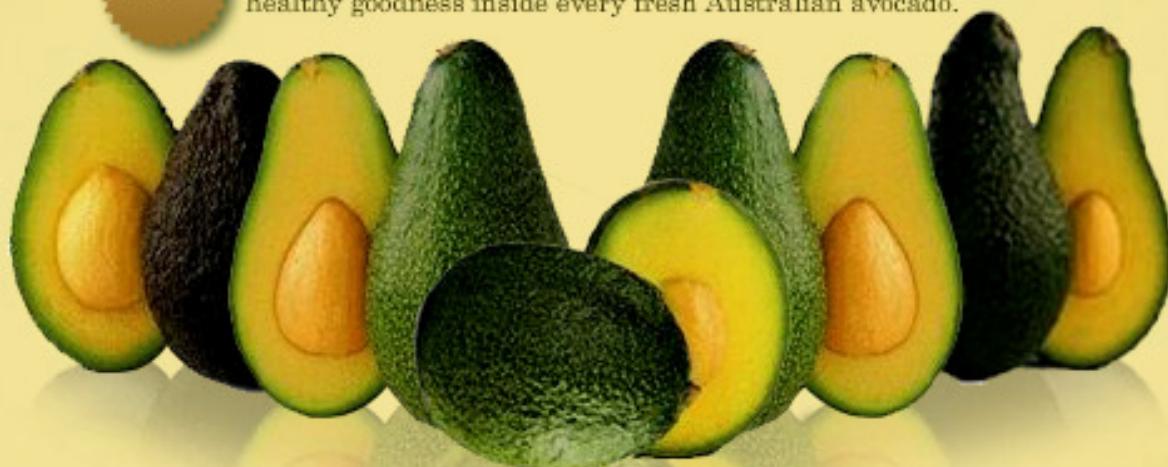


Australian
Avocados

VARIETIES

HASS

As the Nutritional Information label shows, there's a lot of healthy goodness inside every fresh Australian avocado.



HISTORY VARIETIES SELECTING & HANDLING
HISTÓRIA VARIETIES SELEÇÃO & MANUTENÇÃO



AUSTRALIAN
AVOCADOS

[HOME](#)

[ABOUT](#)

[RECIPES](#)

[NUTRITION](#)

[BEAUTY](#)

[LINKS](#)

[CONTACT US](#)

Sign up for Newsletter

YOUR EMAIL ADDRESS

LIQUID
INTERACTIVE



Australian
Avocados

2008 / 2009 Digital Activity Overview

- 2008 we created a new HTML website
- To aid our **key strategy goal** to provide new and regular content to develop a stronger relationship with the target consumer and become a high quality and valuable resource in their eyes.
- This will support the brand value proposition of '**Health**' and '**Versatility**'



Recipe Finder

The screenshot shows the Australian Avocados Recipe Finder page. At the top right, there is a logo for "ADD AN AVO" featuring three avocados and the text "Australian Avocados". The navigation bar includes links for Home, Recipes, Feature Articles, Your Health, Mothers Group, How To, About, RSS feed, and a search bar. Below the navigation, a "Recipe Finder" section features a "Keyword Search" input field, a "Category Search" dropdown, and a "Search" button. A "Recipe of the Month" section highlights "Avocado & Mushroom Fettuccine" with a "View Recipe" link. The main content area displays "Recipe Search Results" with 85 found recipes. Each result includes a thumbnail image, the recipe name, a brief description, and a "View Recipe" link. The recipes listed are: Angel Hair Pasta with Salmon and Avocado, Avocadomia & Pear Salad, Avocado & Antipasto Bread Rounds, and Avocado & Bacon Pizza. To the right of the search results is a "Quick Bites" sidebar with information about avocados and a "Next" link. A "Join Us" sidebar encourages users to stay updated by entering their details, including fields for Name, Email, gender selection (Male/Female), and interests (Health & Nutrition).



Recipe Page

[Home](#) > [Recipes](#) > [Recipe Finder](#)

Angel Hair Pasta with Salmon and Avocado

Serves: 4
Prep Time: 15 minutes
Cook Time: 40 minutes

350g dried angel hair pasta
400g fresh salmon fillets or steaks
Olive Oil
2 ripe avocados
Lemon juice
2 cups Dijon beurre blanc (recipe follows)
1/3 cup black olives, pitted and sliced
Fresh dill or basil, chopped

Dijon beurre blanc (Mustard Butter Sauce):
3/4 cup water
1/3 cup finely sliced shallots or small onions
1/2 teaspoon white pepper
3/4 teaspoon salt
1/2 cup white wine vinegar
2 tablespoons cream
1 tablespoon Dijon mustard
600-700g unsalted butter, at room temperature

- In a stainless steel saucepan combine the water, shallots, pepper, salt and vinegar.
- Bring to the boil and simmer very gently for 20 minutes, adding a little extra water if it dries up.
- Pass through a fine nylon strainer into a small saucepan, forcing the onion through. There should be about 1/3 cup. Add the cream and mustard and place on a very low heat.
- Cut the butter into cubes and one by one whisk them into the sauce until you have a smooth, creamy sauce. Press plastic wrap onto the surface of the sauce to prevent skinning or separating, and set aside, keeping warm.
- Bring a large pan of salted water to the boil. Add the pasta and cook to al dente, about 7 minutes. Drain, toss with a few teaspoons of olive oil and set aside.
- Cook the salmon in a lightly oiled nonstick pan over high heat, for about 1 1/2 minutes on each side, until seared on the surface and still pink inside. Remove and let rest while you prepare the avocado.
- Cut avocados into small cubes and toss gently in a bowl with lemon juice, black olives and chopped herbs.
- Gently stir the butter sauce through the drained pasta, and carefully fold in the avocado mixture and the salmon cut into bite-sized cubes.
- Serve into warmed bowls and garnish with sprigs of fresh herbs.

Ask Zoe

Home | Recipes | Feature Articles | Your Health | Mothers Group | How To | About | Search [»](#)

ADD AN AVO FOR YOUR HEALTH



Home > Feature Articles > Ask Zoe

Ask Zoe

If you want to know more about the many benefits of an avocado-rich diet, just ask our resident Nutritionist, Zoe. Simply fill in your details and submit your question.

Name:

Email:

Question:

Keep my name anonymous
 Male Female

I'm interested in:

Health & Nutrition Entertaining Solutions
 Easy Everyday Ideas Health for my Family

[Click here to subscribe to our Email list](#)

Submit Recipe ➤



30 WAYS IN 30 DAYS
To feel revitalised

Click here ➤ to find out how to feel revitalised

Downloads

Add an Avo recipe book to your collection. Download a booklet filled with great ideas for everyone's tastes.



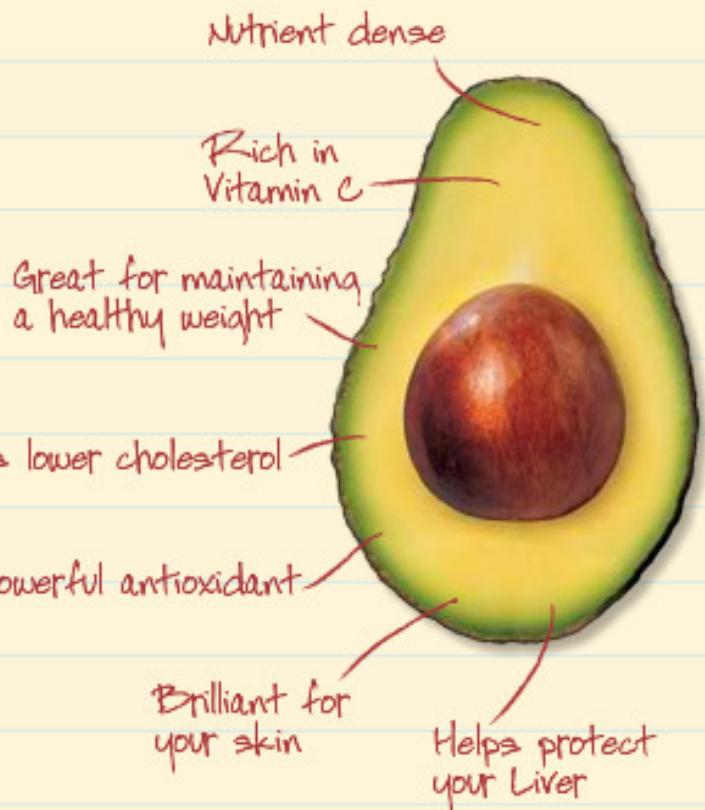
[Submit ➤](#)



2009 / 2010 Digital Activity Overview

An Avocados Nutritional Information

Click on a topic for more information



Interactive Recipes

'Comment' functionality

'Rate this Recipe'

- Gauge recipes based on feedback
- Prior to commenting, ask users to opt-in to database

'SMS Shopping List'

- Sends users a list of the ingredients they will need to make the recipes
- Builds the database

'Recipe Book'

- Allows users to save their favourite recipes
- With regularly updated recipes, encourages return visits

Home > Recipes > Recipe Finder > Lamb burger with avocado and chilli jam

Lamb burger with avocado and chilli jam

Average User Rating:
★★★★★

Serves: 4
Prep Time: 15 minutes
Cook Time: 15 minutes

480g Lean lamb mince
1 med size Brown onion (peeled and diced)
½ bunch Flat leaf parsley (chopped)
½tsp Lemon zest
Salt and pepper to taste
2 Avocados
2tsp Lemon juice
2tbsp Plain yoghurt (greek style is best)
½ bunch Mint (chopped)
1 Tomato, sliced
4tbsp Chilli jam (or sweet chilli sauce)
4 Damper rolls

In a bowl, combine mince, onion, parsley, lemon zest and seasoning.
Form mixture into four burger patties and cook in a fry pan, under the grill or on the BBQ.
Cut avocado in half, remove seed and skin, cut flesh into chunks, drizzle with lemon juice, add yoghurt, mint and season with salt and pepper then set aside.
Toast the rolls lightly, place patty, chilli jam, tomato, avocado mix into the rolls and serve.

Tips:
You can use soft rolls or burger buns instead of the damper rolls.

Add to my Recipe Book | Rate this Recipe | Conversion Table | Print Shopping List | Email to a Friend | Print

No Comments

Leave a comment

Comment:

Post your Comment ▶



Talk to an Expert

INDUSTRY MEDIA MEMBERS SUPPLY CHAIN DIRECTORY

ADD

Home | Recipes | Resources | Nutrition | Members Group | How To | Lifestyle

Recipe Finder

Keyword Search Category Search

Rocky Fries

Recipe of the Month

Warm Lamb Salad on Avocado Mint Couscous [View Recipe ▶](#)

Home > Resources > Talk to an expert

Talk to an Expert

Welcome to Talk to an Expert. This section is a space for you to get into direct contact with nutrition and other experts across different lifestyle areas.

New topics will be posted regularly for you to comment or ask questions in. In addition to responding to the experts, you can comment and ask questions of other Avocados Australia website members. Experts will only be available for 2 months from when a topic is opened, but all the topics we have stay open for members to comment and ask questions amongst each other. In addition to asking directly to the experts, they will also ensure that any information discussed by website members is accurate. Being authorities in their subject areas, the experts will aim to clarify any untrue or inaccurate information.

There are general guidelines to Talk to an Expert such as no inappropriate language and being respectful of other members. All of the topics will be moderated by an administrator to maintain the quality of the discussion.

Zoe has recently written her first book called Eat Taste Nourish published by New Holland. It focuses on nutrition, healthy eating, nutrition and cooking. It focuses on functional nutrition information and fantastic healthy food made the easy way.

So take a look at Talk to an Expert and remember, you can always let us know what you think on the [Your Feedback](#) page.

How to grow Avocados ▶

How to grow Avocados

It's better to kick off Talk to an Expert than Avocados Australia CEO Anthony Allen, in our first topic of 'How to Grow'.

So how do you grow avocados?
Have you discovered any tips or tricks? Try out Talk to an Expert and see what others are doing or ask a direct question about growing avocados to Anthony.

2 Comments

Anthony - on 29 June 2009

Hi Everyone – I'm Anthony Allen, CEO of Avocados Australia. Welcome to one of the new website sections, Talk to an Expert. For July and August I'll be helping to host a discussion around how to grow avocados. I have been CEO of Avocados Australia for 7 years and working in horticulture for over 15 years, my background is as a horticulturist.

Currently avocado orchards are found in Queensland, New South Wales, South Australia, Victoria, Western Australia and Tasmania by growing in a range of climates in Australia we are able to naturally produce avocados year round for our consumers.

On our website, you will see that I have put the best techniques about growing an avocado at home. If you have any other questions, comments, tips and tricks you've discovered, please do post them online. It would be great to even read about any of your experiences growing an avocado. I will endeavour to answer your questions and clarify your queries where I can.

Happy growing!

Anthony

martinscale - on 04 July 2009

Hi Anthony,
I am a new member of the group and hoping to grow avocados in my back garden. What would be the best type for Eyre Peninsula, South Australia?

Do I need a pollinator - if so what do you recommend? I am only thinking of 2 trees?

My soil is quite alkaline would I need to improve it?

Regards, Carl

Click here ▶ to find out how to feel revitalised

Quick Bites

Avocados contain more than 25 essential vitamins and minerals.

Next ▶

Ask Zoe

Avocados are great for your health. If you want to know more about good health, ask Zoe our resident nutritionist.

Ask Zoe ▶

Kids in the Kitchen

A fun smoothie or some lucky loaves?

Let your kids have fun in the kitchen too.

View Recipes ▶

Join eNews

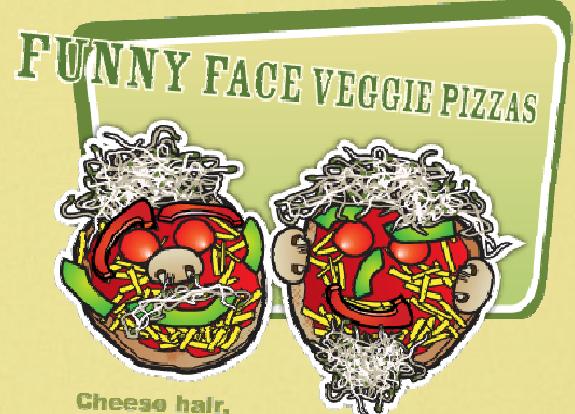
Stay updated on the latest news from Australian Avocados by entering your email address below.

Kids in the Kitchen

Simple picture based, print-friendly
recipes using avocado, **for children
themselves to make.**



Ants have never tasted so good.



Easy Meal Solutions WIDGET

- Widgets used by businesses globally, such as *Kraft* and *Huggies* - **keep consumers engaged** with a brand.
- Opportunity to show **product versatility** and establish **regular product use**.

Easy Meal Solutions

ADD AN AVO Australian Avocados

AVO RECIPES ALARM MY RECIPES

Today's Easy Meal Solutions.

IT'S LUNCHTIME!
WHY NOT
ADD AN AVO
TO YOUR SALAD

1 Chicken and Avocado Burritos

2 Avocado Mouse

View Recipe ▶

View Recipe ▶

For other ideas...

Search

Category

Search ▶

Your next alarm is set for **7.45am**.
Alarm Description: Get a recipe for mum coming round on Tuesday. She said he wanted something healthy.

Settings Send to a Friend www.avocado.org.au

Easy Meal Solutions WIDGET

Recipes (from the current Australian Avocados recipe database) – images, videos, information which they can also Send-to-a-Friend

SMS Shopping lists – of items needed for the meals/recipes chosen

A '**My Recipes**' of personal favourite recipes

Direct access to consumers without them having to return to the website – keeps Australian Avocados top of mind.

Easy Meal Solutions

ADD AN AVO Australian Avocados

AVO RECIPES ALARM MY RECIPES

Today's Easy Meal Solutions.

IT'S LUNCHTIME!
WHY NOT
ADD AN AVO
TO YOUR SALAD

1 Chicken and Avocado Burritos

2 Avocado Mouse

View Recipe ▶

View Recipe ▶

For other ideas...

Search

Category Search ▶

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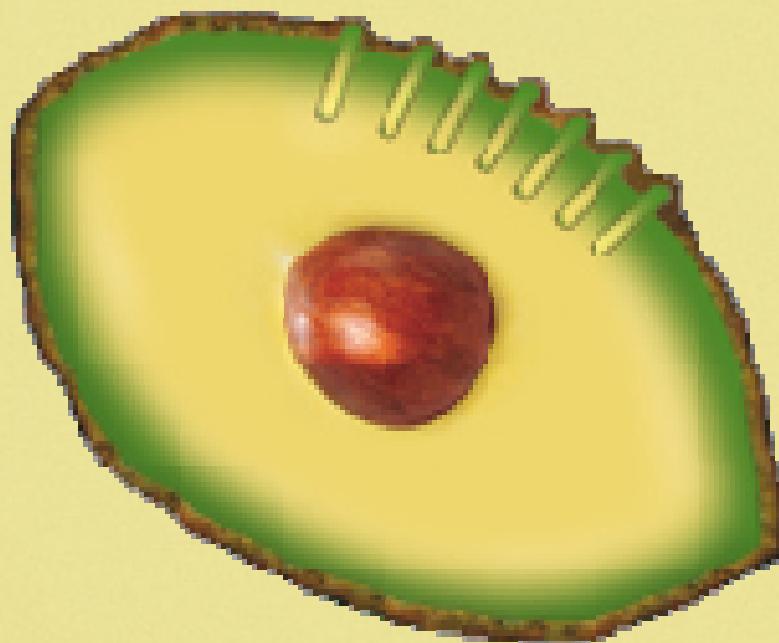
www.avocado.org.au

SEO, Database and Email Marketing

- SEO was incorporated to improve rankings in major search engines.
Since 2006 35% of traffic has come directly from Google
- EDM has gone from **Quarterly to Monthly Distribution** in 2009.
- Current database has approximately **8,300** contacts with various fields of information.



ADD AN AVO TO YOUR FOOTY FINAL PARTY

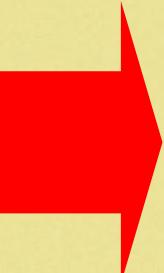


Australian
Avocados

ADD AN AVO TO FOOTY FINALS STRATEGIC VISION

The American Experience

- Promotion started in 90's & built over 20 years
- Now 'guac' & Super Bowl go hand-in-hand
- Even Martha Stewart writes on the 'guac' tradition
- 10m kilo of avocados consumed on Super Bowl Sunday
- Equivalent to putting 30 x 250g avocados on every seat at the NRL Grand Final
- Super Bowl 'at-home party day' of the year with average of 18 guests
- US campaign integrates celebrity spokespeople, radio ads, POS, PR, in-store events & sampling



The Australian Strategy

- Carve out a unique space/ occasion that that requires planned avocado purchase(s)
- Adapt US experience by creating a genuine link with NRL & at-home footy parties
- Create milestones building to finals (reverse of US)
- Target MGBs plus 'snackers'
- Aim to leverage perception to make avocados routine for entertaining & at-home use
- First year in long term campaign.

We're creating the Australian experience from scratch

AVOCADOS: OFFICIAL PARTNER OF RUGBY LEAGUE'S ONE COMMUNITY

- Deliberately formed partnership with NRL One Community to gain kudos from 'good will' initiatives
- NRL & One Community set nutrition campaigns as priority in 2009. Aims to tackle childhood obesity with one in four children overweight & number of obese boys doubling in past 10 years.
- Australian Avocados sole partner. As an Official Partner of Rugby League's One Community, Avocados Australia receives:
 - Acknowledgement as a partner on the One Community website
 - Use of the One Community and/or Eat Well, Play Well, Stay Well (EWPWSW) logo on approved media releases, recipe cards and flyers.
 - Branding, advertising and/or competition information in EWPWSW brochure sent to registered jnr rugby league players
 - Opportunities to run joint promotions targeting mothers and female rugby league fans re at-home entertaining
 - Eric the Eel (Parramatta Mascot) solely eats avocados



Australian
Avocados

'EAT WELL, STAY WELL, PLAY WELL' AVOCADO RECIPE COMPETITION

- Hosted on Rugby League's One Community Website
- Utilizes a first grade player ('health ambassador') from each of the 16 NRL clubs.
- Each player allocated avocado recipe to champion during the football season, eg:
 - Dragon's Ben Creagh's 'Fire Breathing Dip'
 - Bulldog's Michael Hodgson 'Bulldogs Bruschetta'
- Footy fans vote on the best recipe to win Grand Final tickets (funded by NRL) and cash for the club's One Community program
- Again, need to create enthusiasm for avocado comp at Club level. Set a KPI for 80% club involvement, surpassed at 94%.

The screenshot shows a web browser window with the URL www.rloc.com.au/page/DragonsArticle/0,,12640~1642501,00.html. The page is titled 'Australian Avocados Industry Healthy Recipe Competition'. It features a banner with a photo of a man and three children, and the slogan 'eat well play well stay well ...a Rugby League Health Initiative'. On the left, there's a sidebar with links for Home, News, Schools, Charities, and 'NRL Clubs' (which is highlighted). Below that is a list of NRL clubs: Brencos, Bulldogs, Cowboys, Raiders, Warriors, Sea Eagles, Storm, Knights, Eels, Panthers, and Sharks. The main content area shows a thumbnail for 'BEN CREAGH - DRAGONS FIRE BREATHING DIP' with a photo of Ben Creagh holding a ball next to a bowl of dip. Below it, there's a link 'Vote Here for my Dragons Fire Breathing Dip', a summary section with 'SERVINGS: 6', 'Prep Time: 20 minutes', 'Cook Time: n/a', and a detailed ingredients list: 'Avocados and Dip Base: 1/2 Lebanese cucumber, halved lengthways, deseeded, finely sliced; 1/2 avocado, finely sliced; 1/2 small red onion, finely sliced; 1/4 red chilli, finely sliced'. To the right of the main content is a sidebar for 'Dragons' featuring the St George Illawarra logo and a photo of the team.

A close-up photograph of the dish, which consists of a white bowl filled with a creamy green dip, a small bowl of diced red onions, and a plate of bread slices topped with the dip and some diced vegetables.

WHO'S LEADING THE NRL AVO LADDER?

RANKING	% VOTE
1.Bulldogs: Bulldogs Bruschetta	25%
2.Dragons: Fire Breathing Dip	18%
3.Eels: Swirling Sausages	13%
4.Cowboys: Lasso Chicken	8%
5.Rabbitohs: Red & Green Army Salad	5%
6.Storm: Storm's Spuds	4%
7.Broncos: Bucking Bread Rounds	4%
8.Roosters: Chicken Sticks	3%
9.Wests Tigers: Tiger Prawn Bites	3%
10.Knights: Novocastrian Sandwich	3%
11.Titans: Titans Pies	3%
12.Sea Eagles: Sea Eagles Salsa	2%
13.Panthers: Panthers' Pasta	2%
14.Sharks: Shark Bites	2%
15.Raiders: Green Machine Ice Cream	2%
16.Warriors: Pacific Pattie Burger	2%

- Target of 20 votes per week
- Currently running at more than almost 833 votes; approx 80 votes per a week

"I love Avocados this much is true/ with potatoes and a spicy kick, / it's a winner through & through"

Melbourne Storm Fan

"Because its got yummy avocado. Healthy and RED and GREEN like me!"

Rabbitohs Fan



Australian
Avocados

DRIVING TRAFFIC TO THE RECIPE COMPETITION

- Click through button on:
 - 2 x NRL's "Insider" e-newsletters distributed to 300,000
 - All 16 x NRL Club Websites (value of \$20,000+ per month)
 - So far button has appeared 2.75 million times
 - integrated with avocado.org.au
 - IMPACT secured Cronulla Shark, Ben Ross for online video with Zoe Bingley-Pullin

The screenshot shows a mobile version of the NRL Insider e-newsletter. At the top, there's a navigation bar with links for 'NRL News', 'Score', 'Stand', 'Fixtures', 'Video', 'Teaming', and 'My NRL'. Below the navigation, it says 'Page 1 of 2' and 'Trouble viewing the newsletter? Click here to view it online.' The main content area features a 'Heritage Round - Classic match ups' section with a thumbnail for the 'HERITAGE ROUND TRADITIONAL MEETS TRADITIONAL' game. To the right, there's a sidebar with a 'TOYOTA CUP' logo and a 'WIN 1 OF 5 HERITAGE JERSEYS' offer. A red circle highlights a button labeled 'Avocado Recipes' with an image of an avocado. A red arrow points from this highlighted area down to a video player below. The video player shows a man and a woman in a kitchen. To the right of the video, there's an advertisement for 'Avocado Recipes vote now & WIN Grand Final Tickets' featuring an image of avocados.

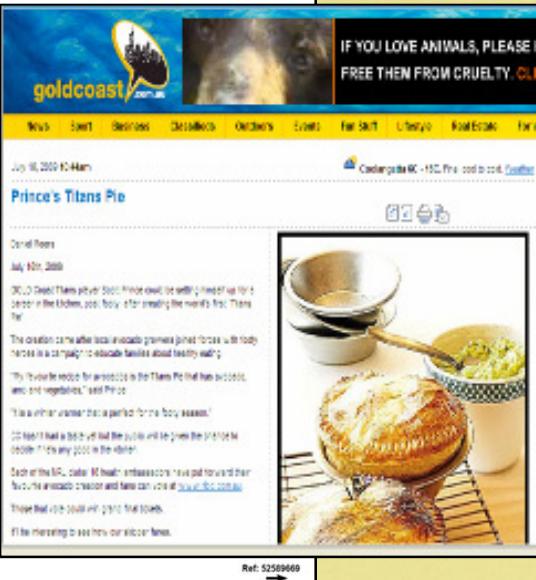


MEDIA RELEASE & PR ACTIVITY

- Media releases calling on fans to vote for their favourite recipe & announcing the competition
- Launched on Channel 9's Today Show via a series of 6 live weather crosses by Steve Jacobs from the Penrith Panthers
 - Footage featured junior players breakfasting on avocado wraps with first grade player, Adam Woolnough & Zoe Bingelly-Pullin
 - Focus was on importance of healthy eating and avocados link to the NRL
 - Live crosses equated to \$300,000 in advertising value



the prince of guacamole



- Coverage will continue until finals in September when recipe comp ends
 - Built credibility of avo/football link via sports media & targeting MGBs
 - Player involvement highly attractive to all media
 - At-home entertaining message carried across all activity

MEDIA RELEASE & PR ACTIVITY

- Issued 15 tailored releases for use at grass roots and club level
 - KPI of localised 16 articles for tailored release (one per club).
 - To date 40 clips across campaign. Focus now on spreading coverage across the club network with extra ‘predictions release’.
 - Media coverage included: *The Toasted TV* (filming 28 July), *Penrith Press*

Eat well to play well

With about one in four Australian children overweight or obese, Australian schools have joined forces with the Weight Education Project's Community program to help teach healthy eating and active play skills.

Obesity in children is emerging as one of the most important health issues, and recent research reveals much children, between ages 5 and 12, are overweight.

From this problem early, The Weight Education Project Committee launched their Eat well to play well program which aims to reduce the incidence of childhood obesity.

To enhance the partnership between schools, parents and carers, and the community, each year, the Weight Education Project's National Health Ambassador has invited their local State and Territory Health Minister to witness the training week.

**YOU CAN HELP BY KEEPING
FIND OUT MORE ABOUT ME**

HOME SHOWS THE GUIDE PODCASTS ANNOUNCERS PROMOTIONS PHOTOS SKIN

Tuesday July 16, 2019
Issue 19, May 2019

RECENT ENTRIES

Avocado - A healthy kick
Zoe's Story
Fair's Story
Gauri's Story
Eliza's Story
Kathy's Story
Michael Lucas and Paul from Hibiscus
KBO Apologise... good enough?
RSS Syndicate It! (Blog) (XML)

WHAT WE'RE TALKING ABOUT

Dayne Lewis
Michael Jackson's Post
your tribute



Australian
Avocados

BIG LEAGUE SUPPORT

- Avocados featured in nine of 16 pages of new junior rugby magazine.
- Distribution of 70,000
- Feature included by-lined article drafted on behalf of Zoe Bingley-Pullin
- Zoe's involvement added credibility to the overall program

Kicking Goals from the Inside Out!
with Nutritionist Zoe Bingley-Pullin

Zoe "Active kids need fat to grow and develop their bodies.
Making sure your are getting the right amount of the right fat is the key".

Why eat healthy snacks?
They give you energy to live, learn, and be active. When you're active, you need to eat healthy snacks for energy to live, learn and play. Your muscles need protein, carbohydrates and energy to your body and brain from a variety of foods for a well balanced diet.

Choose a range of foods from the following groups:

Protein: Lean red and white meat in the body, protein can be found in dairy products, meat, seafood, eggs, nuts, legumes, grains and cereals.

Carbohydrates: Fueling the brain and muscles, carbohydrates can come from breads, cereals, potatoes, rice, pasta, legumes (lentils) and fruits.

Fats: Providing the body with a source of energy, fat is important for healthy cells. It can be found in milk, butter, margarine, full cream dairy products, nuts, seeds and avocados.

The different types of fat

Why do you need 'Good Fat'?
Good fat will keep your body to absorb vitamins and develop your brain cells and nervous system. It will make you feel full faster, so you won't want to eat as much.

But knowing that there are 2 main types of fat is very important.

The Good Fat: Include oily, unsaturated fats can be found in oils and fish. It will help you grow. Avocados are a great source of good fats and taste good too. A great addition in sandwiches and chicken stir-fry.

The Bad Fat: Saturated fats increase your cholesterol levels and have a negative effect on your liver. It can be found in butter, mayonnaise, milk and cheese. Eat in moderation.

The Ugly Fat: Trans fats are the worst type of fat you can eat. It increases cholesterol levels in the blood and is bad for your heart. It is found in some processed foods like cakes, biscuits and chips - but rarely for special occasions only. These are what we call **SOMETIMES** foods and they are for special occasions only.

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Ben Creagh's Dragons

Fire Breathing DIP

Avocado Dip Trio served with crusty bread

Serves: 8
Prep Time: 20 minutes Cook Time: n/a

Avocado and CHILLI Salsa

1/2 Lebanese cucumber, halved lengthways, deseeded, finely diced
1 avocado, finely diced
1/2 small red onion, finely diced
1/4 cup chilli, finely chopped
1 lemon, juiced
1 teaspoon white sugar
1/4 cup olive oil
Salt and freshly ground black pepper to taste

Preparation
Combine the cucumber, avocado, onion, chilli, lemon juice, sugar, olive oil, salt and pepper in a bowl and mix to combine.

Creamy Lime Avocado

1 avocado, roughly chopped
2 lime, zest and finely grated, juiced
1 x 200g light cream cheese
Pinch of cayenne pepper
Salt, to taste

Preparation
Place the avocado, lime zest and juice, sour cream, cayenne and salt in a food processor and blend until smooth and creamy.

Spicy Red Capsicum and Avocado Purée

1 red capsicum, roasted, skinned and deseeded
1 avocado, roughly chopped
2 lime juice
1/2 tablespoon extra virgin olive oil
1 teaspoon Tabasco sauce
1/2 teaspoon lemon pepper
Salt, to taste

Preparation
Place the capsicum, avocado, lime juice, olive oil, Tabasco, lemon pepper and salt in a food processor. Blend for 3-4 seconds until the ingredients are combined but still chunky.

Serve the three dips with crusty bread.



ONGOING PR ACTIVITY

- Ongoing promotion of club & player involvement
- An SMS & Win television promotion to highlight avocados and footy final party/at home entertaining. Moved from commencement of campaign by preference of *Today Show*.
- *New Idea* wrap-around in Round 20 of the NRL competition. The magazine will be distributed to some 10,000 attendees at the Ch 9 Sunday charity match.
- New NRL kid's website (to be launched end of July) has a dedicated health space that will be used to help promote the recipe competition
- Editorial re Footy Final Parties & how to plan the perfect footy party targeting MGBS.
- Short lead nutrition story focuses on at-home entertaining asking footy fans will be asked to swap pies for guacamole



LONG TERM VISION



Campaign strategy builds year on year to increase avocados association with football and at-home parties. 2010 builds on first year experience.

2010

- Develop recipe comp with new angles
- grass roots/NRL campaign
- Support via advertising and instore
- Develop relationship with AFL
- Launch with Super Bowl party
- Involve with grounds, catering, family fun days
- Zoe Bingelly-Pullin to train clubs

2011/12

- Build AFL program as per NRL
- Target avo usage for awards nights Daly M/ Bronlow
- Ground POS
- Mascot stickers
- Endorsed by DAA
- Merchandise guac kits

2013/14

- National recipe comps
- State v State, code v code
- TVC inc players/retired players
- Build seasonal media coverage