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## **GENERIC PROMOTION FOR AVOCADOS**

**Is It Worthwhile?**

**Is It Workable?**

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The use of generic promotion campaigns for food products is well established.

In fresh produce the use of generic PR campaigns especially is commonplace in many parts of the world.

These are usually for a specific fruit or vegetable type and are often used to stimulate consumer demand for the products of particular growers in a given season.

It is extremely rare for different countries to collaborate over establishing and running a generic promotion campaign for a particular food type.

For the past seven years South African growers have run a most successful generic campaign for avocados in the UK in their supply season – Britain's summer months. Generic avocado campaigns in the US have also produced some excellent results.

In this presentation the food marketing and promotion expert Roger Jupe examines the facts about generic campaigns for food products and, in particular, avocados.

Mr Jupe is CEO of Richmond Towers, the specialist food marketing, advertising and PR agency. He has over 30 years experience of establishing, running and evaluating generic food campaigns in Europe for products as diverse as meat and salmon, pasta and avocados. He has also worked for the Swedish, Canadian and US governments helping their food producers get into exporting as well as for many well known food and drink brands.