

## AUSTRALIAN AVOCADOS: MARKETING AND PROMOTION

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### SUMMARY

The Australian Avocado industry has for a number of years undertaken a marketing program for avocados. The marketing program has a number of components which are integrated under the slogan " 'AVE AN AVO TODAY" maximizing the value of our program dollar. The components include television advertising, media PR, niche magazine advertising, point of sale material, recipe leaflets and in-store merchandising.

**Key Words:** Australia, marketing

### OUTLINE

- Australian industry overview
- Marketing and promotion program

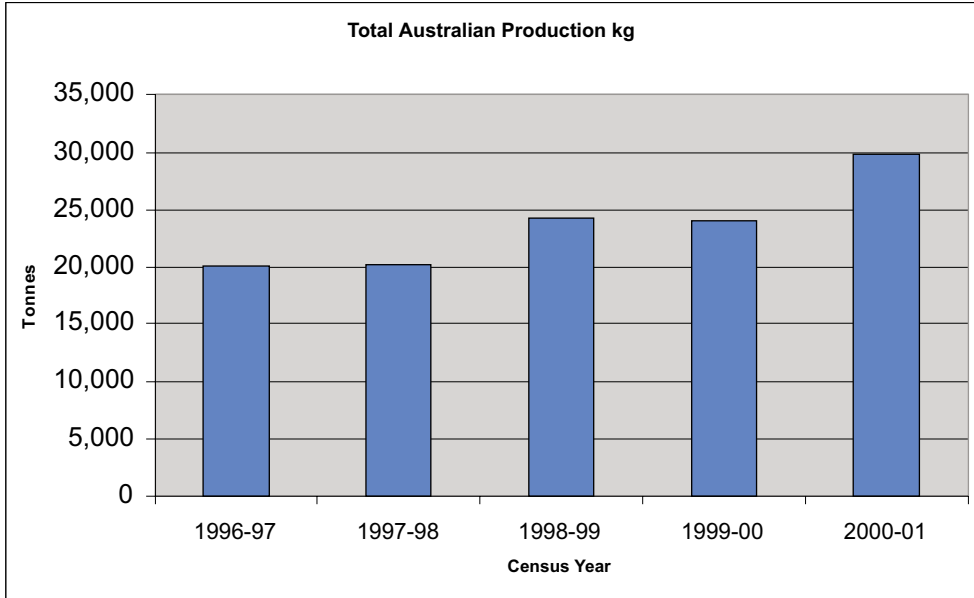
### AUSTRALIAN INDUSTRY

- 1300 growers
- 2000 – 2001
- Production 30,000 t
- GVP US\$40 million
- Trees - 960,000 approx
- 48% of trees under 6 years old
- 2002-2003 estimate 35,000 t

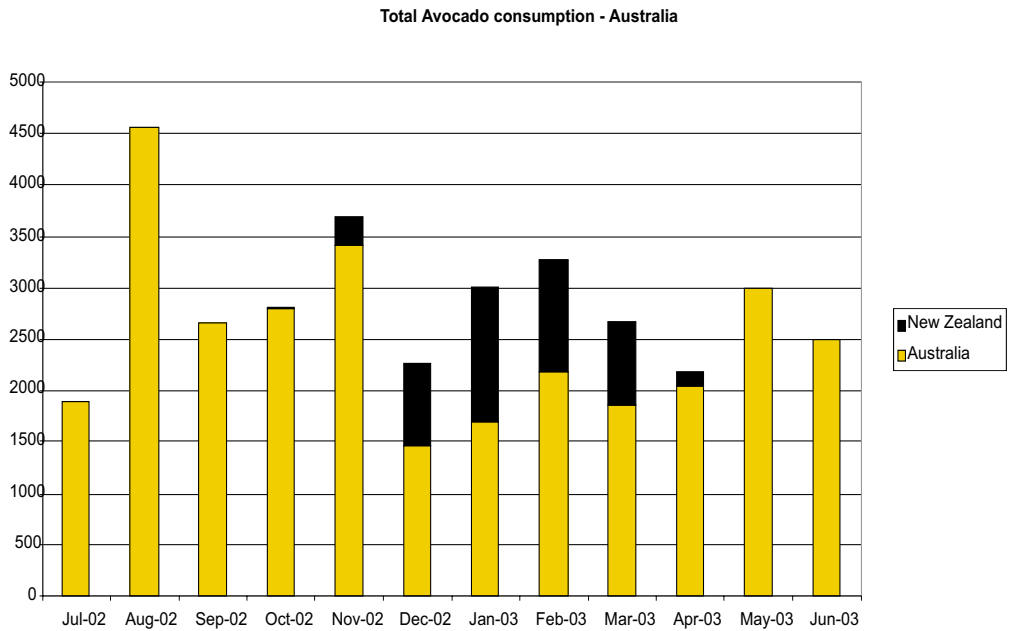
## R&D AND MARKETING PROGRAM

- R&D and marketing compulsory levy
  - ♣ total levy US\$0.13 per tray
  - ♣ all growers must pay
  - ♣ levies managed by industry

## AUSTRALIAN PRODUCTION 1996 TO 2001



## PRODUCTION ALL YEAR ROUND



## VARIETIES

- Production
- Hass 70%
- Greenskins 30%
  - Shepard
  - Wurtz
  - Fuerte
  - Reed

## MARKETING OBJECTIVE

To create increased demand for avocados, in line with increased production levels.

## PROBLEMS

- 60% of people eat avocados but their consumption is infrequent and irregular.
- Avocados generally regarded as a treat to be indulged in on rare occasions only, ie: once a month.
- Poor understanding of their nutritional importance. Not regarded as an essential part of our diet.
- Lack of consumer confidence at Point of Sale.

## OPPORTUNITY

- Problems we face are largely problems of perception.
- Current users have a positive image of avocados, but don't regard them as an integral, essential part of their everyday life.
- Making avocados relevant to the modern lifestyle and thereby a more frequent purchase is a task advertising can effectively perform.

## STRATEGY

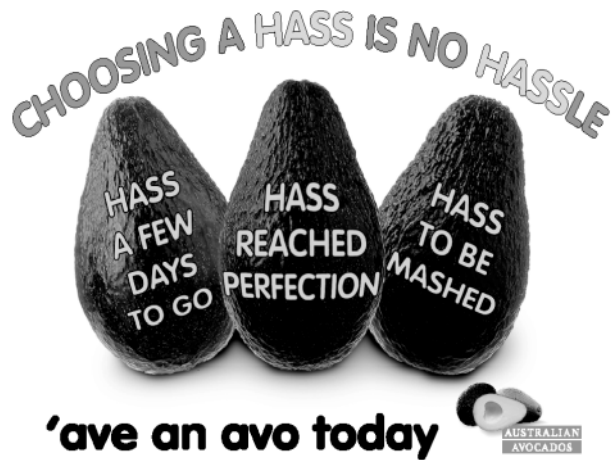
- The theme 'Ave an avo today' is the foundation of an anthem.
- It is designed to popularise avocados by entrenching them in everyday Australian vernacular and generate major new awareness.

## EXECUTION

- Point of sale message
- Retail merchandising
- Magazine advertising to niche areas
- Public relations and media day
- Television advertising

## POINT OF SALE

- Recall and reinforce advertising.
- Create impact and renew interest in avocados.
- Recipe leaflets provide all the “how to” information.



## TELEVISION STRATEGY & RATIONALE

- Markets - 4 Metro Markets
  - Sydney, Melbourne, Brisbane and Adelaide.
  - The eastern seaboard markets present greater potential growth due to high consumption levels (83% - AC Nielsen Homescan 1998)
- Timing – May to August 2003
  - Maximise awareness and impact during peak production period.

## Acknowledgements

Horticulture Australia Limited, Queensland Fruit and Vegetables Limited, Beyond the Square Pty Ltd and Queensland Department of Primary Industry