

MHAIA & APEAM PROMOTIONAL CAMPAIGN IN THE USA

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MHAIA

- The objective of the MHAIA campaign is to develop the Hass avocado category, with a minimum weight in the Mexican origin, in the American market, mainly in markets with low or no consumption but with high population density.
- Teach the US market on the traits and advantages of avocados in terms of taste, texture, and nutritional aspects in order to be tried, bought and incorporated to the everyday diet in this market.
- MHAIA has found market slots that place it above the competition by incorporating Hass avocado in one of the biggest showcases in the US market, the NASCAR racing series, within the geographical markets where it is promoted.
- Based on its participation in this category, it has developed promotion activities in the commerce sector such as activities at the selling point as well as in the Hospitality suite where those winning in the above-mentioned promotions are received.

APEAM

- The objective of the APEAM campaign is to make the brand "Avocados from Mexico" grow in markets more developed within the category of Hass avocado in the US, emphasising its origin and uniqueness over the rest of Hass avocados in the market.
- It intends to support the commercialisation of "Avocados from Mexico" in the commerce sector, the industry of prepared foodstuffs as well as in the final consumer, through different messages and activities that bring out their competitive advantages.
- Through Public Relations attempts, it intends to educate the general market from the knowledge of the fruit, characteristics, management and consumption of "Avocados from Mexico" and its incorporation in the daily meals.