## **AUSTRALIAN DOMESTIC ADVERTISING AND PROMOTION STRATEGIES**

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## Strategic Focus:

- To increase the purchase frequency from occasional users (17% of total users) from 1 purchase cycle per months to 1.5 purchase cycles per month by 2010.
- Ensure very occasional buyers (20% of total users), who only purchase avocados once every three months, start buying avocados one a month by 2010.
- Continue to showcase the versatility of avocados to consumers, with a focus on the occasional user segment, concentrating on the health and nutritional facts
- Establish 'value' propositions and an emotional bond between occasional users and avocados
- Focus on whole of family communication to diminish wastage concerns as well as reaching children through their mothers which are the primary grocery buyers in the family.
- Develop food service markets.
- Investigate niche markets such as children and people with special dietary needs with an appropriate communications strategy.
- Use multi channel communication to increase consumption, including Magazine, TV, Online, Website, Health Environment, Word of Mouth and Point of Sale.

## Target Market:

- Very Occasional and Occasional Users and Frequent Users
  - Primary: Women over 20, with lower income (less than \$75,000), living in the higher population states.
  - Secondary: Grocery buyers, who are more cultured, earn over \$75,000, are between the ages of 20-39 and live in the Metro Areas and accustomed to eating out.