

PROMOTION CAMPAIGN ARGENTINA 2006

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During the 2006/07 season the Avocado Committee execute a marketing campaign to develop the Argentine market and to position the product. The campaign was developed between October and December 2006 covering the cities of Buenos Aires, Mendoza and Cordoba. In addition to giving details on the activities of publicity, promotion and public relations, this work includes a description of the industry and the local market as well as the tendency of imports from Chile in order to understand the context in which the campaign is developed. It also contains conclusions regarding the perception of consumers and retail market as well as a projection of Chilean exports to the Argentine market for the coming years.

The campaign included public relations events with chefs, press and those related to the ambit of nutrition and health; and also a visit of a group of journalists who covered the Chilean industry. Regarding promotion, activities in 30 supermarkets and 400 greengrocer's shops were carried out in the 3 above-mentioned cities. With regard to publicity, this was included in the cooking sections of morning TV shows broadcast by 2 national TV Stations and in publications from the main newspapers and magazines. Finally includes some recommendations for future campaigns.