

South Africa's generic promotions programmes



Derek Donkin
SA Subtropical Growers' Association
VII World Avocado Congress, Cairns,
7 September 2011



We aim to get more people eating more avocados more often....

Using:

- *Public Relations*
- *In store promotions*
- *Some advertising*



Campaigns are almost entirely grower funded through the South African Avocado Growers' Association (SAAGA).



Many years



16 years



2 years



*Programme previously run in
France for 3 years*

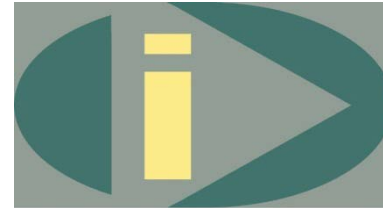
Some highlights from recent campaigns



South Africa



Strong PR focus



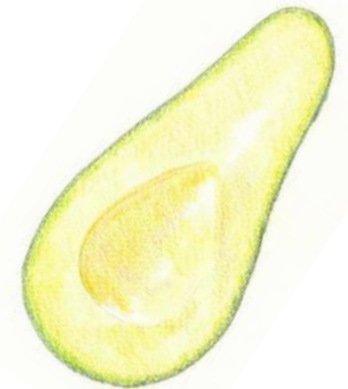
PROTACTIC
STRATEGIC COMMUNICATIONS

Messages:

- *Avocados aren't fattening*
- *Avocados are nutritious*
- *Avocados are good for diabetics*
- *Avocados are versatile*

Opinion leaders:

- *Food editors*
- *Dieticians and doctors*
- *Chefs*



South Africa



Southern Sun Chefs Competition



South Africa



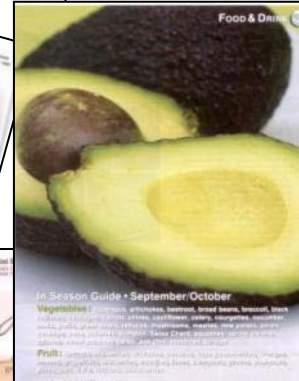
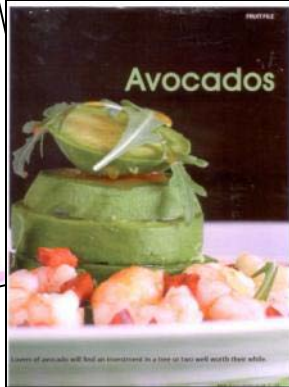
*Linking into FIFA World Cup-
“Snacks for armchair referees”*



South Africa



Editorial Coverage



Advertising equivalent value usually \pm 10 times investment



South Africa



TWICE AS NICE!
Equally nutritious & delicious

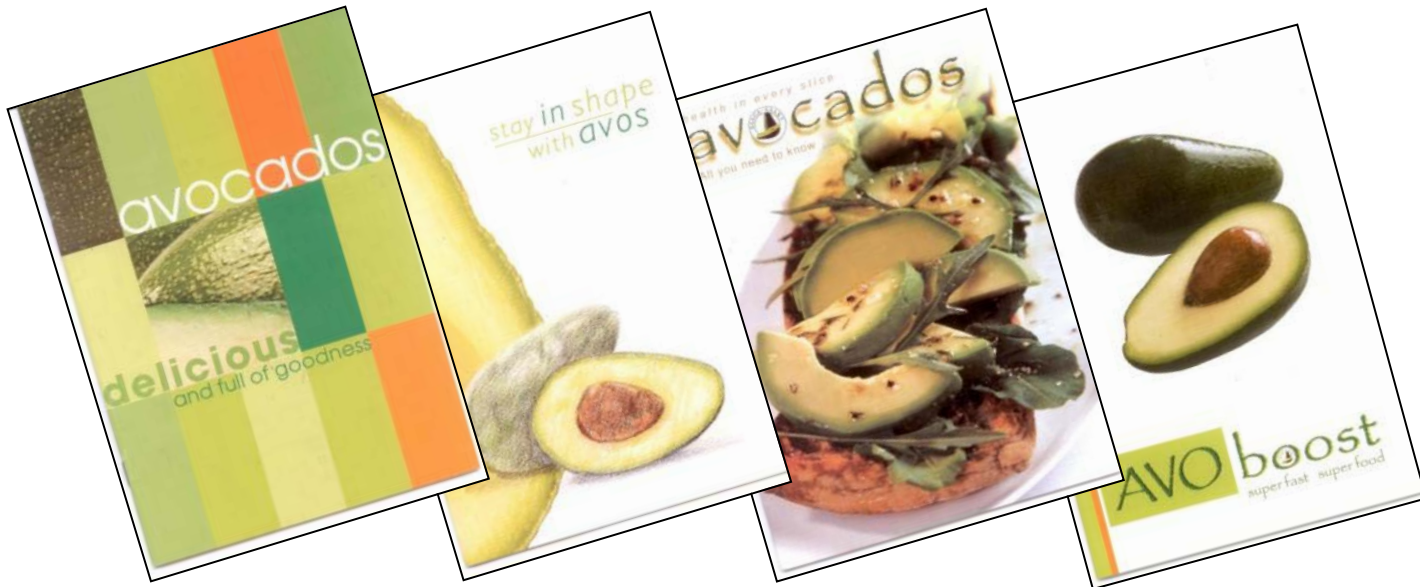


South Africa



Booklets containing recipes, nutritional info, cultivars info, care and handling tips.

Used as magazine inserts and in promotions



United Kingdom



*Media Relations
In-store activity
Advertising*



Messages

Health

Summer living

Recipes

Easy snack: Guacamole



United Kingdom

*Summer avocados theme 2011:
“Take a dip with summer
avocados”*

- *Generate positive media coverage*
- *Basis for in-store activity*
- *Provides appealing advertising theme*



United Kingdom

Links with 2010 theme:

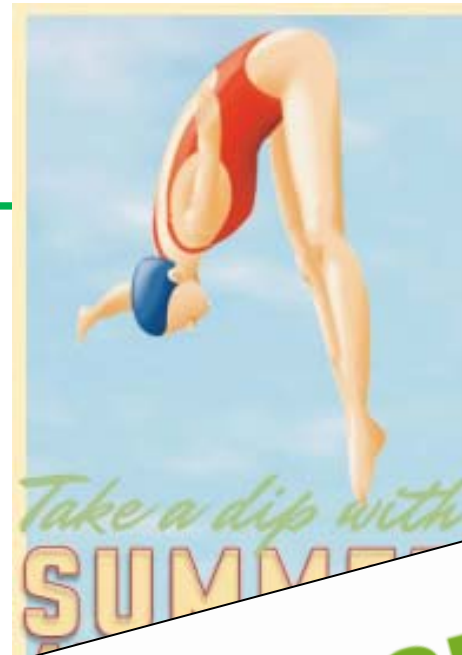
“A superbowl for the big match”
Linked to FIFA world cup.



United Kingdom

Summer avocados booklet

*Is all publicity good
publicity?*



totallyfreecrap.com



United Kingdom

*1000s of requests for booklet
Activity on Facebook*

*Electronic copy made available
on summeravocados.com*

Over 1000 downloads on 1st day

5600 downloads in 3 weeks

*Appears to confirm findings of
consumer research which
highlighted a hunger for new
ideas*



United Kingdom



Shopper research

Avocado sales in UK have stagnated over past 3 years, despite SA and Chile's campaigns.



Research commissioned to determine consumer needs & barriers to growth

WORLDWIDE  *fruit*

Research co-funded by SAAGA and some importers.

 **MACK**
multiples



United Kingdom



Shopper research: Some key findings

Shoppers would buy avocados more often if:

- They had more good ideas on how to use them*
- They were on promotion more often*
- They could be guaranteed to be ripe when they need them*
- They could be bought singly*
- They were cheaper*

United Kingdom



Retailer activity

In store tastings
At till coupons
Online activity



United Kingdom



Win a swimming pool competition on 16 regional radio stations



Sweden



FOOD & FREINDS

2010 PR Campaign

PR material sent to press

Advertorial in Saturday lifestyle supplement of Sweden's most popular evening paper, "Expressen"



Sweden



Recipes developed with personality Johanna Westman were used in press material and advertorials.



Sweden



2011 Campaign

*In store campaign with ICA.
Stickers on salad packs
reminding shoppers to buy an
avocado*



- *Make avocados more visible in store*
- *Teach new ways of eating avocados*
- *Educate: How to determine ripeness*

Sweden



Examples of salad pack stickers

Sweden



Salad packs on display with stickers

Thank you