

VII WORLD AVOCADO CONGRESS

Marketing Presentation



Australian
Avocados

Wednesday 25th of August 2011



CLEMENGER BBDO



- Australian Avocados Overarching Strategy
- I Heart Footy
 - Strategic Overview
 - Target Audience
 - Activity Overview
 - Campaign Growth
 - Campaign Outcomes
 - Key Learnings, Opportunities
 - Long Term Vision

AGENDA



Australian
Avocados

Avocado Activity Planning Map



Australian Avocados

Business objectives

**Industry
Objective:**

To maintain a profitable balance between supply and demand



**Marketing
Objective:**

To increase AWOP among light to medium users by instigating behavioural change and establishing a commitment to purchasing avocados from an occasional basis to every day



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Target Consumer

PRIMARY AUDIENCE – BUSTLING FAMILIES:

Mum has many hats . Because she takes her myriad of roles seriously, she is time-poor, fighting her constant daily battles to do what's right for her family. Her radar is always keenly focussed on her family's wellbeing. She has a habitual household but she is always on the lookout for ways that can make her life that bit easier.



Sticks to tried and true

wants life to be a bit easier and not sure where avocados fit in



SECONDARY AUDIENCE – START UP FAMILIES:

For mum and dad, their world has completely changed; it is now a world of uncertainty and so mums are 100% focused on 'DOING THE RIGHT THING' by their kids, and they definitely come first in the house!



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Brand strategy

**Brand Essence:
One fruit. Endless Possibilities**

Brand Pillars:

**Health &
wellbeing**

- Vitamins & minerals
- Good fats
- Low sugar, no salt
- Good kids food

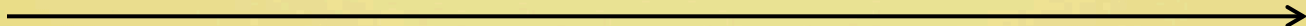
**Indispensible
ally**

- Lots of uses
- Substitute
- Easy
- Value for money
- Family loves it

**Gives me the
confidence**

- Recognition
- Advocacy
- User imagery
- Everybody loves it

Product centric



People centric

Taste



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I  FOOTY

PR PROGRAM



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Strategic Overview



The American Experience

- Success of American industry to leverage Super Bowl well known; built over 20 years
- 'Guac' and Super Bowl now go hand-in-hand; 10million+ kilos of avocados consumed on Super Bowl Sunday
- US campaign integrates celebrity spokespeople, radio ads, POS, PR, in-store events and sampling

The Australian Strategy

- Carve out a unique space/occasion that requires planned avocado purchase(s)
- Adapt US experience by creating a genuine link with NRL and at-home footy parties
- Create milestones that build towards footy finals
- Target MGBs plus footy fans and 'snackers'
- Leverage perception to make avocados routine for entertaining and at-home use
- Build year-on-year to reinforce link, establish long term partnership between avos and football

Year One (2009)
Create association
with NRL

Year Two (2010)
Keep
NRL association alive
via grass roots

Year Three (2011)
Extend NRL partnership
and introduce digital
and social integration



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Target Audience



AUSTRALIAN AVOCADO

NRL FANS

Audience

- Bustling families (Female MGBs)
- Light to medium users

- Light to medium users
- Strong family fan base

Tactic

NRL avocados recipe competition; promotes healthy, family-friendly recipes



Australian Avocados sponsorship creates positive impact from base

Aim

- Players/recipes offer inspirational possibilities for at-home entertaining
- Prompt intentional purchase
- Stimulate everyday family meal options, healthier options

- I can try that/I can do that
- Recognition of nutritional appeal and uses for avocado
- Inspired by footy 'heroes'



Australian Avocados

Activity Overview



Avocados and NRL: Building a platform for a strategic, long-term partnership to reinforce genuine link between avocados and football

PR program milestones promote, support, leverage NRL sponsorship

Campaign
Launch –
Avo Footy
Fuel Survey

Recipe Comp
Ladder
Updates

Footy Finals
recipe,
at-home
parties

@Iheartfooty
Twitter

Announce
OR call for
sponsorship
category

Code-level support, high profile players and club endorsement

Online
advertising

Electronic
direct
marketing

Branded
videos

Social media
integration

New
sponsorship
category



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Campaign Growth



Campaign builds each year to reinforce genuine link between avocados and football; drive purchase for at-home entertaining

2009

- Inspired by US experience; create genuine link with NRL and at-home parties
- Launch partnership with NRL via One Community health initiative
- Carve out unique occasion; make avocados routine for at-home entertaining
- Milestones; recipe competition and footy finals

2010

- Build on partnership with NRL clubs, extend grassroots outreach via junior clubs
- Develop recipe comp with new angles for year 2
- Highlight 'health hazard' of traditional fatty footy foods
- Ambassadors promote avocados, encourage healthy eating

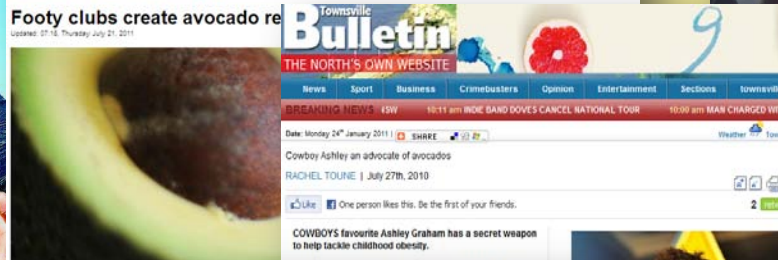
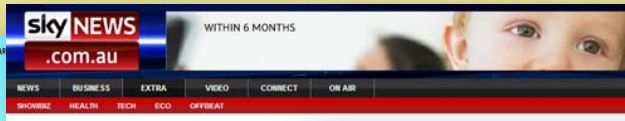
2011

- NRL code-level agreement, support, recipe comp
- Quick, easy recipes; real alternatives to footy foods
- Integrate NRL properties to take campaign beyond PR
- Build social media to engage
- Create news via statistics, NRL 'legend' spokespeople
- Negotiate development of new sponsorship category

Campaign Outcomes



- More than **600 media articles** have appeared in print, radio, online and television; year one 129, year two 417, year three in progress
- Media coverage has achieved over **40 million impressions** in a nation of 21.8 million people

















Campaign Outcomes



- Almost **11,000** votes received in three recipe comps
- Launch of www.avocado.org.au/iheartfooty in year two
- Development of **47 recipes** for avo recipe database
- Campaign has driven over **26,000** visits to www.avocado.org.au/iheartfooty

Team Ladder

Pos	Team Name	Recipe
1	 Broncos	Bucking Broncos Avo Pizza
2	 Tigers	Tigers Try-Time Tacos
3	 Sea Eagles	Mighty Manly Meatballs
4	 Storm	Perfect Storm Pesto Chicken
5	 Eels	Parra Flick-Pass Pizzas
6	 Cowboys	Cowboys Fajita Feast
7	 Dragons	Dragons Kebabs With Fiery Avo Salsa
8	 Knights	Knights Torpedo Rolls
9	 Raiders	Green Machine Avo & Zucchini Fritters
10	 Roosters	Avo Chooks Chook Bruschetta
11	 Sharks	Sharkies 'Scrum'ptious Avo Caesar Salad
12	 Titans	Titans True-Blue Tangy Dip
13	 Panthers	Prowling Panthers Pies
14	 Bulldogs	Hotdoggies with Mustard Avo
15	 Rabbitohs	Souths 'Slaw & Sausage' Burrows



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Campaign Outcomes



- Integrated activity via NRL websites, club databases, facebook and twitter has achieved over **23 million impressions**
- Launch of @Iheartfooty twitter handle to establish voice in social media, **initial two month campaign; 1020 following, 143 followers, 105 tweets, Klout score of 32**

This block contains three screenshots. The left screenshot shows a Twitter profile for "Australian Avocados" with a banner for "I ♥ FOOTY" and a sidebar with "VOTE TO WIN" and social media icons. The middle screenshot shows the Facebook page for "Brisbane Broncos", featuring their logo, a photo of players, and a post about a training singlet. The right screenshot shows the Twitter profile for "NQ Cowboys" (@nthqdcowboys) with a banner for "TOYOTA COWBOYS" and a list of tweets.

WIN 2011 NRL GRAND
FINAL TICKETS



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Key Learnings, Opportunities I FOOTY

- Australian Avocados is competing with multi-national organisations and big \$\$\$ to sponsor the NRL
- Media seek 'celebrity factor' and 'new' news is needed to drive coverage
- Fan-based communities prevalent users of social media; seek more than one call-to-action
- Club-by-club agreements negotiated, but process lengthy, large variances club/player support
- In 2011, extensive negotiations and greater level of sponsorship investment strengthened partnership with NRL and gain code-level support
- Negotiations underway for long-term, viable option
- Access to high profile players is critical, as they offer both a newsworthy and 'fan-worthy' angle to capture media and target market interest
- Complementing celebrity factor with statistics tied to campaign key messages has provided newsworthiness and media cut-through
- Evolving the program beyond traditional PR to incorporate digital and social media has allowed for more touch-points with target market and migration from 'hero' to 'friend' recommendation



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Long Term Vision



2012

- Launch new sponsorship category for 'brands' that provide real health benefits, Australian Avocados foundational partner
- Complete integration of traditional PR, social media of Australian Avocados and NRL throughout season
- Grassroots outreach via grounds, family fun days

2013

- Launch AFL program year one to complement NRL success
- Target avocado usage for NRL and AFL awards nights Dally M Medal/Brownlow
- Leverage WAGs popularity, extend reach beyond players
- Ground POS, mascot stickers
- Endorsed by DAA
- Merchandise avocado kits

2014

- Extend and grow AFL and NRL programs
- State v State, code v code
- TVC with players/ 'legends'
- Seasonal occasion; Avo recipes fuel for footy finals
- WAGs, celebrity at-home avocado footy finals parties
- National recognition of link between football and avocados