



VII WORLD AVOCADO CONGRESS 2011  
VII CONGRESO MUNDIAL DEL AGUACATE 2011  
CAIRNS - AUSTRALIA

# **Marketing as a tool to develop the Hass Avocado market in different countries: the Chilean case**

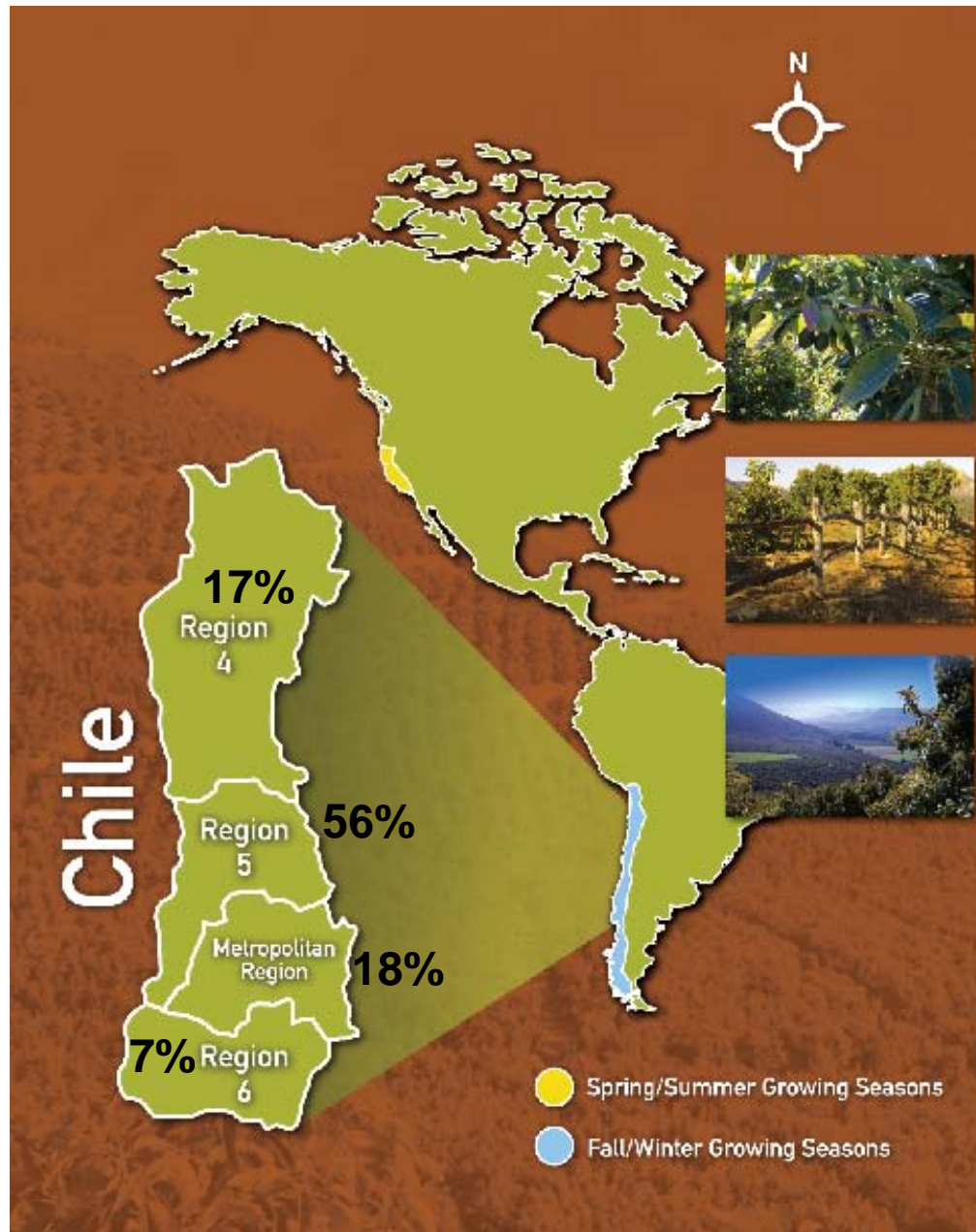
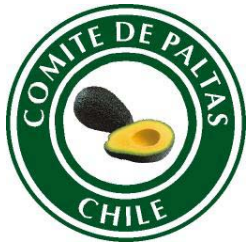
## **September 7th, 2011**

### **Australia**



## **AGENDA**

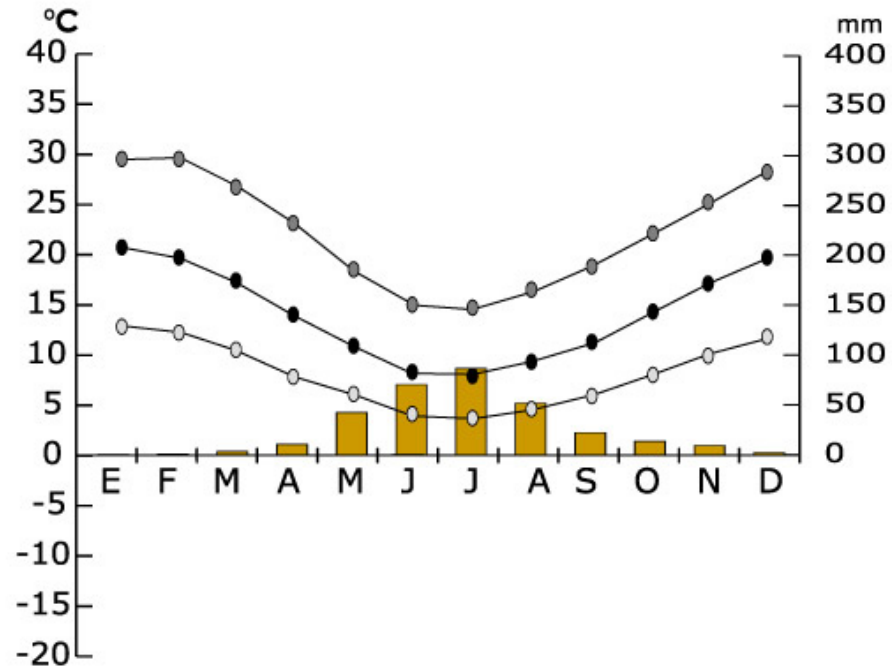
- I. Brief description of the Chilean Hass Avocado Industry and its Association**
  - II. Marketing as a tool to develop new markets**
  - III. The USA case**
  - IV. The Chilean case**
  - V. Short video (5 min.)**
  - VI. Conclusions and challenges**
-



Data: Agricultural Census 2007

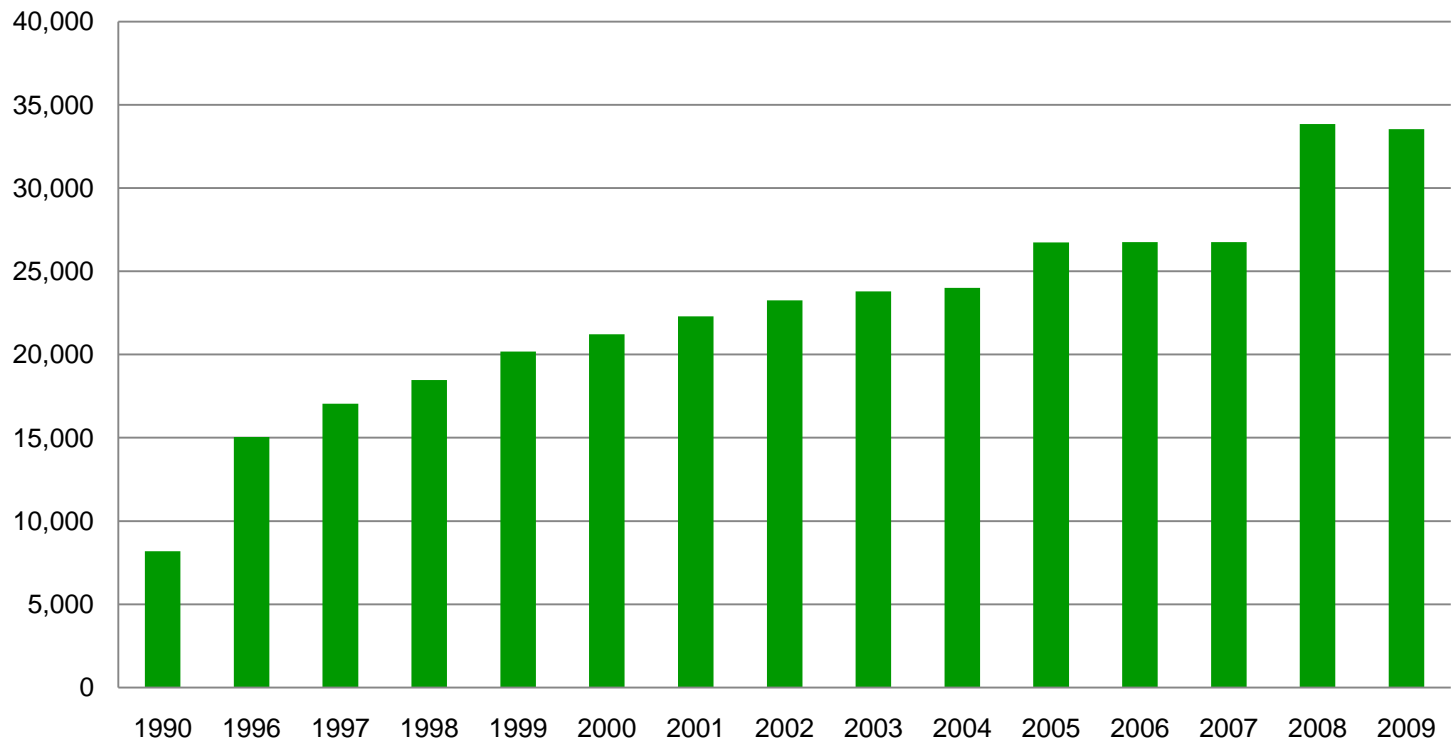


Estación Santiago-Quinta Normal  
33° 26' S; 70° 41' W; 520 m.s.n.m

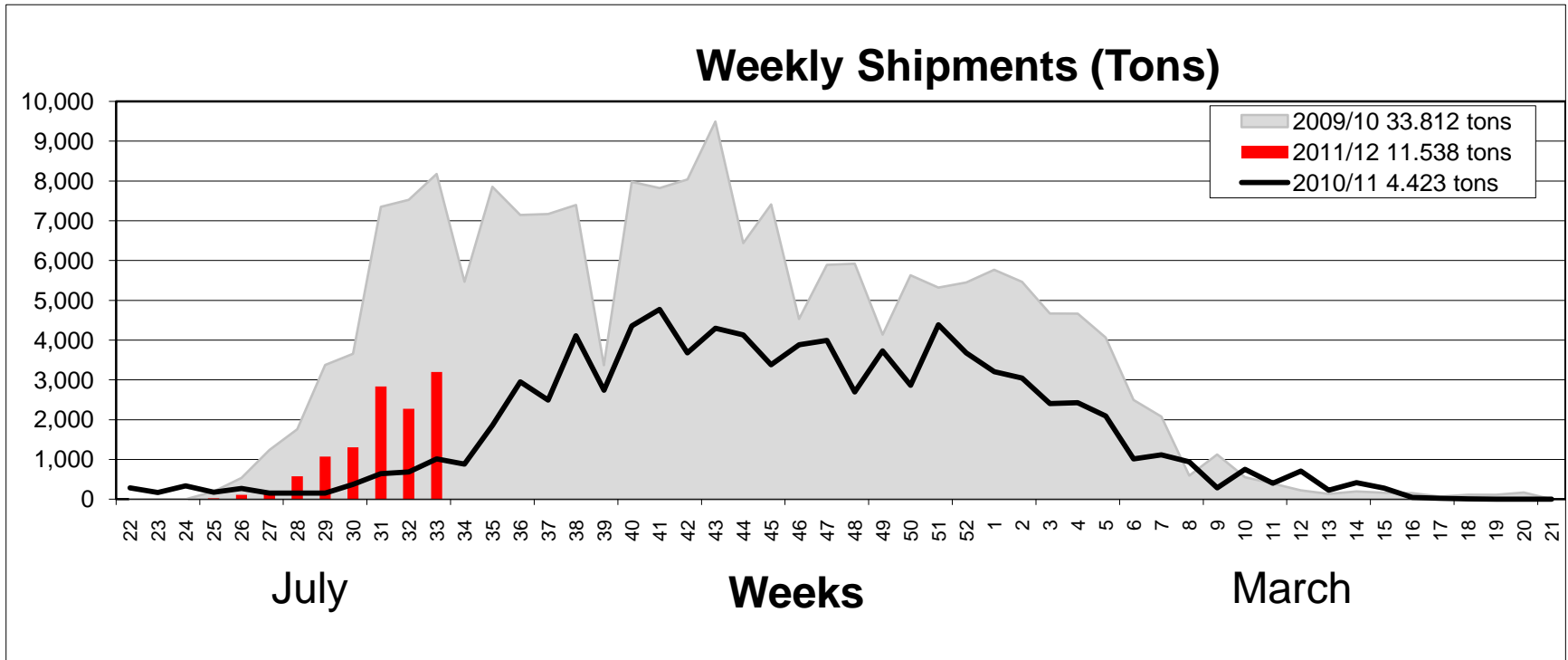


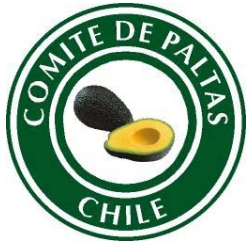


## Hass Avocado Hectars

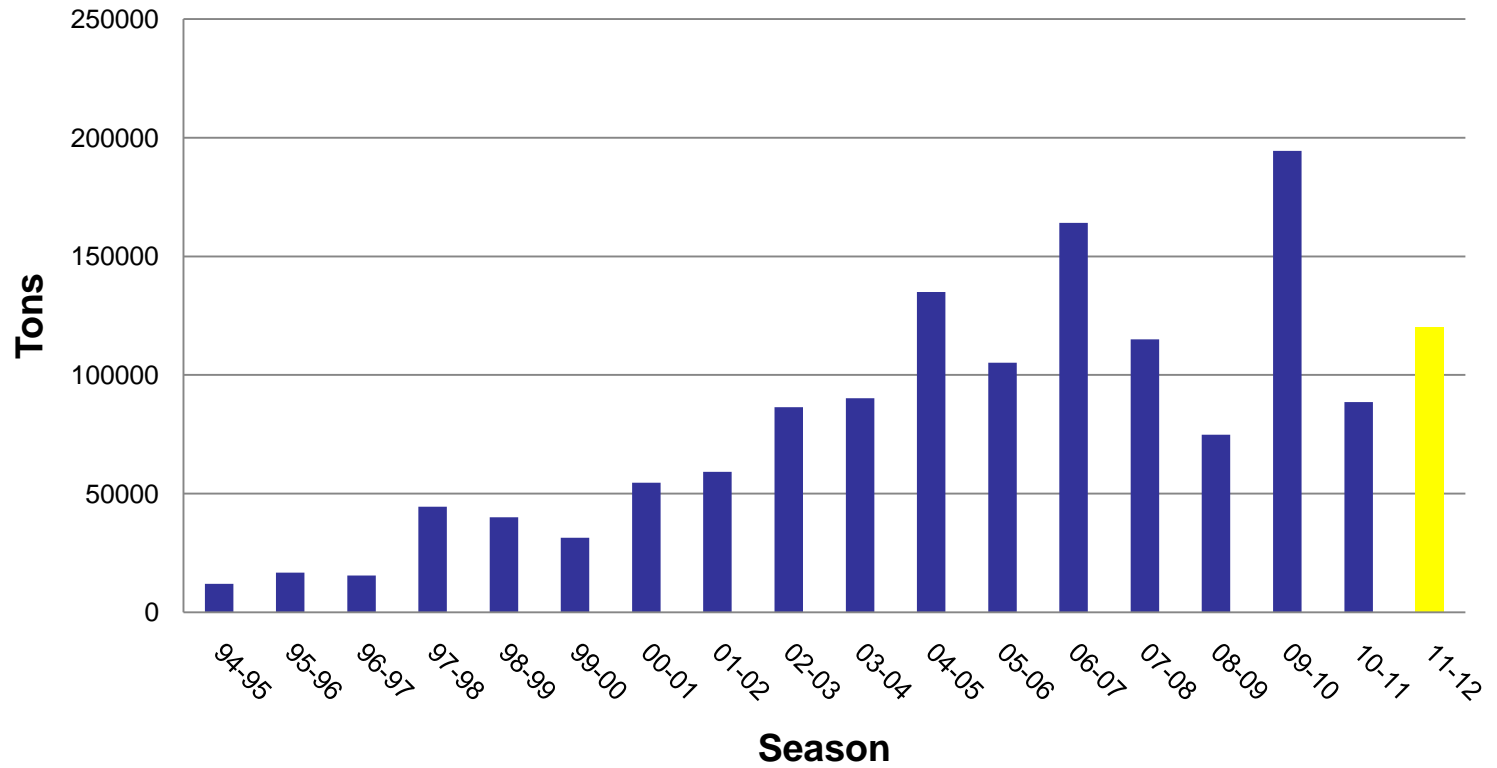


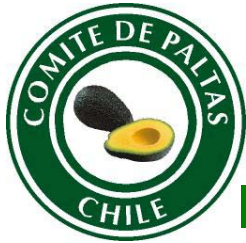
Data: Odepa





## Total Exports - Chile

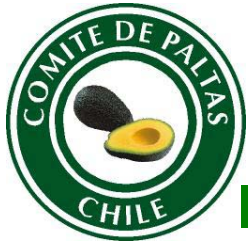




## **I.- Brief description of the Chilean Avocado industry**

- a. Chile is located in South America**
  - b. Production areas are in the center of the country**
  - c. Mediterranean climate**
  - d. Avocado hectares**
  - e. Exports run from July until March**
  - f. Chile is the 2nd larger hass avocado grower**
  - g. Chile is the 2nd larger hass exporter**
  - h. The industry has a voluntary association**
  - i. It has 700 associates; growers & exporters**
  - j. 75% of the the country exports, are from members of the Association**
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## **II.- Marketing as a tool to develop new markets**

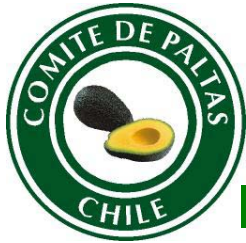
- a. In different markets there are different levels of knowledge about avocados**



## II.- Marketing as a tool to develop new markets

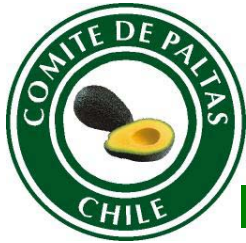
### a. In different markets there are different levels of knowledge about avocados

<b>Avocado Information</b>		
<b>2009/10</b>		
<b>Market</b>	<b>Per capita Kilos</b>	<b>Estimated Volume M tons.</b>
EU-15	0,5	216
Denmark	1,8	10
Sweden	1,4	13
France	1,2	77
Netherlands	1,1	18
UK	0,6	34
Spain	0,5	21
Germany	0,2	18
Chile	6,2	100
Mexico	5,1	550
USA	1,8	565



## **II.- Marketing as a tool to develop new markets**

- a. In different markets there are different levels of knowledge about avocados**
  - b. There is a big challenge to teach customers about the existence of the fruit and what to do with it**
  - c. Developing the markets:**
    - i. Each country has to develop its domestic**
    - ii. And their main foreign ones**
  - d. If the budget is medium/small, concentrate in Public Relations and Promotions in point of sale**
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## II.- Marketing as a tool to develop new markets

### Budget & Costs

In-Pack Booklets & Promotional Flashes	£47,500
On-Pack Promotion - You Are What You Eat Book	£12,000
Tesco Trolley Vision	£22,118
Sainsbury's Trolley Posters	£22,148
ASDA Trolley Posters	£18,000
Waitrose Tastings	£8,000
Tesco Tastings	£5,000
Sainsbury's Tastings	£4,000
ASDA Tastings	£4,000
Hass Avocado Gift Boxes	£7,200
Avodogs	£5,000
Hass Avocado Brotherhood Dinner	£2,500
Consumer & Trade PR	£6,000
Design & Production	£3,000
Photography	£1,000
Agency Fee (10%)	£17,800
<b>Total</b>	<b>£185,266</b>



## II.- Marketing as a tool to develop new markets

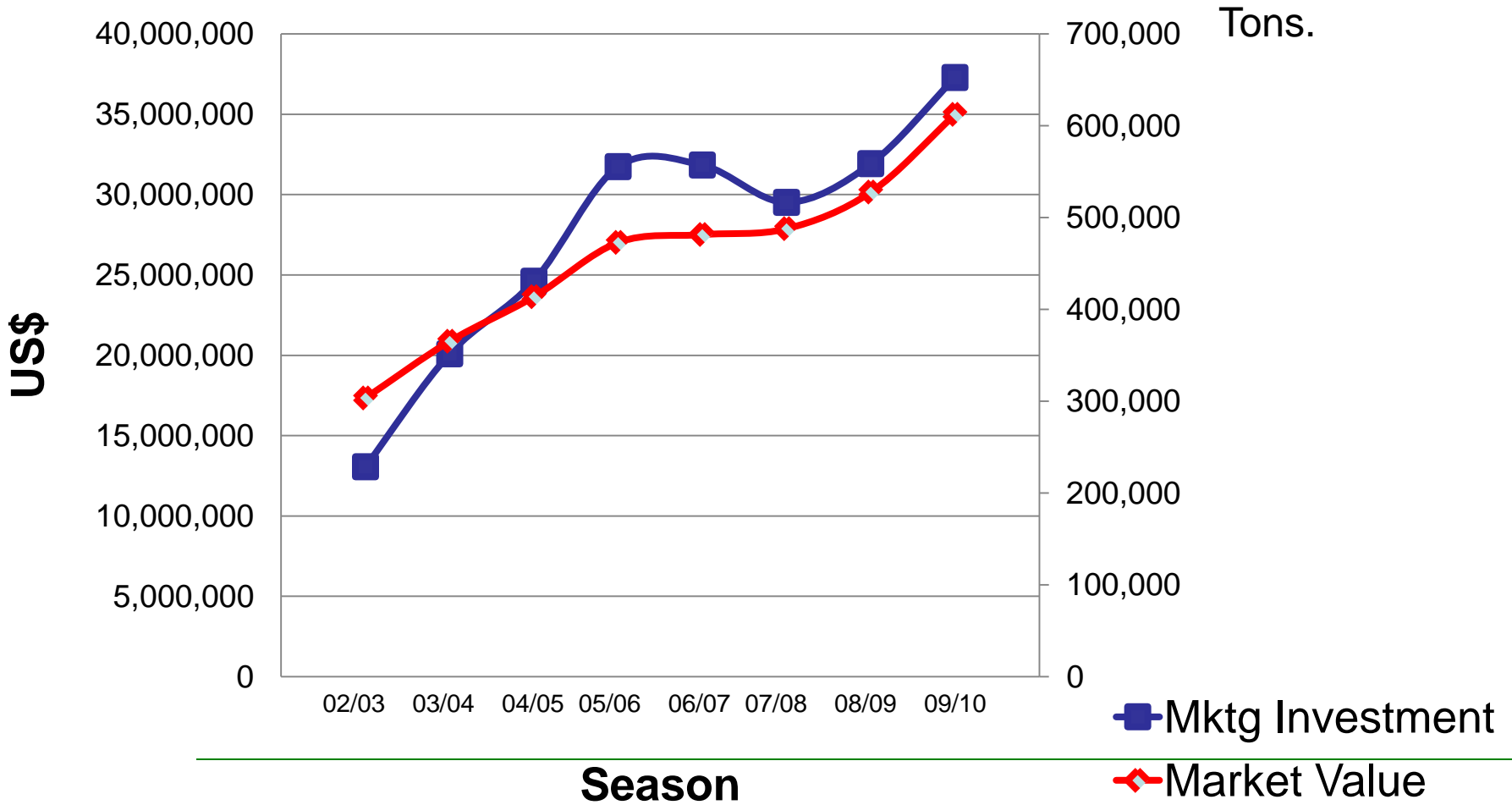
# Budget

Media Activities	Pre-Season press mailing*	3.400 €	
	Adoption of existing recipe material*	500 €	
	MAT service*	7.000 €	
	Advertorial*	1.800 €	
	Internet TV bild.de*	5.500 €	18.200 €
Consumer Activities	Retail in-store promotions (70 days)	20.000 €	
	Testimonial	2.500 €	
	Recipe cards*	6.300 €	28.800 €
Agency fee	Admin, coordination, reporting and documentation		13.000 €
Total			<b>60.000 €</b>
Optional	Insert women's magazine*	7.500 €	
	* incl. 17,65 % commission for production work		



### III.- The USA case

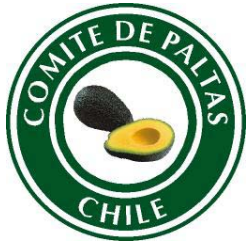
#### MKTG Inv. / Market Value



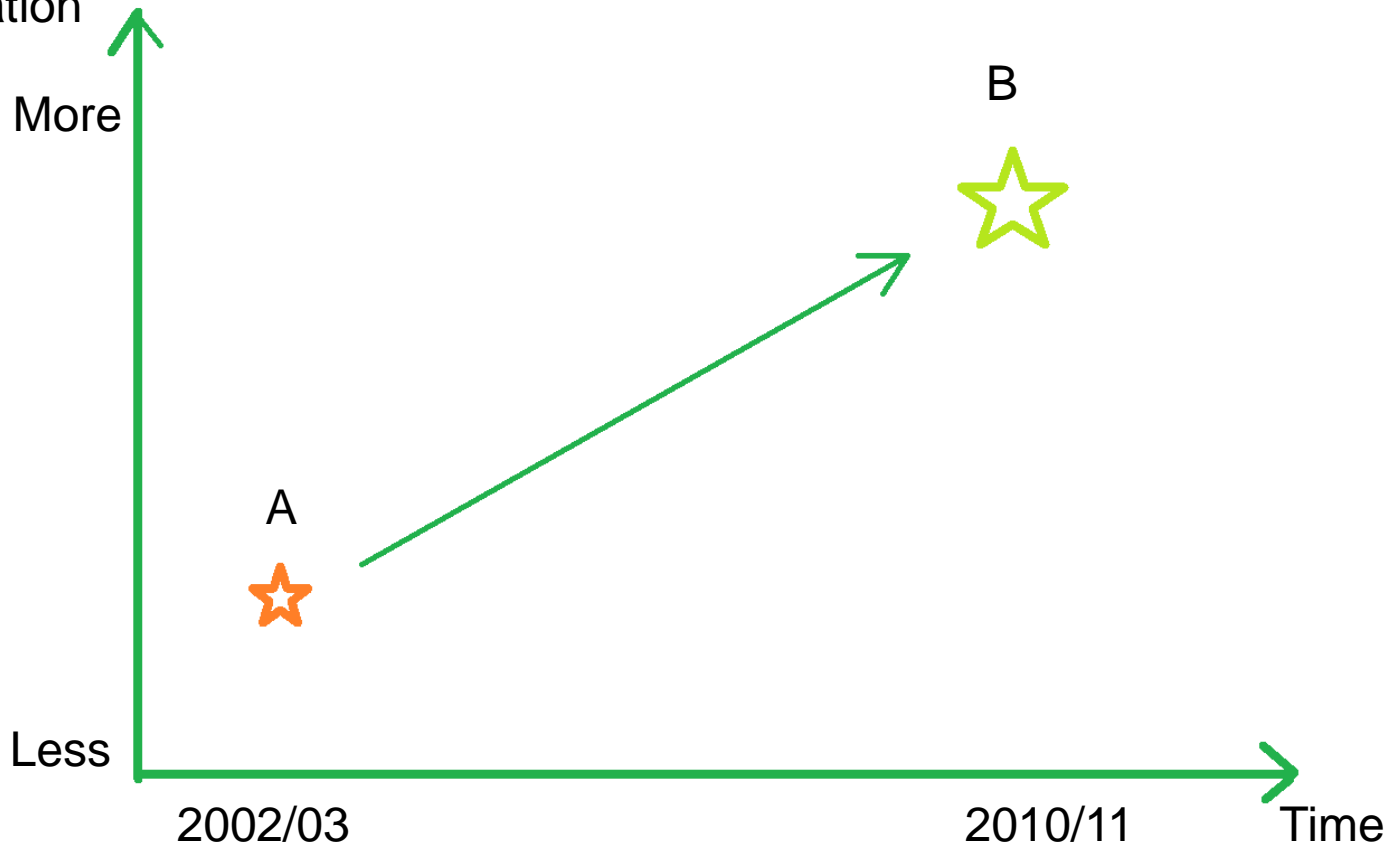


## **IV.- The Chilean Case**

### **a. The Chilean Diversification Journey**



Market  
Diversification



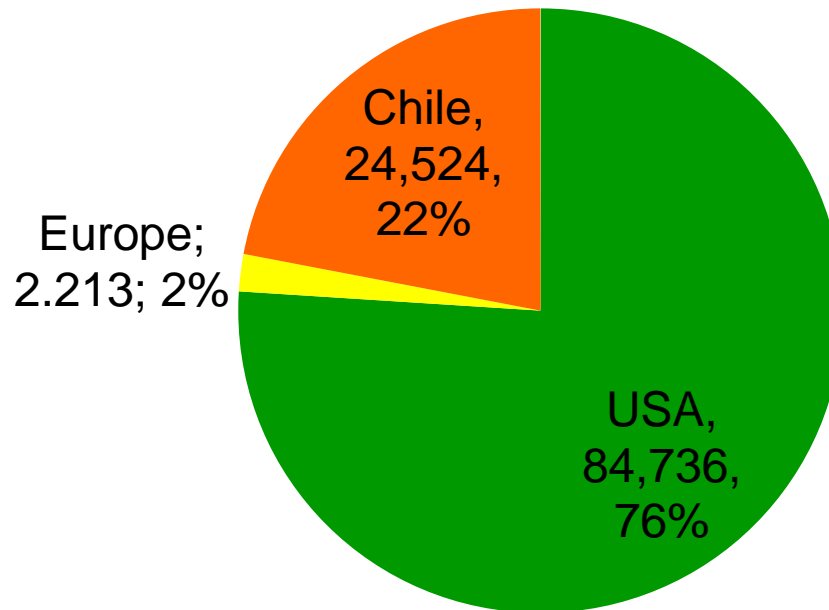
## The Chilean Diversification Journey





## Starting point (A)

**Avocado Distribution by Market; Season  
2002/03 (111.500 tons.)**





## **IV.- The Chilean Case**

- a. The Chilean Diversification Journey**
  - b. Market research 2005 in UK and Spain**
  - c. 1st campaign in UK in season 2005/06**
  - d. History**
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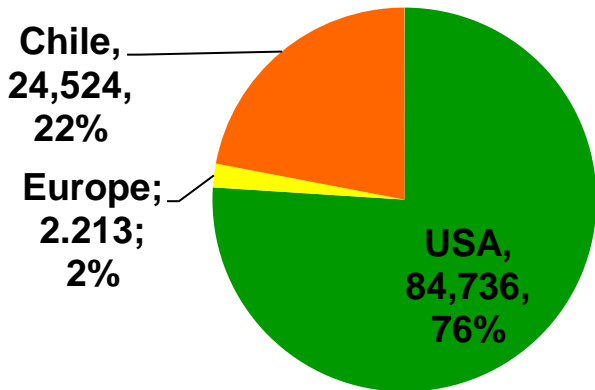
## **IV.- The Chilean Case**

- a. The Chilean Diversification Journey**
  - b. Market research 2005 in UK and Spain**
  - c. 1st campaign in season 2005/06**
  - d. History**
  - e. Budgets**
  - f. After 8 years (B)**
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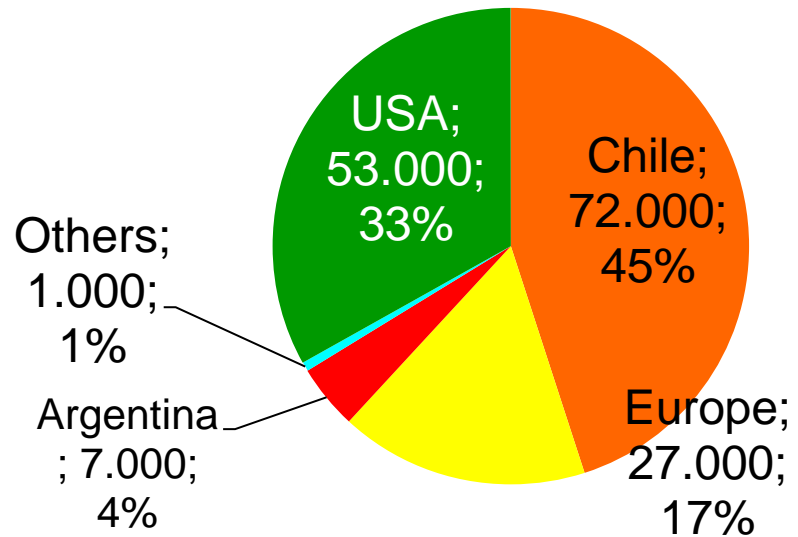


## After 8 years (B)

**Avocado Distribution by Market; Season 2002/03  
(111.500 tons.)**



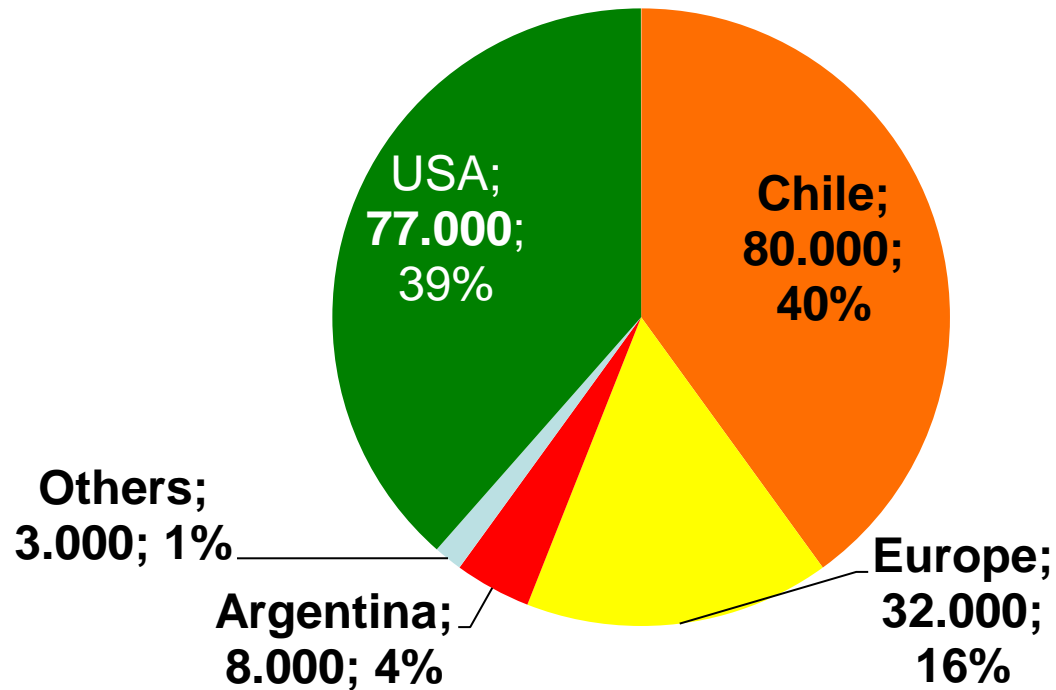
**Avocado Distribution by Market;  
Season 2010/11  
(160.000 tons)**

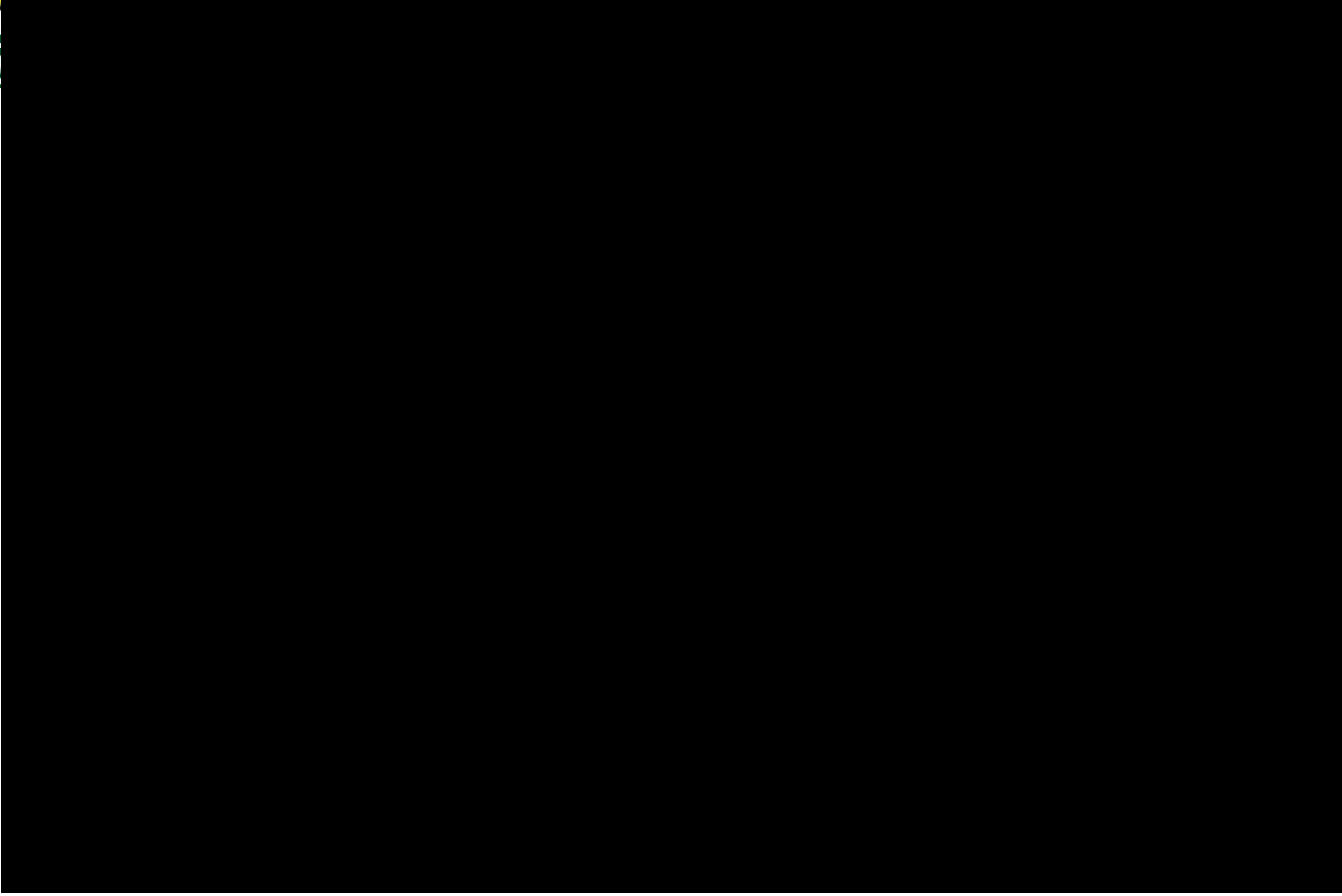




## Next Season

**Forecast Season 2011/12**  
**200.000 tons.**







Thank you