

AUSTRALIAN AVOCADOS DIGITAL MARKETING 2007- 2011

Liquid Interactive
Digital Creative Agency



Australian
Avocados

Wednesday 25th of August 2011



CLEMENGER BBDO



Avocado Activity Planning Map



- Public Relation Activities
- Nutrition related activity
- Creative and Asset Development
- Media, Print and Online Activity
- Experiential Activity
- Influencer Programs



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

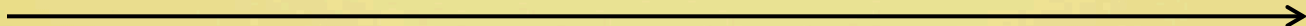
**Indispensible
ally**

- 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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The Role of Digital

All Marketing & Campaign Activity



Include a Call to Action such as:
For More Quick Ideas Visit www.avocado.org.au

**Website
= Brand
Destination**

**Bustling
Families**

**Start-up
Families**

**Food Service
Professionals**

**Childcare
Professionals**



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The Role of Digital

All Marketing & Campaign Activity



Include a Call to Action such as:
For More Quick Ideas Visit www.avocado.org.au
Connect with us on Facebook

**Website
= Brand
Destination**

**Social Media
= Brand
Conversation**

**Bustling
Families**

**Start-up
Families**

**Food Service
Professionals**

**Childcare
Professionals**



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Digital Strategy

Primary & Secondary Target Audiences



Objective: To use our digital platforms as an opportunity to give our audience a Reason to believe by demonstrating our brand promise

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

Consistently delivering new ideas to Add an Avo Everyday

**Recipes &
Usage Ideas**

**Product
Information**

**Nutrition
Information**

How to



Content Strategy

Audience Engagement

Regular Content updates

**Website =
Brand
Destination**

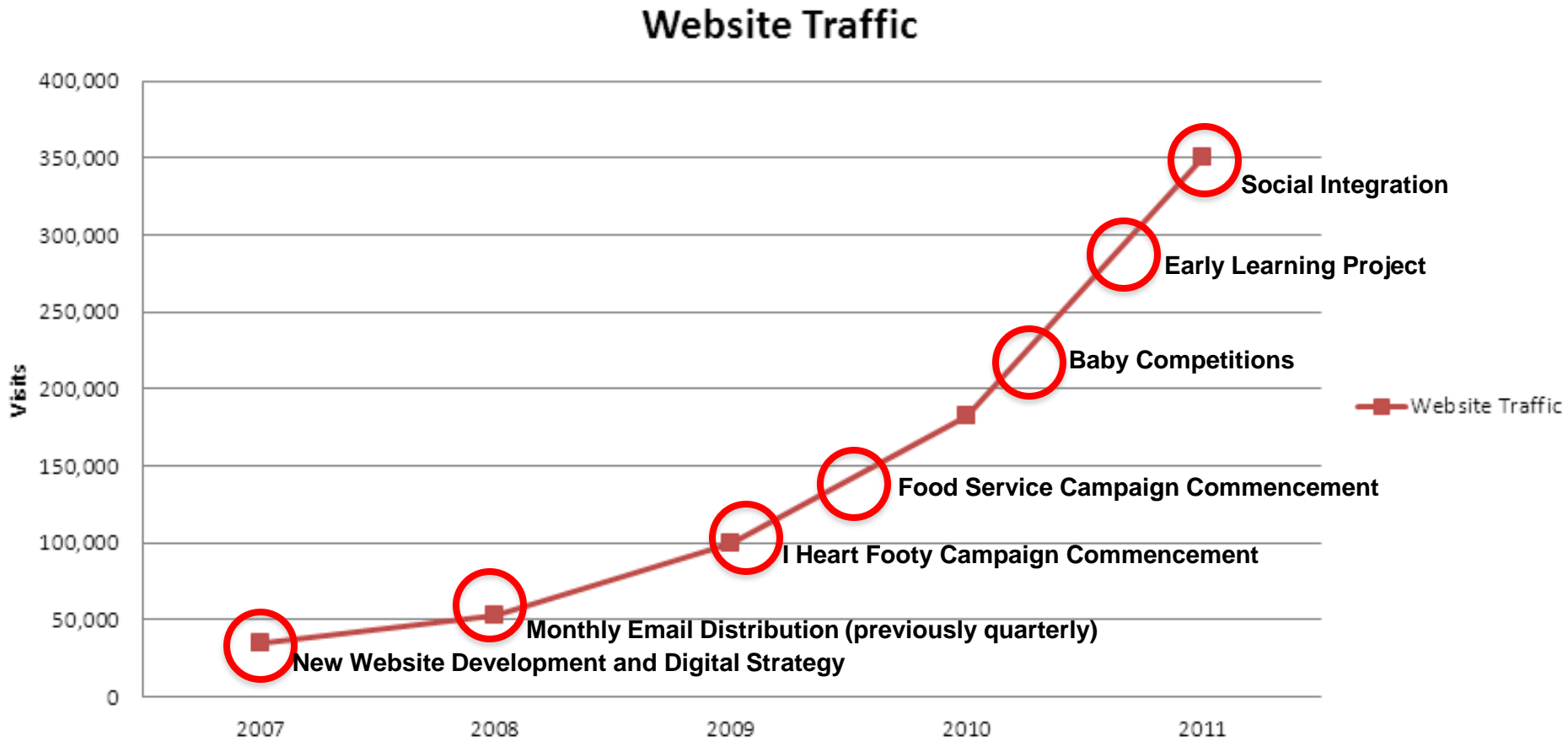
Email

**Social
Technologies**



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Audience growth since 2007



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Everyday





'THE HULK' SMOOTHIE

Green...mean...
and furiously delicious

YOU NEED:

- Avocado
- Chopping Board
- Measuring Jug



Diverse Content Areas



GIVE YOUR
DAD

(AND HIS CAR) SOME
EXTRA LOVE
THIS FATHER'S DAY



Search

Updated about 4 months ago · Edit Album

Unlike Comment

Try a little tenderness

How do you know when we're ripe?

AVOCADO COLOUR & RIPENESS CHART

Colour Rating	1	2	3	4	5	6
HASS Look & Touch						
Firmness Rating	Hard	Rubbery	Softening	Firm Ripe	Medium to Soft Ripe	Soft to Over Ripe
	Effegi puncture (kgf) - using 11mm tip	5kgf	2kgf	1kgf	0.65kgf	0.45kgf

GREEN SKINS
Touch
(Shepard, Wurtz, Sharwil, Reed)

Unlike Comment

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Social Media Content

KEEP CALM AND EAT AVOCADOS

Australian Avocados

Album: Photos of Australian Avocados in Wall Photos
Posted: August 18

Download

do is ripe or not?

like this.

Playlists

Uploads (18)

- Lamb Burger with Avocado and Chilli 38 views - 1 month ago
- Meatballs with Avocado Mash 26 views - 1 month ago
- 5 Steps to Healthy Living 40 views - 1 month ago

Favorites (4)

- Lamb Burger with Avocado and Chilli Australia... - 36 views
- 5 Steps to Healthy Living Australia... - 40 views
- Avocados at the Hilton Australia... - 26 views

Avocado Videos (that we love) (2)

Recent Activity

AustralianAvocados added a new video to Food Service (3 days ago)

ADD AN AVO EVERYDAY

With a huge sway towards healthy eating, Australian avocados have grown massively in demand and popularity.

facebook.com/AustralianAvocados
twitter.com/add_an_avo
twitter.com/hearttooty
avocado.org.au

KEY LEARNINGS

Ensuring that content is relevant, and high quality, will drive engagement

Content needs to be updated on a regular basis to maintain engagement

Social Audience – *'Our most engaged users'*

Our audience love Recipes!



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FUTURE DIGITAL GROWTH

