AUSTRALIAN AVOCADOS: MARKETING AND PROMOTION

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**SUMMARY**

The Australian Avocado industry has for a number of years undertaken a marketing program for avocados. The marketing program has a number of components which are integrated under the slogan “AVE AN AVO TODAY” maximizing the value of our program dollar. The components include television advertising, media PR, niche magazine advertising, point of sale material, recipe leaflets and in-store merchandising.

**Key Words:** Australia, marketing

**OUTLINE**

- Australian industry overview
- Marketing and promotion program

**AUSTRALIAN INDUSTRY**

- 1300 growers
- 2000 – 2001
- Production 30,000 t
- GVP US$40 million
- Trees - 960,000 approx
- 48% of trees under 6 years old
- 2002-2003 estimate 35,000 t
R&D AND MARKETING PROGRAM

- R&D and marketing compulsory levy
  - total levy US$0.13 per tray
  - all growers must pay
  - levies managed by industry

AUSTRALIAN PRODUCTION 1996 TO 2001

PRODUCTION ALL YEAR ROUND
VARIETIES
• Production
  • Hass 70%
  • Greenskins 30%
    • Shepard
    • Wurtz
    • Fuerte
    • Reed

MARKETING OBJECTIVE
To create increased demand for avocados, in line with increased production levels.

PROBLEMS
• 60% of people eat avocados but their consumption is infrequent and irregular.
• Avocados generally regarded as a treat to be indulged in on rare occasions only, ie: once a month.
• Poor understanding of their nutritional importance. Not regarded as an essential part of our diet.
• Lack of consumer confidence at Point of Sale.

OPPORTUNITY
• Problems we face are largely problems of perception.
• Current users have a positive image of avocados, but don't regard them as an integral, essential part of their everyday life.
• Making avocados relevant to the modern lifestyle and thereby a more frequent purchase is a task advertising can effectively perform.

STRATEGY
• The theme ‘Ave an avo today’ is the foundation of an anthem.
• It is designed to popularise avocados by entrenching them in everyday Australian vernacular and generate major new awareness.

EXECUTION
• Point of sale message
• Retail merchandising
• Magazine advertising to niche areas
• Public relations and media day
• Television advertising
POINT OF SALE
• Recall and reinforce advertising.
• Create impact and renew interest in avocados.
• Recipe leaflets provide all the “how to” information.

TELEVISION STRATEGY & RATIONALE
• Markets - 4 Metro Markets
  • Sydney, Melbourne, Brisbane and Adelaide.
  • The eastern seaboard markets present greater potential growth due to high consumption levels (83% - AC Nielsen Homescan 1998)

• Timing – May to August 2003
  • Maximise awareness and impact during peak production period.

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