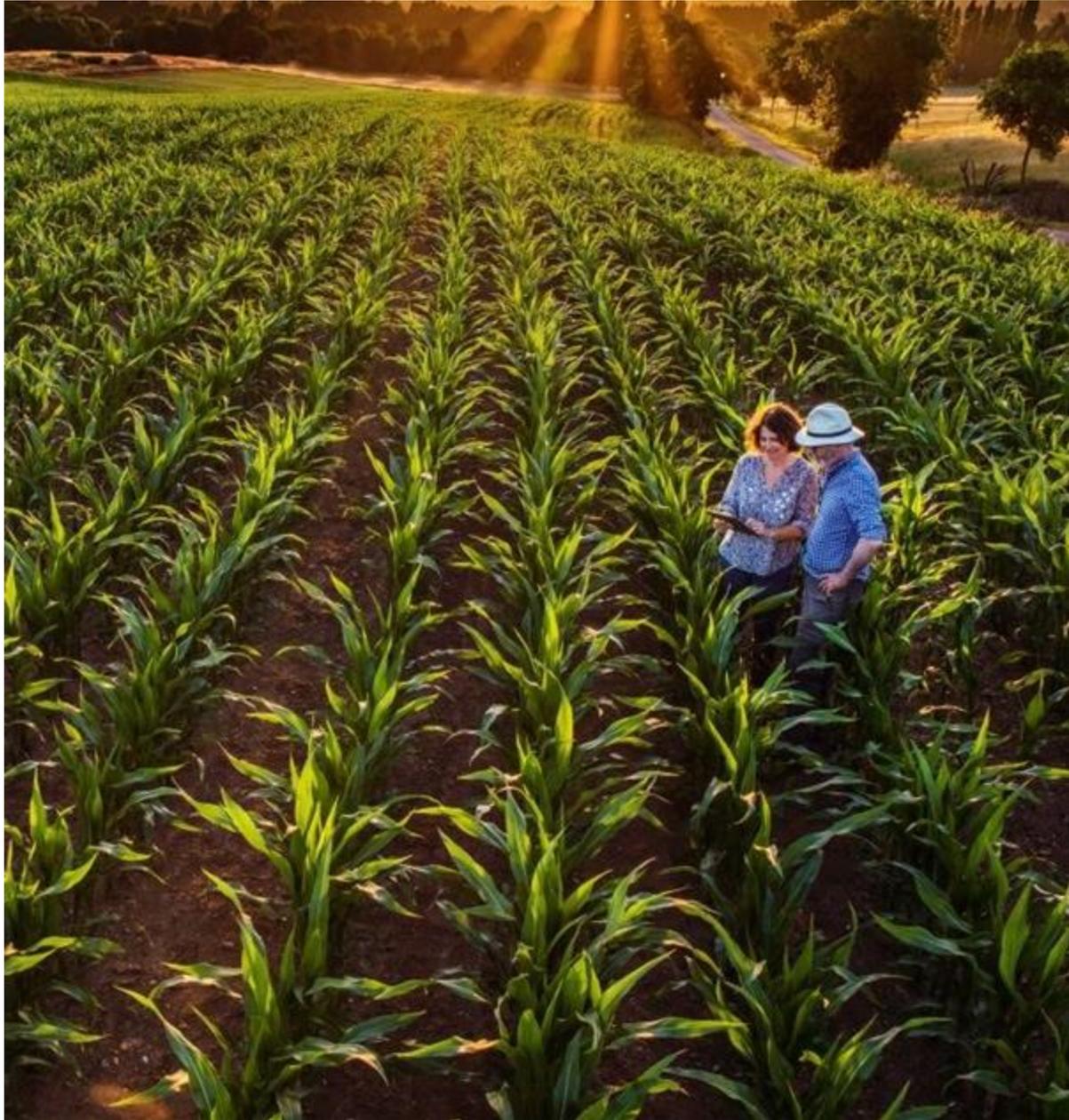




Hort
Innovation

Avocados Media Implementation

May 2022



Section 04

Media Implementation



Why Screens

01

Mass Reach

Create an impactful launch using Television to reach our audience as it is the highest reaching AV channel for our Main Grocery Buyer Audience.

There are approx 8.6M Australians across BVOD and 52% of BVOD Audience are 25-54.

02

Research

Free to Air Television is consistently the highest driver of recall amongst our campaigns.

03

Adstock

To create longevity we will leverage adstock principles to develop our flighting in market.

Channel Implementation - Screens

From: 15 May 2023

Role of Channel:

Celebrate Hass being back on shelves with a awareness burst reminding Australians about Our Green Gold.

Audience Approach:

80% of Heavy TV Viewers and 70% of Medium TV Viewers are over the age of 35. With 50% of people under the age of 35 watching no TV at all. Therefore we recommend focusing on People 35+ with our Free to Air TV Campaign and targeting people under 35 with our BVOD Campaign. BVOD consumption has increased 5.3% YOY. This allows us to reach the full spectrum of Grocery Buyers with our new platform in the environment that is easiest to reach them.

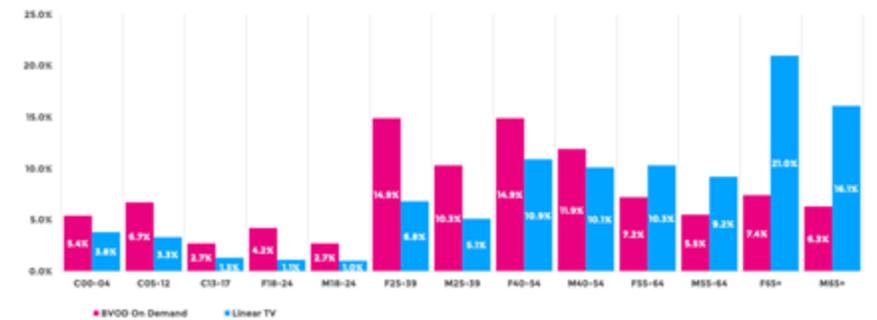
BVOD Targeting Approach:

Videos served to our audiences are highly viewable and non-skippable, ensuring that our message is fully shown to viewers. Leveraging specific deal with publishers as per agreed rates to optimise towards highest reach, viewability and completion rates

Creative Approach:

Leveraging the built up awareness of Our Green Gold in order to utilise the 15 second creative. This allows the most cost effective way to reach audiences and provides longevity to the campaign.

Demographic profiles: BVOD and Linear TV



Source: OUTSAM KPM 27Dec 2022-09H01 - 3 Jul 2022 09H01, OUTSAM KPM CDR 1 Jan 2021-30 Jun 2021. Includes on-viewing on CTV devices



Opportunity – Media partnership



Driving preference and quality associations by linking to an Aussie passion point – Commonwealth Games

Following on from the success of the Olympics in 2021, opportunity to leverage Commonwealth Games to extend the Green Gold message association in a premium environment



Games Highlights

- **HIGH VIEWERSHIP / REACH** - Alignment with biggest sporting event this year reaching circa 15m people nationally- Seven will dominate audience viewing across this period- increase exposure
- **PREMIUM PLACEMENTS** - Premium placements across 7 News & Sunrise to maximize games alignment, coverage and exposure
- **INCREMENTAL AUDIENCE REACH** - Digital extension ensuring we capture the audience regardless of screen viewing



Channel Implementation - Television

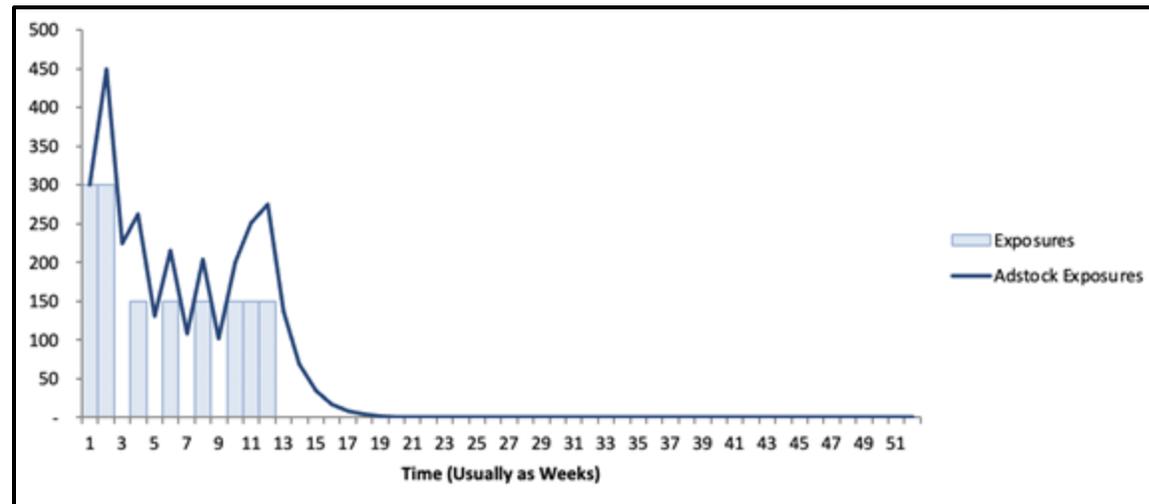
Market		2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug	5-Sep	
Sydney	30s																				
	15s			60	60		30		30		30										
Melbourne	30s																				
	15s			60	60		30		30		30										
Brisbane	30s																				
	15s			60	60		30		30		30										
Adelaide	30s																				
	15s			60	60		30		30		30										
Perth	30s																				
	15s			60	60		30		30		30										

Buy Parameters:

Main/Digital Split: 80% Main

Peak/Off Peak: 60% Peak

Networks: Network 7 & Network 10



From: 15 May 2023

Channel Implementation - BVOD

Role of Channel:

Create awareness and increase consideration of Avocados.

How is BVOD important becoming an integral part of our screens buy?

- 91% of Australian homes have internet connected and 64% of them now have internet connected TVs. This means that programs on BVOD are more accessible than ever to our audiences.
- Over 12.2M unique users accessed VOD in Feb (+23% YoY) with a total of 4.23M minutes viewed (+25% increase YoY).
- More than 60% of audiences view BVOD programs on CTV devices and co-viewing on CTV devices have also been increasing, allowing us to capture more eyeballs on our ads.
- Co-viewing is defined as up to 3 additional viewers simultaneously watching BVOD on a connected TV alongside the primary viewer.
- Therefore, we highly recommend using BVOD as an extension of TV to reach these audiences effectively on 7Plus and 10play.

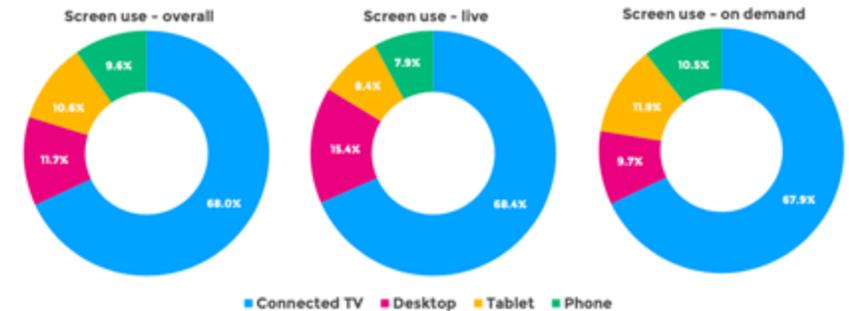
REACH

1+ Reach based on standard frequency of 1.12

Avos BVOD example:



BVOD average total daily hours per device



Source: OTCM WMR 27 Dec 2022 0000 - 9 Jul 2021 2300. Includes co-viewing on CTV device.



KPIs

TV REACH

TBC once Comm Games package is finalised.

BVOD REACH

1,424,569 impressions
1,271,937 users
>95% Video Completion Rate

RECALL

Driving high recall in line with previous campaigns.



Why Outdoor

01

Point of Sale

Utilise Retail outdoor formats to drive consideration when our audience is at the point of purchase.

02

Research

Research shows people exposed to Retail OOH are 28% more likely to make an instore purchase.

03

Recall

Fiftyfive5 research shows the importance of OOH at driving recall.

From: 15 May 2023

Channel Implementation - Large Format Outdoor

Role of Channel:

Leveraging Large Format OOH in order to create impact and mass awareness of the Our Green Gold campaign to remind people Hass is back.

Partner Approach:

For this campaign and budget we are recommending a one partner approach with QMS media who provided the strongest reach and cost effectiveness.

Panel Numbers:

Throughout the 4 weeks of July we will have 40 panels.

Reach:

30% Main Grocery Buyers 25-54



Channel Implementation - Retail Outdoor

From: 15 May 2023

Role of Channel:

Tapping into Retail OOH to keep Avocados top of mind on the final path to purchase.

Partner Approach:

Currently Hort has aligned with 3 partners for our retail OOH, which are Shopper, Val Morgan Outdoor and oOh!. The contracts in place ensure Hort receive the maximum value available given the overall group's high investment in OOH. This investment will fall into FY23 therefore final panel rates are to be confirmed.

Targeting Approach:

Utilise proximity out of home to reach consumers as they are on their path to purchase. We will leverage the digital panels to provide a contextual ad based on the supermarket they are in proximity to.



KPIs

REACH

1+ @ 55% GB25-54

RECALL

Driving high recall in line with previous campaigns.



Why Social?

01

Vast Audience Reach

Facebook & Instagram alone have a potential reach of 18 Million in Australia. By including additional platforms such as Pinterest with an additional 18% unique reach, we are able to increase our overall audience saturation.

02

Targeting Capabilities

With a large portion of the Australian population on Facebook, Instagram and Pinterest, each platform has the ability to reach a wide range of interests and behaviours in different environments.

03

Multiple Objectives

All three platforms have proven performance capabilities in generating reach, traffic, Video views and engagement.

From: 9 May 2023

Channel Implementation Facebook & Instagram

Utilising multiple campaign objectives with high impact creative in order to strengthen the Australian Avocado's brand, promote the Hass variety and encourage frequency of consumption amongst our target audience.

Approach: Continuing on from our current FB/IG strategy we will be running with a mixture of video & statics running across newsfeed, story and reels.

Objective:

R&F: Generate awareness

Engagement: Encourage social conversation & engagement

Traffic: Drive people to site to consume recipe content

Audience & size:

Price conscious shoppers (9.8M), Page Fans (134,000), Healthy lifestyle (8.1M), Site Visitors (180 days) (10,700), LAL of site visitors (2.1M)

Content recommendations:

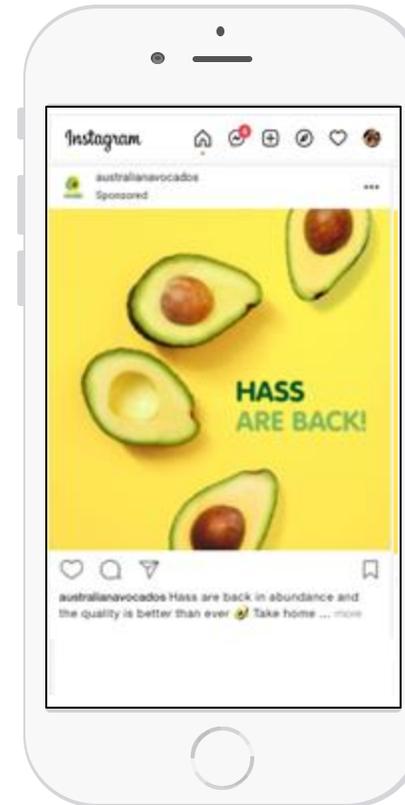
Content will consist of a mixture of the green & gold messaging along with Hass specific posts, recipes, health and sponsorship posts.

KPI's:

Reach: \$3.50

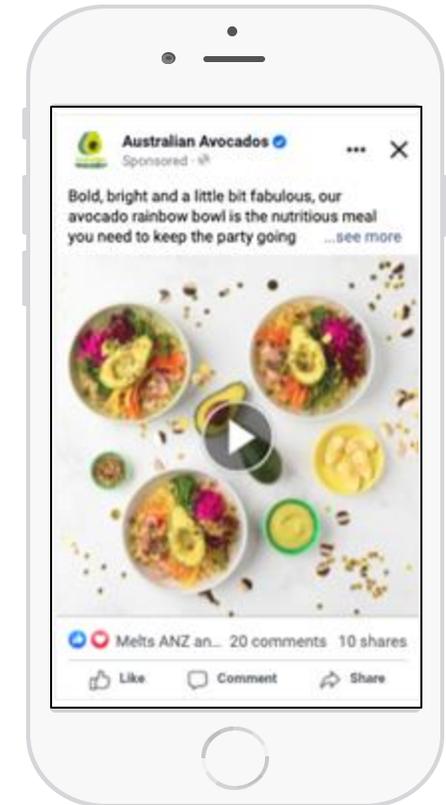
Traffic: \$0.80

Engagement: \$0.15



Instagram

May - June



Facebook

July

Channel Implementation Pinterest

Utilising Pinterest to provide incremental reach and increased frequency across our target audience and reach our audience in a very different mindset across an active food vertical.

Approach: Targeting people aged 18-65+, we will run a variety of recipe posts with a focus on the Hass variety. These will serve within the discover feed and search feeds where people are actively searching for recipes.

Objective:
Clicks

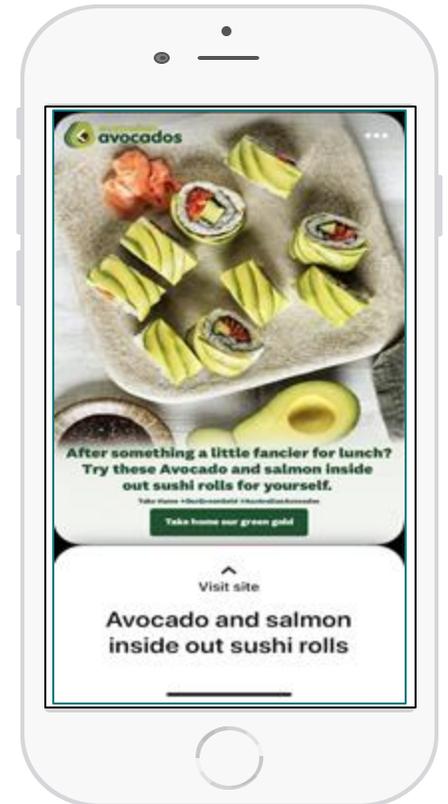
Audience & size:
Food Interest (1.76 - 1.94 million)
Keyword (26 - 29k)

In addition to food & interest targeting, Pinterest can target lookalikes and site visitors.

Content recommendations:

Recipe content in the form of Video and/or Statics that showcase the many recipes avocados can be utilised.

KPI's:
\$0.70 CPC *Cost per pin click

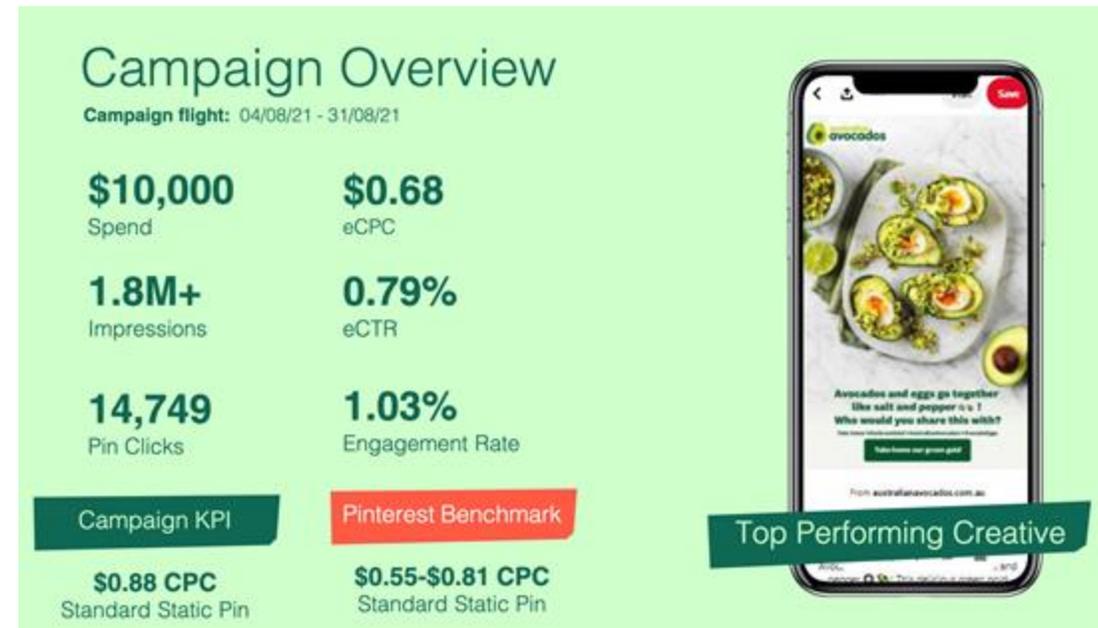


Pinterest



Pinterest Overview

- Including Pinterest into the social channel mix will build incremental reach, increase frequency across multiple touch points and reach people in a completely different environment. People on Pinterest are more engaged as they are actively researching recipes.
- Last years performance showed strong results (right).
- Total audience size on Pinterest is 7.9 million across Australia with 18% unique reach.
- Pinterest offer creative services that overlay text & logo with creative in order to deliver the best results on platform.
- 85% of social spend in the Food, Produce & Dairy category in 2021 was spend across Facebook and Instagram with only 3% spent on Pinterest - this allows for clear space for Avocados.



KPIs

Reach - CPM

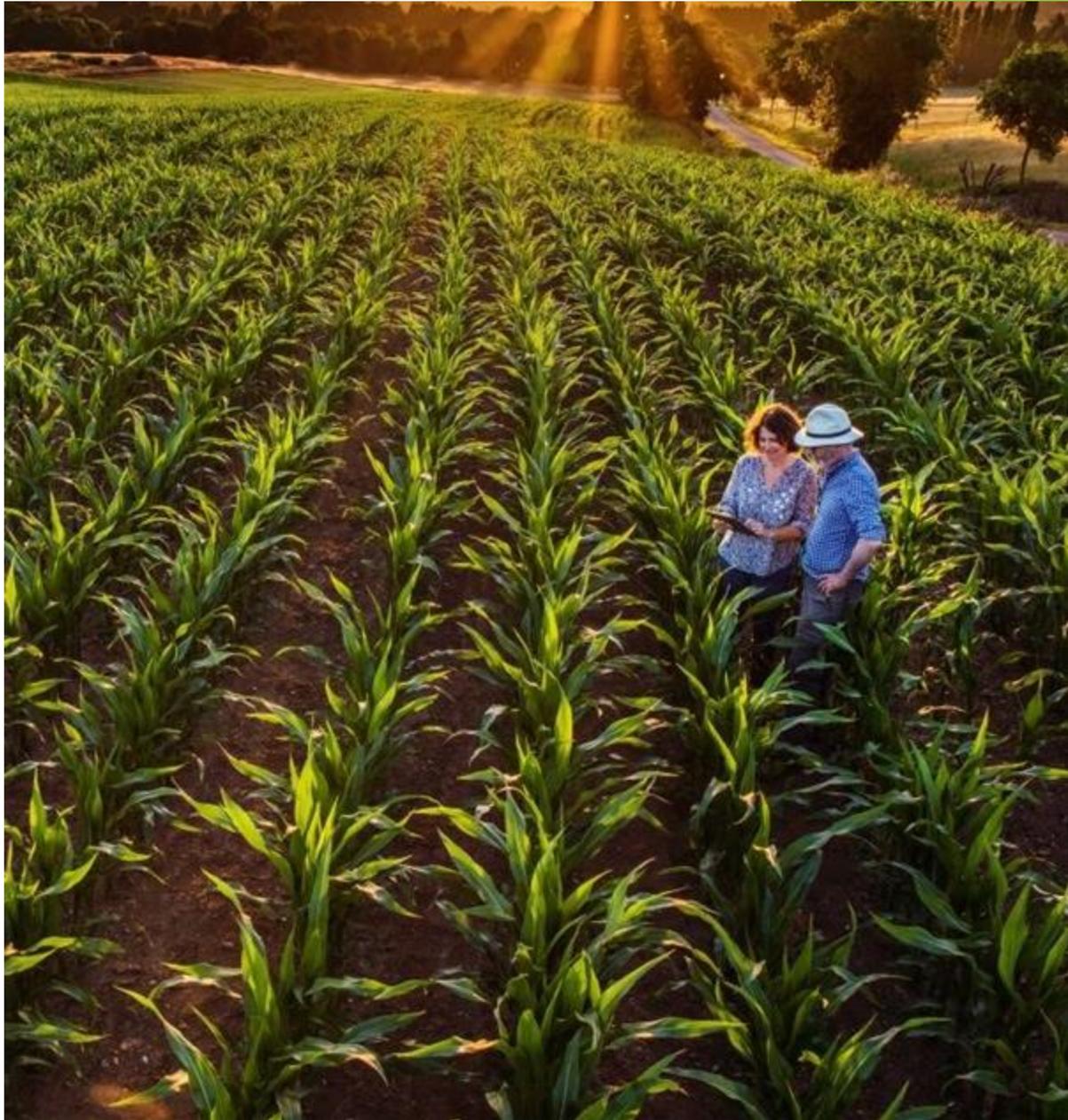
Facebook R&F: \$3.50

Traffic - CPC

Facebook: \$0.80

Pinterest: \$0.70

Facebook: \$0.15



Section 05

Media Summary

Plan on a page.

FIVE POINT SUMMARY

1

The plan is designed to maximise reach and frequency across the May - July Period.

2

We recommend using TV, retail OOH, Large Format, OLV, Retailer and Social.

3

In order to tap into leverage the highly contextual environment of Australian Sport we recommend a sponsorship package of the Commonwealth Games

4

Retail activity will provide online and in store uplift for the activity

5

Social will play a role at driving reach and traffic. We recommend leveraging pinterest where consumers are actively looking for inspiration.

Block Plan

	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul
TV												
OOH												
BVOD												
Social												
Total												

What's Ahead for the Avocado Marketing Program FY23 Planning?

Collaborative Planning – Timeline & Approach (DOMESTIC)

