

Marketing Aussie Avos internationally

Compiled by Anna Petrou, Avocados Australia

New promotions planned for Hong Kong



Above, “Fall in Love with Aussie Avocados” Commercials have been produced to promote Australian avocados in Hong Kong.

New promotions are planned targeting Hong Kong consumers. A campaign has been developed that will run this year from Mid-August to Mid-October that will comprise a Retail Program (with In-store displays), Food Services Promotion and an Online Promotion. The campaign will include social media support and “Fall in Love with Aussie Avocados” commercials (a variety of commercials featuring different Australian icons) will appear in paid media as well as in YouTube Advertising. Social media will deliver promotional messages to a wide range of potential customers in a timely manner. The “Fall in Love with Aussie Avocados” commercials feature iconic Australian imagery (such as Sydney Opera House, Great Barrier Reef, Koala, etc), an Aussie orchard and a variety of delicious avocado recipes. The commercials use a lighthearted and quirky approach, where the narrative tells the story of a woman who daydreams about Australia after she has a taste of an avocado.

You can view all of the commercials online from the Avocados Australia YouTube channel using this link <https://www.youtube.com/c/AvocadosAustralia> . The QR code below links directly to the 30 second commercial.



Mid-campaign marketing results for Singapore & Malaysia

A marketing campaign, promoting Australian avocados, has been underway targeting consumers in Singapore and Malaysia. This year's campaign commenced in late-May and will end at the end of August. The digital campaign includes social media support (Facebook and Instagram), paid media, YouTube Advertising and involvement with MasterChef Australia (with TV commercials appearing during MasterChef Australia in Asia).

The creative works on the premise that "When you taste an Australian Avocado you experience a taste of Australia". So the "Fall in Love with an Aussie Avo" commercials reinforce this premise.

Digital Campaign Overview



Above, the Singapore and Malaysia digital campaign overview.

As at July, mid-way through the campaign, social media activity has so far achieved a reach of 710,913 in Malaysia and 127,096 in Singapore. Combined the social media reach was 838,009. Total impressions achieved so far is 1,700,372 (1,415,908 in Malaysia and 284,464 in Singapore).

Top performing content in terms of reach and engagement/video views for Singapore is predominantly recipe based (Taste the Best), with additional high performing content being the video which was shared at the start of the campaign. For Malaysia, top performing content is video

focused, with copy predominantly centered on provenance and tied back into the campaign headline of 'Fall in Love with an Aussie Avocado'.

Top Performing Posts – Singapore



Top Performing Post	
Total Engagements	1,994
Engagement Rate	5.5%
Reach	35,276
Impressions	63,071



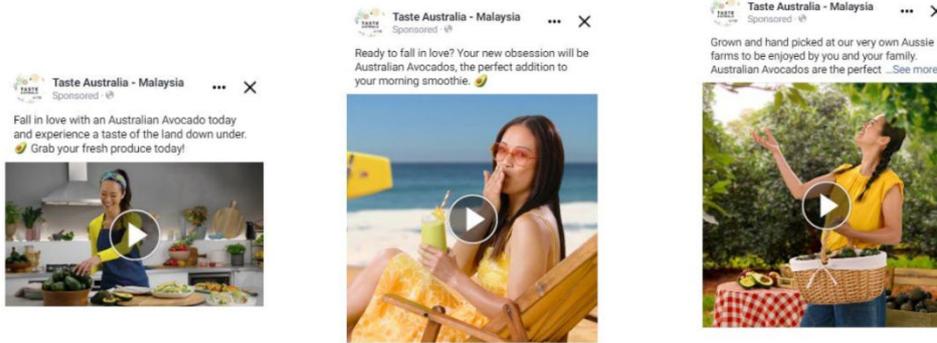
Second Top Performing Post	
Video Views	54,086
Engagement Rate	0%
Reach	38,474
Impressions	73,487



Third Top Performing Post	
Total Engagements	757
Engagement Rate	3.05%
Reach	24,748
Impressions	40,469

Above, top performing social media posts in Singapore.]

Top Performing Posts Malaysia



Top Performing Post	
Total Engagements	250,690
Engagement Rate	71.17%
Reach	245,760
Impressions	352,248

Second Top Performing Post	
Total Engagements	252,300
Engagement Rate	74.95%
Reach	243,071
Impressions	336,631

Third Top Performing Post	
Total Engagements	99,225
Engagement Rate	78.82%
Reach	87,766
Impressions	125,891

Hort

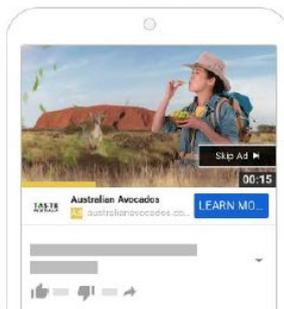
Above, top performing social posts in Malaysia.

The YouTube advertising in Singapore, as at 30 June, achieved 1,725,412 impressions and 459,437 views with 2,243 clicks. The video asset (commercial) with the highest number of views was the 15 second Great Barrier Reef commercial that achieved 253,596 views and an engagement rate of 30.2%. The video asset with the highest engagement rate was the 10 second commercial that featured a Koala that achieved 98,156 views and an engagement rate of 57.15%. The best performing placement of the commercials was on mobiles as the audience mostly use mobile phones to view the ad.

Assets placements

Mobile

Best Performing placement. The Audience mostly use mobile phones to view the ad.



Desktop

Ad preview on desktop or computers.



TV Screen

Ad preview on TV SScreen.



Best performing assets

Most Viewed

Video asset with the highest number of views



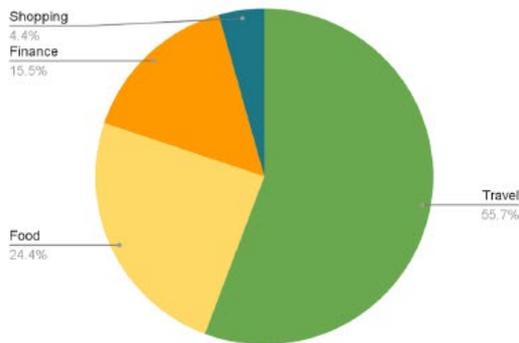
15" - GBR video	
Duration	15 seconds
Number of Views	253,596
Engagement Rate	30.20%

Highest Engagement Rate

Video asset with the highest engagement rate

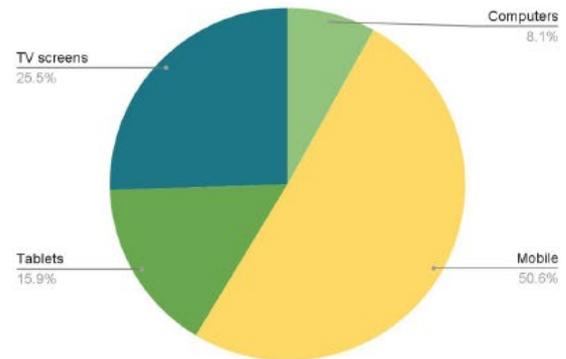


10" - Koala video	
Duration	8 seconds
Number of Views	98,156
Engagement Rate	57.15%



Interests:

Most impressions come from Travel related interests, followed by Food related interests. However, Food related interests gain more engagement, clicks, and higher viewership rate.



Devices:

Most people used their mobile to view the advertising placement, followed by TV Screens and tablets.

Above, Singapore - Source of impressions for the YouTube advertising.

The YouTube advertising in Malaysia, as at 30 June, achieved 4,245,192 impressions and 602,241 views with 18,024 clicks. The best performing assets were the YouTube unskippable adverts and the shorter video format (15 second video assets) tend to provide better results on average.

Best performing assets

YouTube unskippable ads

In-stream short content videos are the best performing ads



Shorter format

15" video assets tend to provide better results on average



Above, Malaysia – Best performing YouTube advertising assets.

From the 1 July to the 31 August “Fall in Love with an Aussie Avo” commercials will appear during the MasteChef Australia program (episodes 24 to 64). This will utilize the 15 second and 30 second commercials during prime time. The MasterChef Australia program is exclusively aired on the Lifetime TV Cable Channel for the South East Asia region. This program has the potential to reach over 6 million viewers and features in 14 countries across Asia. The channel has over 10 million household subscriptions. The aim is to achieve 570,000+ impressions.



Above, over 2 months from July to August commercials will appear during the MasterChef Australia program in Asia.

To view all of the “Fall in Love with an Aussie Avo” commercials go to Avocados Australia’s YouTube channel here: <https://www.youtube.com/c/AvocadosAustralia>.

[end]