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News

Australian Avocados appoint new creative agency - 05/12/2011

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The creative account for the 'Australian Avocados' brand has been appointed to Sydney-based creative agency Jack Watts Currie (JWC) after an extensive selection process.

Australian Avocados placed their creative account out to tender in early September. On Tuesday, 29 October 2011 four agencies met with the Avocado Industry Advisory Committee (IAC) at the Queensland State Library to pitch their strategic direction for the 'Australian Avocados' brand for the next three years.

Agencies were asked to display how they would inject new energy and perspective into the current marketing strategy and how they would team up with incumbent media agency Ikon, digital agency Liquid Interactive, PR agency Impact Communications and specialist PR foodservice agency Whiteworks.

"All of the agencies selected to attend the pitch were very capable of handling this account," commented Mr Antony Allen, CEO of Avocados Australia, "but JWC stood out as the agency that most suited our objectives for the Australian Avocados brand moving forward."

"The Australian avocado industry has invested in marketing avocados for 20 years; in the last 10 years consumption has grown from 1.2kg to 3.1kg per person per year. In the next 5 years we would like to double that consumption," stated Mr Allen.

JWC is a Sydney based independent creative agency that specialise in brand rejuvenation and have strong experience in the food and beverage category.

"It's great to be appointed to Australian Avocados – they are fast becoming a regular shop for Australian's and we hope to further cement that positioning in the coming years" said Rob Currie Managing Director of JWC.

JWC will now be responsible for core creative content and assisting in turning that content into below and above the line marketing.

For more information, or to arrange an interview, contact:

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 68,500 tonnes of avocados each year worth **\$AUD215 million at farm gate and \$490 million at retail level.**

Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

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