

**Hort
Innovation**

July Social Competition

Australian Avocados July Tactical Campaign

08/08/2022



Social Competition



Liked by merissalennon and others

australianavocados It's time to show us how you avo. To celebrate our green gold month of July, we're giving 10 people the chance to WIN \$1,000! 🏆👉

To win this official unofficial sponsorship from Australian Avocados, simply share a post showing how you're enjoying and using avocados. Ensure you tag us and include #OurGreenGold in your entries. 🥑

10 winners will be chosen. Competition ends 10:00pm 31st July 2022. T&Cs apply

Overview of social competition

To encourage Aussies to get behind avocados during July, we hosted a social competition with a chance for fans to win \$1,000 cash.

Fans were encouraged to show us how they use and enjoy avocados. There were 10 chances for people to win, helping to further encourage participation in the competition.

Our competition ran between 19th July - 31st July.

Our competition announcement post kicked off the competition and this was boosted throughout the duration of the competition period. This achieved 811K impressions and an engagement rate of 4.95%.

We also had supporting content from our ambassador Nazeem as well as influencers to help inspire and encourage Aussies to enter. This content drove an additional 500K+ impressions for the competition.

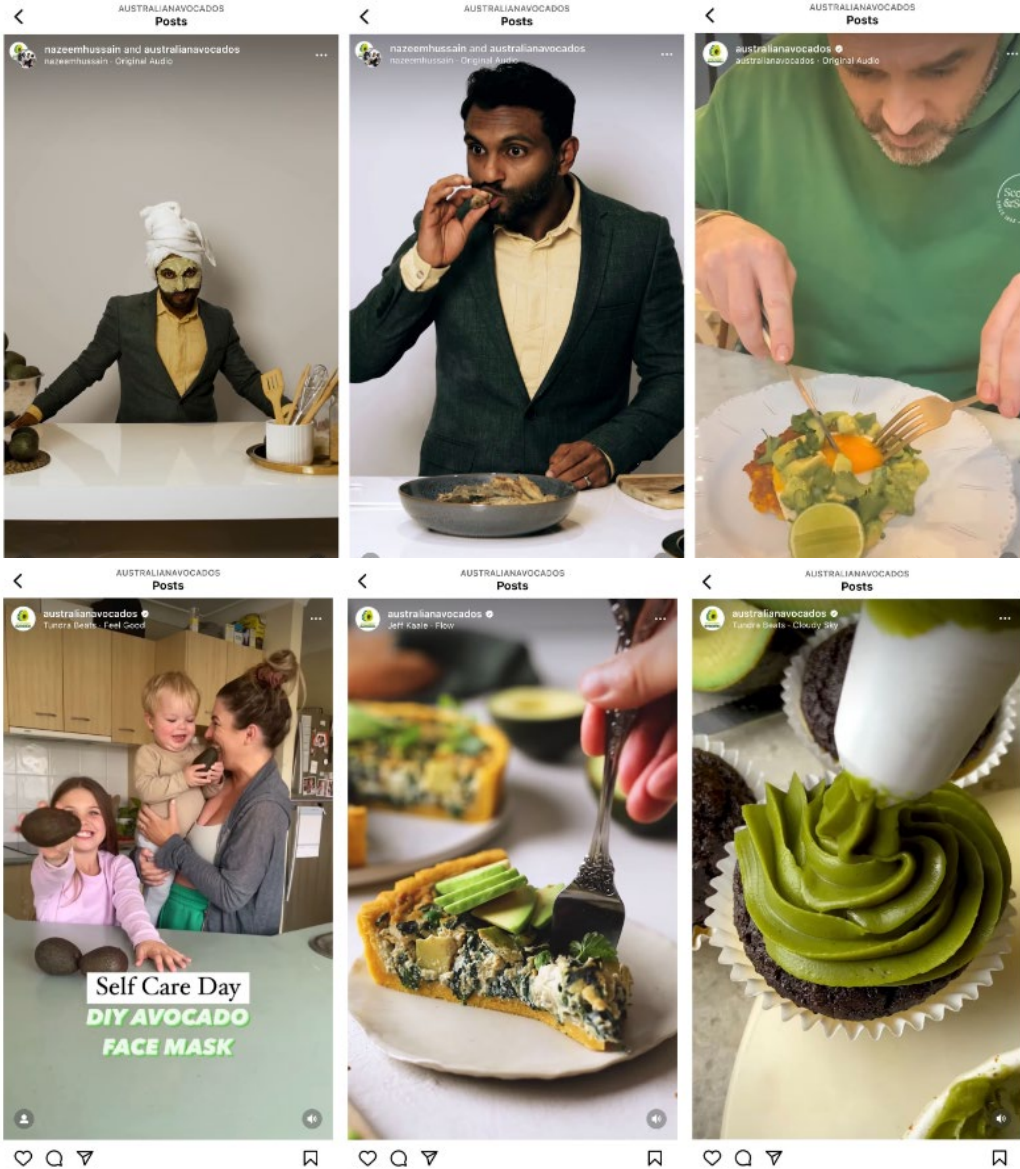
Winners were notified after National Avocado Day.

Social Competition

Competition content

We shared content featuring:

- Nazeem (top left, middle) to inspire and encourage fans to enter the competition.
- Jock Zonfrillo (top right) aligned to National Corn Fritter Day.
- Lauren (bottom left) aligned to Self Care Day to inspire and encourage usage.
- Anthea (bottom middle) aligned to World Tofu Day to inspire and encourage usage.
- Jade (bottom right) aligned National Milk Chocolate Day to inspire and encourage usage.



Social Competition

10 x competition winners

The image displays a grid of 10 Instagram posts, each featuring a different avocado-based recipe. The posts are arranged in two rows of five. Each post includes a photo of the dish, the user's profile name, and a short caption. The dishes are diverse, ranging from salads and pastas to breads, pastries, and face masks. The captions often include hashtags like #HappyNationalAvocadoDay and #AustralianAvocados.

- my_life_uncorked:** Avocado and raspberry parfaits.
- tilawah_c:** Avocado rice-cream with a rose-shaped avocado garnish.
- lisweg:** A peacock-shaped avocado sushi platter.
- caroled9:** Avocado and dark chocolate parfait with vanilla ice cream.
- multitasking_mummy:** A large salad with avocado, rocket, and spinach.
- pearler60:** Avocado lemon poppyseed mini loaves.
- melbourne_mmm:** An avocado face mask.
- loveshortbread:** Avocado lamingtons.
- shahedahs:** Avocado toast with a green spread.
- summerlove725:** Avocado and cauliflower spaghetti.