

**Hort
Innovation**

Avocado Marketing SIAP Extraordinary Advice

Incremental Marketing Campaign July 2022

01/07/2022



The Ask

An immediate to market, short term incremental marketing support program to:

- **Help drive immediate awareness of the great value of Aussie Avo available in abundance in market, amidst raising cost of living and fresh food prices.**
- **Help drive consideration to buy more Australian Avocados through all meal occasions and versatility of usage – they make every meal better!**

Hort's actions taken

1) Review existing activities in market to identify route to new activities

- Despite significant activity planned already in Q1 FY23 and ongoing working partnership with AAL, it was clear industry wanted more / different activity to change the “\$12 lettuce” narrative in market and focus on the “abundant supply and great value avocado” offer
- AAL had achieved significant press coverage in the last two weeks off the back of their “change the narrative” press releases
- HIA looked for an incremental opportunity versus doing more of the same to ensure the media picked up a new thread and generated coverage

2) Pulling all stops and involving all levels across business partners

- The Hort Marketing team reached out to the CEO's of our Media, Creative/PR agencies to see what consumer comms opportunities they saw (knowing the current media climate) over and above what was planned and what press coverage had already been achieved

3) Fast Response to brief

- With an urgent brief put in place, the response was an opportunity to “re-purpose” national avocado day with “abundance / value” narrative and build up coverage over the entire month by using our “Green Gold spokesperson” Nazeem to draw high profile attention to the plight
- Consideration was given to what news are already out in the media landscape to get us the best opportunity for coverage and salience.

The Outcome

- **Campaign ready to launch from Monday 4th of July**

Green Gold Month: Avos are in abundance and great value this July. To celebrate Australian Avocados are 'officially unofficially' sponsoring the Month of July.

- **Optimising existing investment and activities**

Value-added Optimised Program – Additional activities at an incremental cost by repurposing of existing program and utilisation of our strong creative partnerships that rallied around us at this time in need.

A man in a suit sits in a miniature stadium. The stadium is filled with green and yellow items: a sign for 'A328 Avocado' with an arrow, a framed picture of a ferry, a map of Australia with a trophy, a traffic light showing green, a train, cricket stumps, a green bucket, a yellow bucket, and a green shovel. The man is holding a small avocado. The background is a lush green avocado orchard.

Our Green Gold

CELEBRATING AUSTRALIAN
AVOCADOS FOR THE MONTH
OF JULY

TBWA The Disruption[®] Company



australian
avocados



Our Green Gold Month

The Context: Hi-jack 'Green & Gold' opportunities & moments for the month of July, Australian Avocados will officially unofficially sponsor activities and convert into a purchase driver to take advantage of their current great value.

The Idea \ Key message: Avos are in abundance and great value. To celebrate Australian Avocados are 'officially unofficially' sponsoring the Month of July.

LAUNCH

The month will launch with earned media and radio national announcement – featuring grower interviews and recipes. These will then be amplified through PR and social media.

SUSTAIN

Media personality and brand talent – Nazeem will then feature across social media and PR to get all Aussies onboard with using Avocados across all meal occasions – and entering a competition to win a prize on National Avocado Day



PR

Announcement of Avos sponsorship of July.
Establish key message & grower interviews/recipes.

Radio

In support of the Earned launch, we'll announce the Avocados sponsorship of July in celebration of the abundance and great value of Avos, encouraging Australians to buy today.

Social



PR

Celebrate the abundance & great value of avos and encourage Aussies to buy today.

Radio

Social

Share growers recipe inspiration in order to encourage trial in new & different occasions. Influencers to amplify.



PR

Announce our partnership with Nazeem who will amplify our key campaign messages.

Radio

Celebrate the abundance & great value of avos and encourage aussies to buy today.

Social

Nazeem to launch consumer promotion encouraging trial in new & different occasions.



PR

Celebrate the abundance & great value of avos and encourage aussies to buy today.

Radio

Social

Celebrate the lead up to National Avo Day via influencers & announce winner of consumer promotion

Timings & Program Details

	LAUNCH	MOMENTUM			
	AVOCADOS ARE IN ABUNDANCE & GREAT VALUE				
	W/C 4TH JULY	W/C 11TH JULY	W/C 18TH JULY	W/C 25TH JULY	31ST JULY (National Avocado Day)
OBJECTIVE	Drive immediate earned media & reach amongst light buyers	Drive awareness & purchase amongst light buyers			
EARNED	Phase 1: Press release Grower recipes Growers interviews Mediacast radio announcement		Phase 2: Press release Nazeem content Nazeem interviews Nutritionist interviews Grower interviews		
RADIO	Radio (Lead with Australian Traffic Network followed by 30" spot)				
SOCIAL			Promotion (social, retailers) via toolkit		
			Nazeem content + Additional Influencers (hijacking various days to drive light usage occasions)		
	Always on social content - including growers recipes (organic & paid)				

Appendix

Summary Support Calendar

Retailer activities – current and WIP for reference

Avocados Support Calendar summary

 Pivoted activities
 Existing activities

JUN					JUL					AUG					SEP		
01/06	08/06	15/06	22/06	29/06	06/07	13/07	20/07	27/07	03/08	10/08	17/08	24/08	31/08	07/09	14/09	21/09	28/09

EXISTING - GREEN GOLD CAMPAIGN LIVE (TV/OOH/Online/social)

NEW CAMPAIGN - GREEN GOLD MONTH (incl. National Avo Day)

FOS screens

Search display roadblock

Retailer A -Branded partnerships

Retail B -
Retailer C – Instore display promotion

Retailers Media and Integration

