



*Food52 Influencer and Chef Liz Pruiett's Green Goddess Dressing recipe and video garnered 101,603 video views and 7,431 engagements on Facebook and Instagram.*

# Leveraging Digital Content Partners to Drive Demand and Preference

**P**art of the California Avocado Commission's (CAC) ever-advancing marketing plan is to leverage the power of influential digital publications to create unique and engaging content.

This sponsored-content helps CAC connect with California avocado consumers and engage them more deeply with the brand. The content also communicates key California avocado message points such as availability, proximity to market and promotions like California Avocado Month (June) and the 4<sup>th</sup> of July.

During the 2017 season, CAC's partners produced engaging California avocado content in several different formats, including: videos, recipes, editorial articles and social media posts. In total, 35 custom content pieces were created with more than 378,000 engagements (comments or likes on

## *This season, CAC partnered with the following influential custom content partners:*

- PureWow – a premium lifestyle site well known for its food editorial, photography and video content
- Food52 – an influential social media leader and foodie website with a very large following
- Tasting Table – a top performing foodie website with premium recipe and food content and videos
- HelloSociety – a well-respected Instagram influencer network with a very large Instagram follower base
- Nativo – an advertising partner that creates custom content and works with top lifestyle and foodie websites to aggregate and place that content across its website network



*HelloSociety Influencer Lee Tilghman's Avocado Bowl was a top performing Instagram post that garnered 12,267 engagements.*

social media, video views or link clicks).

CAC works with content producers who have audiences that align with the California avocado consumer. With the objective of increasing preference and loyalty for California avocados, these partners provide CAC with a unique and meaningful marketing opportunity that is specifically targeted to the California avocado consumer. As a result, in 2017 consumers spent one to five minutes on average with the custom content because they found it to be relevant, useful and interesting.

When content is developed, California avocado messaging is authentically woven into these partner websites and their influential stamp of approval provides a halo effect that can enhance the perceived value of California avocados. Users will spend more time with a video or reading a recipe or article than they would simply seeing a banner ad. By combining banner ads with article placements, CAC has seen stronger results that help drive awareness of California avocados in season.

CAC's custom, sponsored content program continues to grow and is an integral part of the Commission's optimized consumer marketing program. In conjunction with other online promotions such as online ads, influential blogger and registered dietitian ambassador activities, the CAC website, the CAC blog *The Scoop* and social media, these online promotions reach the consumer where they are spending their time, in an engaging way, during key periods of availability.

Building on the success of this year, CAC's custom, sponsored-content program will remain a critical component of the Commission's marketing program going into 2018. 🥑



## Grower, Packer, Shipper

The picking is done but there is still a lot to do. Let Del Rey Avocado partner with you year round. Our field representatives are happy to help with:

- Leaf analysis
- GAP-Primus field audits
- Crop estimates for 2017
- Early season marketing strategies

**Bob Siemer Jessica Hunter**  
**Gerardo Huerta Wayne Brydon**

760-728-8325 [www.delreyavocado.com](http://www.delreyavocado.com)  
1260 S. Main Street Fallbrook, CA 92028