

A Landmark Season for California Avocado Advertising

The California Avocado Commission's consumer and retail trade advertising campaigns have introduced many "firsts" this season. The new consumer advertising campaign utilizes digital media and unique outdoor media vehicles with creative graphics and text designed for the specific location. CAC's new retail trade advertising campaign uses some groundbreaking digital media techniques.

Consumer advertising

CAC set forth three consumer communication objectives for this season: 1) to create a more pronounced point of difference between California avocados and competitive imports; 2) to bolster the premium position of California avocados; and 3) to get consumers to check for "California" on the avocado label.

CAC's "Distinctly Californian" advertising campaign showcases how the term "California" is synonymous with "avocado" in the culinary world — a significant point of differentiation and ownership for California avocados. Most consumers are familiar with classic dishes like the California Club, California Omelet and California Roll but may not realize that "California" menu items are those that include avocados. To that end, CAC's print and some digital ads focus on classic California dishes and demonstrate how essential California avocados are to these recipes.

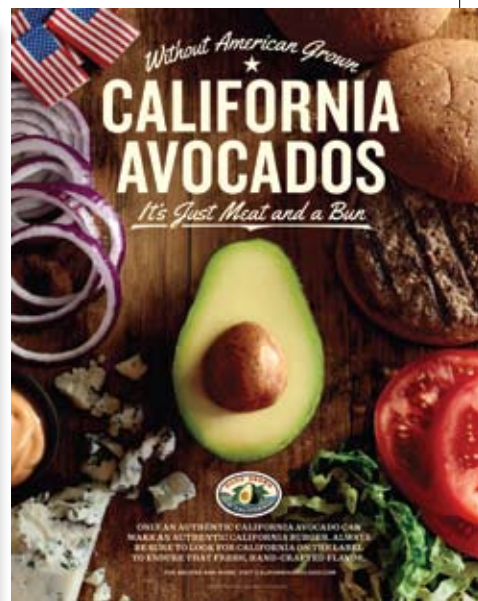
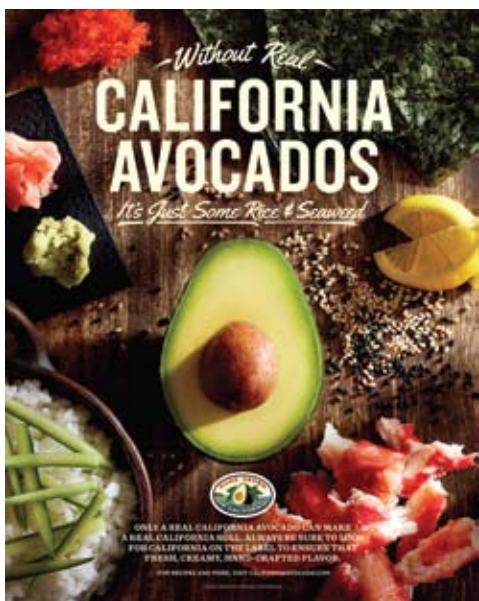
From May through July, full-page ads in *Sunset Magazine* and epicurean publications such as *Bon Appetit*, *Food &*

Wine, *Food Network Magazine* and *Saveur* will communicate the Distinctly Californian messaging.

Outdoor advertising throughout major markets in California, Portland, Seattle, Phoenix, Salt Lake City, and Denver also feature the messaging. In addition to general market outdoor boards that are placed around freeways, CAC has implemented a robust media buy targeting commuters who use mass transit. In San Francisco and Los Angeles, large wall-scapes were carefully selected to ensure the location of the ad was within neighborhoods that support a foodie culture and locally grown produce.

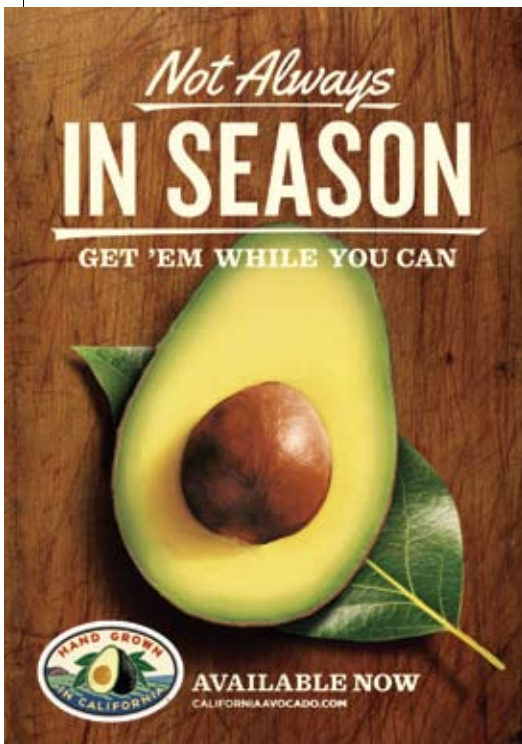
Additionally, CAC has branded one of the trolleys in Downtown San Diego — inside and out. The trolley's exterior has been wrapped with graphics and "Proud to be Labeled Californian" messaging reminding people to look for the California avocado label. The inside of the trolley shows a variety of messages about California avocados.

New this year is a partnership with Amazon Fresh in San





CAC has branded one of the trolleys in Downtown San Diego



vans and trucks with California avocado creative.

In the digital spectrum, nearly 36 percent of smartphone owners use their smartphone at the grocery store to search for coupons and offers, (*Source: Telemetrics Mobile Path to Purchase Study, 2013*) so CAC has added new digital components to effectively reach consumers when they are shopping. For example, CAC has employed new media technologies that communicate with consumers via their smartphone when GPS indicates they are in (or near) a grocery store carrying California avocados. Consumers receive a message advising them that California avocados are in

Francisco and Los Angeles. As part of the promotion, Amazon Fresh agreed to exclusively sell California avocados in California markets during the California avocado season. The program partnership includes email communication, digital ads, postcards within their delivery shopping bags plus wrapping their

season and directing them to the closest location to find California avocados.

This year's digital presence includes two new videos on YouTube. The videos strategically target viewers who have a tendency to engage with recipes and avocados. The videos feature California avocado grower, Tom Pecht and his family in an American Summer Holiday setting demonstrating how California avocados go from grove to table. The robust digital media effort includes standard digital ads with Distinctly Californian messaging urging consumers to look for California on the label.

Radio continues as an important component of the 2015 advertising campaign. This year's radio includes general market radio in all of the advertised markets with retailer specific tags, in-store radio and streaming radio on Pandora.

The Commission's consumer media plan will achieve more than 672 million impressions.

Retail trade advertising

Retail trade advertising is important to keep California avocado branding and leadership positioning top of mind with key retailers. The Commission's 2015 retail trade advertising campaign includes an innovative media plan and exclusive positioning placing California avocados in the forefront throughout the season. To kick off the season, an "American Grown" half-page front cover ad ran on March 16 in *The Packer*. CAC is the **first** advertiser in the history of the industry to grace the front page of the newspaper. CAC's cover ads, which will run almost every week during CAC's season, are a first for the produce industry and notable enough that *The Packer's* editor tweeted about the ads when they were launched.

On March 23, *The Produce News* featured a half-page ad



CAC's American Grown ad on the cover of *The Packer* for season launch. CAC ads will run in every issue of *The Produce News* during the California avocado season

on the front of a spadia (cover wrap) around the publication with editorial featuring CAC and other industry news. This space typically features a full-page ad on the front, back and inside cover pages. For CAC, the space is used to replicate the front page of their publication with the CAC ad featured on the bottom half—**another first!** A full-page ad also ran on the inside cover.

To maintain visible premium placement, CAC is using belly bands in key industry magazines. A belly band runs the width of a publication, is typically four inches high and wraps around the publication. For **another first** in the industry, a California avocado belly band wrapped around the April and June issues of *The Snack* magazine. The *Produce Business* also featured a belly band and a full-page ad

in the April, May and June issues.

New this year, *The Shelby Report* will run the cover page on glossy stock paper rather than newsprint. In April, May and June, *The Shelby Report West* features a CAC strip ad that is four inches high and runs the width of the publication along the bottom of the front cover page.

The campaign will be supported with ads in *Fresh Digest*, *Progressive Grocer*, and *PMA Fresh Magazine* for complete coverage in top industry publications during the season. Digital ads will run in *The Packer*, *The Produce News*, and *AndNowUKnow* and *FMI Smart Brief* online newsletters.

Ads were launched at the start of the California season and included coverage during the American summer holidays. To support the Produce Marketing Association (PMA) Fresh Summit, a half page ad will run in the October issue of *PMA Fresh Magazine*. Three ads in *The Packer* will showcase California avocados with creative emphasizing American grown, local, fresh and first to market, and copy thanking retailers for their loyalty to nearly 5,000 California avocado growers.

CAC's ad campaign worked in tandem with CAC's trade public relations to ensure ample coverage throughout the season. Additionally, due to the spadia in *Produce News*, CAC had editorial featured on the front cover of the wrap.

"We have received a tremendous amount of feedback from our trade ads," explains Jan Delyser, CAC's vice president of marketing. "Our ads stand out in the trade because of the front cover positioning and on-point messaging. The publications are excited too as they are getting requests to follow CAC's leadership positioning and buy the media space after our season ends. Other marketers are asking, 'Why didn't I think of this?'"

The 2015 trade advertising campaign's fresh approach to further differentiate California avocados from the competition has exceeded expectations. 🥑



CAC ads with the three different headlines running in *The Packer* and *The Produce News* throughout the season