

#BigGameAdd:



Instant Replay

On February 7, 2016, the California Avocado Commission (CAC) turned the tables on Big Game advertisers by taking its Big Game “adds” to social media. The goal of the campaign was to engage the Big Game advertisers and other influencers on social media to increase reach of our tweets during the game.

“With California avocado season beginning and peak availability expected from March to September, a big media spend around the football championship did not make sense for CAC,” said Jan DeLyser, vice president of marketing for the Commission. “Social media gave us the opportunity to be part of the Big Game buzz and build excitement for California avocado season.”

Using the hashtag #BigGameAdd on the social media channel Twitter, CAC tweeted custom recipe videos combining advertised Big Game food and beverage items with California avocados. Each and every Big Game advertiser whose food could combine well with California avocados was a target.

CAC made custom recipe videos using advertised food and beverage products including candy, ketchup, beer and cola, and even avocados from Mexico.

The recipes ranged in style from popular concoctions, like **Nachos with California Avocado Big Game Guacamole**, to the unexpected – **California Avocado Chocolate and Candy Bar Cookies**. This was fun for the CAC social media audience, and it also showed the versatility of the fruit.

Phil Lempert, known as “The Supermarket Guru,” remarked in a Forbes.com article, “CAC was brilliant and showed us the future of food marketing and connecting to shoppers – especially those elusive Millennials and Gen Z’ers. Every time a food or beverage ad aired during the Big



Game, regardless of the brand or type of food or beverage, they posted a video on Twitter showing how California avocados would pair with it.”

This campaign was groundbreaking for California avocados. The brand saw an 876 percent increase in impressions, with a potential reach of more than 2.7 million people – more than 200 times its base Twitter audience. In addition to the massively increased reach, the engagement rate on owned posts nearly doubled from average. To top it off, the campaign generated a 535 percent increase in brand mentions on Twitter. The #BigGameAdd resulted in one of California avocados’ biggest days on social media ever.

This type of agility allowed the Commission to respond to social media conversations in real-time, and generate an even greater impact for the campaign. Lempert noted, "This is a best practice for food brands, and food retailers. The lesson learned is that the way to drive impulse purchases have changed – the how, where and why; and that by being proactive in real time with unique fun ideas you can build sales with just the touch of a button on your mobile device."

Not only did the #BigGameAdd celebration put California avocado season top of mind for consumers, but the delicious concoctions serve as inspiration for many California avocado-packed dishes to come. 🥑



This campaign had reach that extended beyond the Big Game advertisers whose products were used in the CAC-developed recipes. Popular comedy duo and Big Game hit, Key and Peele, tweeted at CAC through SquareSpace's Twitter handle. These provoking responses from advertisers outside of the food category allowed us to reach an even bigger and broader audience without significantly increasing the media spend.

Execution resonated excellently with CAC's loyal audience, new fans and trade press alike, leading to major industry publications including *AndNowUKnow*, *Perishable News*, *The Packer* and *The Produce News* praising the innovative campaign.

The campaign caused a stir both within the produce industry and beyond. Equally as important to the success of the campaign as the initial tweets themselves, CAC set up a live monitoring room during the game and responded in real-time to responses from brands and influencers.