

CALIFORNIA RED, WHITE & BLUE



Our locally grown avocados are the All-American avocado for the 4th of July and American summer holidays. Your customers look for our golden seal of approval—the California label. It's the symbol that guarantees the homegrown taste, freshness and quality.



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.

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CALIFORNIA GOLD



Our avocados are locally grown in the coastal groves of California. Now in season, carry the avocado with the golden seal of approval—the California label. It's the symbol your customers rely on for the guaranteed homegrown taste, freshness and quality.



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Retail Advertising

The CAC retail trade campaign will run throughout the California avocado season. The campaign is designed to create maximum exposure with premium ad placement and frequency to leverage editorial exposure. The campaign will have an extensive reach as CAC will use both print and digital placement in numerous publications. Print ads will run in *The Packer*, *The Produce News*, *The Shelby Report*, *Produce Business*, *The Fresh Digest*, *Progressive Grocer* and *The Snack* magazine.

The ad placements will include coveted front cover positioning with half-page ads, as well as strip ads, spadia (a separately printed sheet folded around the newspaper or magazine so it is the first thing the reader sees) and cover tips (ads glued to the cover of a publication).

Online digital support for the campaign will run in *The Packer* newsletters, *The Produce News* newsletters and website banner ads, *Progressive Grocer* banner ads, *And-NowUKnow* trailers and email ads, *Smart Brief* newsletters and *Fresh Plaza* banner ads. The digital ads will further promote awareness of the premium position of California avocados and support the print ads.

The new creative for the 2016 trade advertising program

is designed to have synergy with CAC's new consumer campaign. The ads integrate the "California by Nature" theme and use a local artist's painting depicting California and the American summer holidays. Two headlines will be used: *California Gold* and *California Red, White and Blue*. The *California Gold* ad will launch and conclude the campaign. The *California Red, White and Blue* ad will run from May through early July.

Delyser noted that while consumer campaigns are designed to build awareness and drive consumption, "Retail trade advertising communicates availability with programs in support of retail promotions and keeps California avocados' branding and leadership positioning top of mind with key retailers." According to Delyser, CAC's ad placement and creativity in their ads in trade publications encourage retailers to specifically merchandise California avocados. Additionally, the ad copy in the call-to-action section showcases California avocados' American origin because locally grown and point-of-origin identifiers are important merchandising aids for many retailers. Among the various Hass avocado options, only California growers can make the claim that their product was grown in the U.S.A. 🥑