

California Avocado Consumer Advertising Highlights

In 2021 the California avocado consumer advertising campaign, “The best avocados have California in them” utilized a wide variety of creative executions that were very well received by targeted consumers. To assess the campaign comprehension and evaluate the creative video assets, a key component of the ad program, the Califor-

nia Avocado Commission used the services of Instapanel with a study that blended quantitative and qualitative research. Overall, study panelists had very positive reactions to the campaign. After exposure to the videos, those who indicated California avocados are different from avocados of other growing regions increased 14 points to 81%. Those who said they were more likely to pay a premium for California avocados increased 18 points to 87%. To reach targeted consumers this California avocado season the Commission used the advertising campaign in a new mix of traditional and digital media as well as brand collaborations. Examples of some of these ads are shown in this article. 🥑



