

# Blogger Advocates Continue to Inspire and Educate Consumers

California avocado consumers often search for recipes, meal inspiration and ideas on various social media channels. This year, the California Avocado Commission partnered with third-party blogger advocates and influencers who have a high following on their blog and social media channels. By doing this, the Commission extended audience reach, drove awareness of California avocados and encouraged consumer purchasing decisions throughout the entire season.

From March through September of the 2019-20 season, the Blogger Advocate Program resulted in successful partnerships with six bloggers who highlight health, wellness and lifestyle topics on their channels, and seven additional bloggers to spark inspiration and further amplify awareness amongst both existing and potential California avocado consumers during the peak season. These Blogger Advocates were carefully vetted and chosen due to their compelling storytelling capabilities, beautiful photography, loyal social media following and existing love for the California Avocados brand, making them the perfect partners to weave California avocados into their content in a natural way.

This year, due to the COVID-19 pandemic, CAC strategically pivoted to different themes throughout the season, as originally planned programs could no longer be implemented. For example, the Commission swapped the theme “Summer Games” for “Grilling Greatness in July”, due to the international summer games being postponed to 2021. CAC also changed “Picnic Must-Have’s and Must-Do’s” to “California Lifestyle” in August, due to social distancing measures and to pair perfectly with CAC’s overarching theme, “the best avocados have California in them.” In addition to the blog

posts, the recipe photography and subsequent messaging was syndicated throughout the advocates’ social channels on Facebook, Instagram and Pinterest. These posts provided a timely call-to-action to grab California avocados while they were in season and also at their peak availability, showcased the importance and benefits of purchasing California avocados, and drove traffic to CAC’s social channels and website. Throughout the season, CAC hand-selected the best recipes from the bloggers to include on the Scoop Blog, which is now integrated into CaliforniaAvocado.com.

By leveraging bloggers’ social media channels – popular with consumers looking for new meal ideas – the Commission raised awareness of the premium quality of California avocados, promoted their use and highlighted their peak season and availability. In setting forth themes for each month throughout the partnership, the program naturally inserted California avocados into culturally relevant conversations among consumers, like cooking at home. It educated followers on the many uses of avocados through unique recipes and encouraged the purchase of California avocados.

As a result of the Blogger Advocate Program, the Commission earned more than 38 million impressions across blog and social media posts from March through September. CAC also secured valuable working relationships with bloggers and talent managers resulting in a positive outlook and partnership with the brand. Cara Cifelli of Cara’s Kitchen said, “Thank you so much for a great season! It was so much fun to work with the CAC team!” and from Jackie Segedin from CookIt Media on behalf of Haley Davis, Beth Brickey and Sarah Copeland, “We loved being part of this campaign and are excited for the 2021 season!” 🥑



*Sarah Copeland of Edible Living shared a Grilled Corn, Tomato and Avocado Pasta Salad that makes a perfect, quick toss up dinner with fresh ingredients from the garden and delectable, creamy California avocados.*



*Haley Davis of Brewing Happiness got creative with a Healthy Hazelnut Chocolate Spread using California avocados as the secret ingredient.*



*Beth Brickey of Tasty Yummies shared Grilled Marinated Chicken Thighs with a California Avocado Basil Pesto sauce.*



*Alex Aldeborgh of Daisy Beet created a vibrant vegan and gluten free dish that's perfect for summer with her California Rainbow Rolls.*