

Wake Up to Breakfast With California Avocados

Campaign Overview

Only 10 percent of avocado consumers in the California Avocado Commission's ad markets responding to CAC's 2013 avocado tracking study say they eat avocados at breakfast weekly, indicating a big opportunity to increase California avocado consumption by promoting breakfast usage. (Tracking study conducted by Bovitz in 2012.)

Research indicates that breakfast is the most important meal of the day, and the commission is positioning it as one of the most important meals throughout the California avocado season. To increase the demand for and value of California avocados in target markets this season, CAC highlighted breakfast as a key consumption opportunity. The commission's marketing programs including online, advertising, public relations, foodservice and retail have worked together to develop an integrated campaign, *Wake Up to Breakfast with California Avocados*, featuring a landing page on the website, a widely successful Pinterest contest to drive traffic to the website, email promotions, online and mobile advertising, a special PR media event and a retail promotion with a breakfast-themed recipe booklet.

Website

The Breakfast landing page on the website (CaliforniaAvocado.com/avocados-for-breakfast) is designed to act as a hub for campaign content and information. Visitors are made aware of the breakfast themed landing page on the site through print materials like a recipe booklet, online banner ads, social media posts or the monthly recipe e-newsletter. Once they visit the landing page, they discover appetizing recipes and nutrition tips highlighting the importance of a nutritious breakfast. Images of each recipe are available to be "pinned" on Pinterest and shared across the web. The information on the landing page is organized by day of the week – the more time-intensive recipes reserved for the weekends. Additionally, the page features Chef Neal Fraser who partnered with CAC for the PR media event, and includes a downloadable cook-booklet full of California avocado breakfast recipes and messaging.

Pinterest Contest

CAC launched a Pinterest contest in March asking participants to pin or "re-pin" their favorite breakfast recipes



from the CAC website for a chance to win fresh California avocados in order to create excitement and incentive to view and share recipes. The entry form collected emails addresses and two random winners were selected each month through June. Generating Pinterest "pins" from the CAC website is important because each time someone pins, they are sharing a link and image to their Pinterest followers which in turn drives traffic back to the website. To date, the *California Avocado Chorizo Egg-in-the-Hole* has been one of the most popular recipes with over 1,360 combined pins and repins.



CAC's Jan Delyser interacts with popular bloggers at the media event at BLD® restaurant in Los Angeles.

Online Promotions & Advertising

After launching the *Wake Up to Breakfast with California Avocados* campaign landing page and Pinterest contest, CAC spread the word via its online channels. Email continues to be an important tool for driving awareness and action, so CAC highlighted the contest and recipes in a newsletter to its 177,000 subscribers. On social media, a banner was added to the *What's New* tab on the CAC Facebook page, which acts as a landing page for Facebook ads. CAC also promoted the campaign to its community of 178,000 Facebook fans, 5,500 Twitter followers and 5,000 Instagram followers.

CAC leveraged online advertising to drive traffic to the landing page. In addition to Google and Bing pay-per-click (PPC) ads, CAC developed Pandora radio ads focused on California avocados for breakfast. The *California Avocado on Toast 3 Ways* recipe was promoted with online banners on epicurean sites and integrated recipe text links on All-Recipes.com.

PR Initiatives

Offline, the campaign launched with a media and blogger event at BLD® restaurant in Los Angeles on March 12. Nearly 30 media outlets and bloggers were in attendance, including NBCLA.com, LAist, Los Angeles Magazine's Digest blog, La Fuji Mama and LatinoFoodie. Guests' taste buds were wowed at this exclusive breakfast-for-dinner event by Chef Neal Fraser, recognized as one of California's finest culinary talents and co-owner of BLD®, Fritz Dog®, Redbird and The Strand House®. He developed and demonstrated innovative California avocado breakfast dishes, including *Chilaquiles de California Avocado* and *California Avocado, Egg and Smoked Salmon Blini* – both recipes he shared with CAC for use on its website and a larger media outreach effort. The event garnered more than 400,000 consumer media impressions in one evening.

Retail and Foodservice

The *Wake up to Breakfast with California Avocados* recipe booklet brought the campaign to consumers at retail locations on displays of California avocados. Shoppers were encouraged to include California avocados in traditional and new breakfast applications. Booklet recipes included traditional egg dishes such as *Anytime Omelet* and *California Avocado Eggs Benedict*, baked goods such as *Avocado Blueberry Muffins*, a *Power Breakfast Parfait* and more. CAC also promoted California avocado breakfast usage ideas through supermarket registered dietitian outreach and trade public relations. In foodservice, CAC is promoting breakfast menu concepts that have already resulted in an outstanding chain promotion with Denny's.



CAC's online, social media, advertising, PR and retail programs integrated creatively to increase awareness of breakfast as an important California avocado eating occasion with the *Wake Up to Breakfast with California Avocados* campaign. These programs increase consumption by providing consumers with creative ideas to use California avocados at a time of day when few currently do, and offer information about the nutritional benefits of eating California avocados for breakfast. This program will be available on CaliforniaAvocado.com with new information and recipes added in the years to come. 🥑