



Behind the scenes at a Los Angeles photo shoot, CAC's Jan DeLyser and Zac Benedict discuss photo options with photographer Julia Stotz and CAC's advertising agency.

California Avocado Marketing Team Prepares for the 2017 Season

Throughout the winter months, as California avocado growers worked their groves and prepared for the upcoming 2017 California avocado season, the California Avocado Commission's (CAC) marketing team reviewed the previous season's marketing results and crop estimates for the upcoming season and built out the tactics of a comprehensive marketing plan that will support CAC's vision, bolster California avocados' premium position and deliver value to growers.

A critical early step in this year's process occurred when CAC Marketing Committee members met to discuss the 2016 marketing research findings and the results of the marketing campaigns. Using this data, the members then reviewed

projected crop estimates and provided input concerning the execution of CAC's 2017 marketing plans.

Having secured the input of the CAC Marketing Committee, the marketing team reviewed performance data and developed an initial list of targeted retailers and foodservice operators for its tiered-account marketing approach. The team then reviewed the list with Avocado Marketing and Research Information Center (AMRIC) handlers to ensure those customers on the list align with their sales plans and will provide the best value to growers. Once the targeted list was complete, Jan DeLyser, CAC vice president marketing, the retail merchandising directors (RMDs) and foodservice team met with handlers to review CAC's marketing plans and the scope



The McDaniel Fruit Company reviews CAC's marketing program binder with the CAC merchandising team in preparation for the upcoming California avocado season.

and timing of customer-specific promotions.

The RMDs and CAC's foodservice team then began a series of one-on-one meetings with targeted retailers and foodservice operators to create customized promotional plans. Two useful tools for these meetings are CAC's marketing program binder and a one-page sell sheet. These resources provide retailers with information concerning the California avocado crop and showcase customizable promotion options such as point-of-sale materials and images, recipes and social media

tools that can be utilized for unique digital campaigns.

While the CAC marketing team meets with targeted retailers and foodservice vendors, CAC's agencies focus on crafting marketing and advertising materials. Building on the successful launch of the *Made of California* Campaign with the California by Nature tagline, creative from the 2016 print and outdoor advertising campaigns will be reprised for the 2017 season, and some new creative executions are being developed. Advertising materials, such as radio and digital ads that will direct



The CAC marketing team and representatives of the Giumarra Company discuss customized promotional plans.



CAC's marketing program binder and sell sheet showcase customizable options that targeted retailers can choose from to best suit their needs.



Angela Tallant, Calavo, and CAC's Connie Stukenberg outside the offices of Albertsons/Vons/Pavilions prior to discussing the timing of customer-specific promotions.

consumers to locations where California avocados are available for purchase, are in development as the marketing team works to create customized content for each audience.

CAC's social media campaigns, which have secured high rates of engagement with fans, utilize attention-grabbing and shareable images featuring California avocados in contemporary layouts. These engaging images, when shared by California avocado fans, help spread the word about the California avocado season (see Social Media article on page 32).

To build excitement about the start of the 2017 California avocado season, CAC's trade public relations (PR) team distributed a season opener press release. The first trade press release — featuring Rick Shade, the new CAC chair, and the California avocado crop estimate — garnered more than 340,000 impressions. Additionally, CAC ambassadors and influencers, such as chefs, registered dietitians and bloggers play an important role in sharing California avocado recipes and nutrition information. 🥑



COMMITMENT TO GROWERS

For over 35 years, West Pak Avocado has been committed to the California avocados industry and the growers that take pride in their craft.

From our industry leading market updates to knowledgeable cultural advice, our approach ensures enhanced performance and profitability for each of our growers. Secure, 24-hour account management through West Pak's state-of-the-art Grower Online Accounting empowers you to make quality decisions concerning harvest and market strategies.

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