

# The Commission's Trade Marketing Plan Aligns with Consumer Campaign

**C**alifornia Avocado Commission (CAC) trade marketing is directed to retail and foodservice customers as well as others on the business side of California avocado sales. These customers are the gatekeepers: the decision makers who influence or determine whether California avocados end up in retail stores and on foodservice menus. Communication via trade media is important because it tells the California avocado story to retailers, wholesalers, growers, shippers, wholesale clubs, buying brokers, foodservice distributors, foodservice operators, independent retailers, category buyers, merchandisers, retail and store managers, industry professionals and industry leaders. CAC uses three means of trade communications: advertising, public relations and personal representation. Messaging is targeted separately toward retail and foodservice channels.

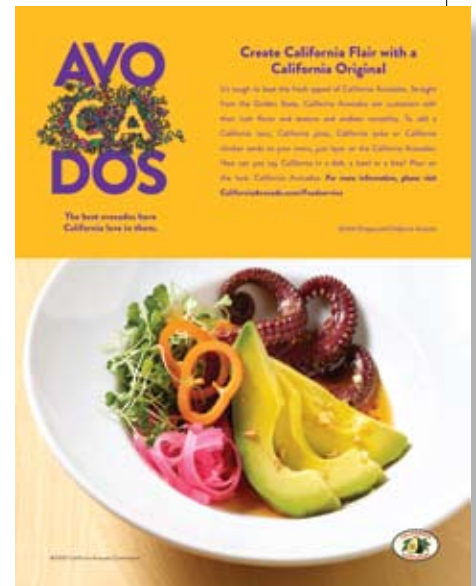
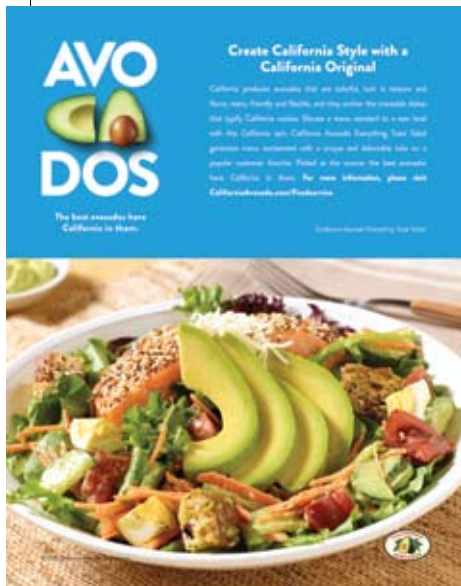
## Retail Trade Advertising

California avocado retail trade advertising this year runs from February through October (pre-season, season, post-season). The trade advertising campaign integrates with the Commission's consumer advertising campaign, "The best avocados have California in them." CAC's trade ads have a similar look as the consumer campaign with adjustments to meet the ads' target audience.

The CAC trade advertising launched in the February issue of *The Snack* magazine. The Commission's ad featured a two-page spread with a die-cut attached to the ad. The die-cut is the shape of an avocado with the same look and feel as an actual avocado. It is textured so that when "peeled" the reader



CAC launches the season with a two-page spread in *The Snack* magazine. CAC's ad will be the first to use a textured die-cut for the look and feel of an actual avocado. The bottom ad is what will be visible after the textured die-cut is "peeled" off the avocado.



To break through the clutter in foodservice print magazines, CAC is using eye-catching artwork and visually appealing menu ideas featuring California avocados.

will feel the texture of the avocado. Once the die-cut is removed, the inside of the avocado is revealed. This is the first textured die-cut to be featured in the publication.

The ad campaign features full-page print ads in *The Packer*, *The Produce News*, *Produce Business*, *Shelby Report West* and *The Snack* magazine throughout the California avocado season. The digital campaign is a mixture of email ads, trailers, videos, video sponsorships, custom eblasts and a remarketing campaign, which directs a digital California avocado ad to targeted viewers who have previously visited select websites. The digital ads will run in *The Packer*, *The Produce News*, *Progressive Grocer*, *Fresh Plaza*, *AndNowUKnow*, *Perishable News*, *Winsight Grocery Business* and *The Shelby Report*.

The retail media plan has broad reach and frequency pre-season and during the peak months as well as post-season during the Produce Marketing Association Fresh Summit when CAC will announce the look-ahead to the next year.



California avocado digital ads will run in a variety of trade publications.

The retail plan includes 546 insertions generating more than 28 million impressions.

### Foodservice Advertising

The Commission's foodservice advertising campaign, which begins in March and continues through October, encourages foodservice operators to add California avocados to their menus in season. To break through the clutter in foodservice print magazines, CAC is using eye-catching artwork that integrates the consumer ad campaign graphics and tagline "The best avocados have California in them", as well as visually appealing menu ideas featuring California avocados. The ads focus on the ease of adding "California" style with the incorporation of California avocados in any dish.

To reach culinary research and development professionals, menu developers, corporate chefs, foodservice marketers and sourcing/purchasing personnel, the Commission will run 13 print insertions during California avocado peak months (March through October 2020). The ads will appear in four magazines that reach different targets: *FSR* (chain operators – culinary, marketing and sourcing), *culinary-focused Plate* (independents and chain operators), *Restaurant Business* (chain operators – culinary, marketing and sourcing), and *FoodService Director* (college/university and business/industry operators – culinary, marketing and sourcing). Three creative executions will rotate in each magazine to reach the target audiences in the following foodservice segments: Casual Theme, Fast Casual, White Tablecloth/Hotel/Resort and Colleges/Universities. Digital ads also will be used throughout the year to maintain awareness and messaging.



*The full-page ad will run throughout the California avocado season in The Packer, Produce News, Produce Business, Fresh Digest and The Snack magazine.*

### **Trade Public Relations**

Public relations activities complement advertising in business-to-business (B2B) marketing and are a combination of proactive outreach to media and responses to press inquiries. Throughout the year, CAC spokespersons respond to trade media requests and grant interviews when appropriate. Commission spokespersons are trained in media relations and integrate messages to showcase what makes California avocados special.

### **Retail and Commission Public Relations (PR)**

Retail and Commission news inquiries are on-going, with produce and grocery news organizations frequently asking for contributions to their editorial content. This season, CAC also plans to issue at least eight press releases to trade print and digital publications, mainly during peak California avocado season. These releases may include topics such as crop updates, promotion activity, advertising highlights and other Commission news. The season kick-off press release was distributed on February 4, 2020. Over the past three years, trade PR activities have resulted in more than 7 million impressions each year.

### **Foodservice Public Relations**

CAC's foodservice PR focus is on influencing trade editors to think of local, California-grown avocados and the unique California cuisine and lifestyle that built the trend for delicious, health-conscious meals that diners count on restaurants to provide, now more than ever. CAC's goal is to exceed last year's performance with more than 48 product release pick-ups and story pitches reaching more than 3.4 million impressions.

### **Personal Representation**

Advertising and public relations are efficient at reaching a broad audience with California avocado trade messages that encourage CAC's target audience to purchase and merchandise or promote California avocados in season. In addition, a very effective aspect of the Commission's B2B marketing is personal contact with targeted customers. CAC's retail marketing directors (RMDs) and foodservice team are fundamental in communicating with retailers and foodservice operators about the California avocado crop and the benefits of carrying the fruit in season. The RMDs and foodservice team help develop and secure promotions, and they coordinate with avocado handlers on program execution. 🥑