

Consumer Marketing Campaign Taps into California Lifestyle

The California by Nature marketing campaign — like the California avocado season — is in full swing with eye-catching artwork, online video ads and custom web, email, social media and blog content that taps into California-style food, art and culture.

The “look” of the California Avocado Commission’s (CAC’s) campaign was brought to life by Michael Schwab, an award-winning designer who has created logos and posters for clients such as Apple, the Golden Gate National Parks Association, Robert Mondavi, Sundance, the U.S. Postal Service and the 2002 Winter Olympics. Schwab, who lives in Northern California, designed the original *Hand Grown in California* logo and recently crafted a series of posters and prints for the Commission that incorporate California avocados into California lifestyle imagery.



A social media share of CAC’s wild posting ads from @foodtrition on Instagram

This season, CAC is using a guerilla marketing tactic known as “wild postings”. Wild postings are a relatively inexpensive and efficient form of advertising using a large number of the same or related posters placed together, usually in urban locations, to attract attention and gain added exposure. California avocado posters have been placed in high-traffic areas within CAC’s targeted markets – Los Angeles, Sacramento, San Diego and San Francisco – to encourage consumers to photograph themselves in front of the signs and share those images on social media. This strategy is called “show and share”.



An avocado fan on Instagram sharing one of the Commission’s wild posting ads

The show and share strategy is being used on social media as well. The same art used for these California avocado posters and prints are being featured on social media channels. YouTube, a video streaming service, is popular with consumers looking for new recipe ideas and the Commission’s campaign art is used in animated pre-roll ads that appear on screen when a user searches for avocado recipes on YouTube.



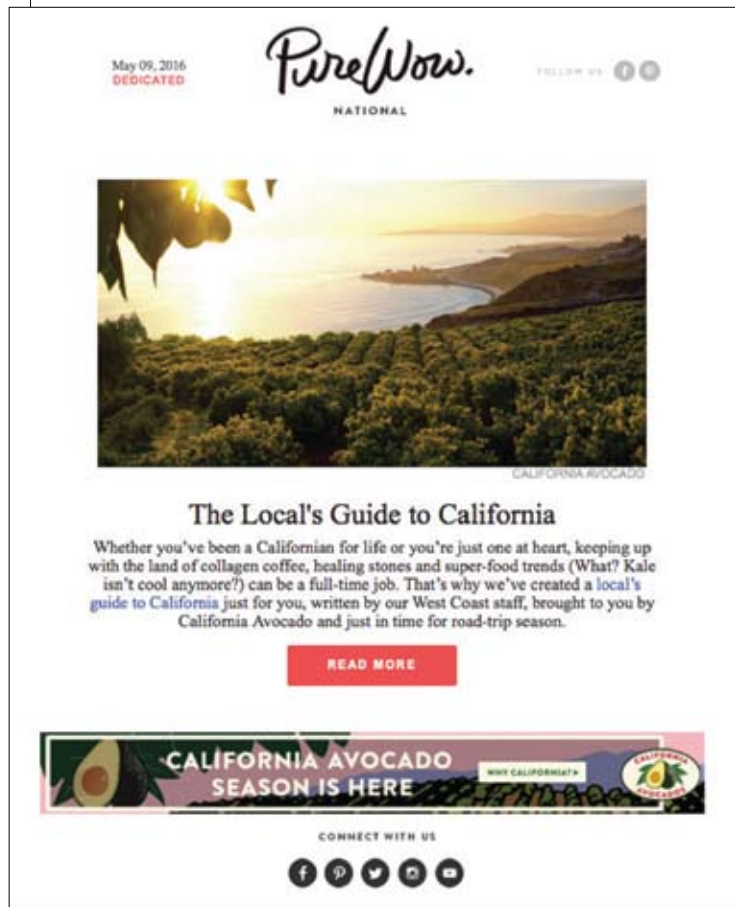
An example of CAC's pre-roll video ad on YouTube

These custom overlay ads provide California avocado recipes and encourage the viewers to visit their nearest store (using their zip code) to find California avocados. To further promote California avocados, the Commission designed cover photos for its Facebook, Twitter and YouTube channels featuring the artwork created by Schwab.

With California avocados in peak season and distribution, the marketing campaign is focused on providing consumers with new California avocado recipes that showcase the fruit's premium quality and versatility and the various ways in which it can be incorporated into snacks and meals. The Commission sponsored "The Local's Guide to California, brought to you by California avocados" found on the popular PureWow.com website. The TastingTable.com website includes California avocados on a list of the best California-made artisanal products. In addition, the site showcases two recipes that incorporate California avocados — chocolate mousse and avocado toast. As part of its Memorial Day promotions, the Commission showcased California Avocado Toast on the PopSugar.com website.

To engage with the Premium Californian audience, the Commission is creating a series of blog posts and emails showcasing California avocado recipes from its blogger partners and fans. Rather than simply posting the fan-favorite recipes, CAC also provides consumers with ideas to incorporate these recipes into a larger meal plan and offers summer party planning advice. CAC will continue to engage with its fans throughout the California avocado season by participating in real-time trending social media conversations.

By cultivating a premium image of the brand through media placements and social content, the Commission is encouraging demand and value for California avocados throughout the season. 🥑



Custom California avocado content featured on PureWow.com

