

Engaging with California Avocado Fans at Local Events

Consumer events are an important means by which the California Avocado Commission (CAC) can directly engage with targeted consumers who are passionate about California avocados. The Commission selects premium partners whose fanbase matches CAC's targeted consumer profile.

Having an experienced social media team capable of generating excitement before, during and after the live events by sharing relevant and interesting California avocado content through social media channels is another criterion. The Commission engages directly with fans at the selected live events and then reaches a broader audience with social media content that invites fans to digitally "participate" by sharing, liking and commenting on social media posts related to the activity.

Following is a summary of three unique events the Commission has participated in so far this season.

The Tastemade Smorgasburg Pop-up on the Pier

For the second consecutive year, Smorgasburg brought more than 70 vendors to the Santa Monica Pier providing beach goers with an opportunity to sample some of the best local cuisine. To broaden the reach of the event, Smorgasburg partnered with social media expert Tastemade to share interesting and eye-catching social media posts that garnered the attention of the highly influential, trendsetting super foodie audience located in the heart of Los Angeles.

As a sponsor, the Commission participated in the highly anticipated event by sharing California avocado-themed temporary tattoos and stickers with attendees. California avocado fans also visited CAC's custom-branded photo booth and then shared keepsake photos on their social media platforms.

In addition, 10 select vendors showcased California avocados as the hero ingredient in their custom dishes and celebrated their love for the fruit with California avocado-branded signage at their booths. Tastemade created a video featuring the unique California avocado dishes and shared the mouth-watering photos on social media with those who could not attend. This footage also was used to create a video that was promoted on Tastemade's and Smorgasburg's Facebook and Instagram channels. The Tastemade event recap video has delivered more than 1.4 million video views to date.



A favorite dish of the day at Tastemade's Smorgasburg was the California Avocado Spicy Crab Salad from vendor Sticky Rice on Wheels.





Avocado Time at the Disney Food & Wine Festival was a hit, with California avocado menu items like the Spiced Oumph! On Pita with Avocado Hummus and Garlic Sauce and the Avocado Ice Cream Bar.

The Disney California Adventure Food & Wine Festival

This year the California Avocado Commission was a sponsor of the popular Disney California Adventure Food & Wine Festival, which celebrates the best of California with events, themed dining, live entertainment and shopping.

CAC's marketplace banner and signage — featuring 2018 California avocado campaign illustrations — had prime placement at the festival. During the event, festival attendees could purchase three fresh California avocado-centric menu items — Avocado & Pepper Jack Petite Guacamole Burger, Spiced Oumph! On Pita with Avocado Hummus and Garlic Sauce, and Avocado Ice Cream Bars. Attendees also had the opportunity to enjoy a California avocado culinary demo and meet California avocado grower Doug O'Hara at farm-to-table seminars hosted at the event. Social posts on CAC's Twitter, Facebook and Instagram accounts supporting the grower event with Doug O'Hara gathered more than 24,000 impressions.



A beautiful California avocado campaign illustration was on display in prime placement near the Avocado Time booth at the Disney Food & Wine Festival.



CAC Board Member Ryan Rochefort educates California avocado lovers about nutrition and growing information at the Fallbrook Avocado Festival.

32nd Annual Fallbrook Avocado Festival

At the Fallbrook Avocado Festival, which attracted an estimated 100,000 California avocado fans, the Commission promotion included a 10-foot by 10-foot tent on Main Avenue. The CAC tent served as an information resource for consumers interested in new avocado usage ideas and nutrition information, as well as for backyard growers and California avocado growers who had questions about their trees and groves.

CAC also will exhibit at the Morro Bay and Carpinteria festivals this summer and fall.

By connecting one-on-one with foodie Californians at their favorite events and serving as a credible and reliable source of information concerning California avocados, the Commission builds premium brand awareness, encourages consumption of the Golden State fruit and promotes loyalty to the California avocado brand. 🥑