

California Avocado 2021-22 Marketing Plan Overview

The California Avocado Commission has released its 2021-22 Marketing Plan, which is designed to increase California avocados' perceived value, preference and loyalty with key targets. Other key objectives of the comprehensive consumer and trade advertising, marketing and public relations plans are to help retain or increase the high awareness of the California growing region among the Commission's targets and to aspire to an average price per pound of \$1.35 or greater.

Marketing Plan activities will be focused in regions where California avocados are distributed, with consumer advertising and outreach programs targeted to "Premium Californians" and avocado super users (see 2020-21 Marketing Results article, pages 20-24). The Commission will provide support

for top tier retailers who merchandise California avocados in California, the West and regional divisions of national chains, as well as targeted foodservice chains that carry and promote the Golden State fruit. During the pre-season, the Commission focuses its efforts on working with potential customers to secure distribution and commitment to support California avocados in season. Within this same timeframe the Commission launches its trade marketing campaigns to generate excitement for the start of the California avocado season and creates a flexible consumer media plan that can easily be adjusted based on actual harvest timing. Prior to the start of the season, CAC also fleshes out the details of its consumer and trade marketing activities, which are outlined on page 18.



The Commission will capitalize on the popularity of its "The best avocados have California in them" campaign by updating existing assets for the 2021-22 season and adding some new creative executions. The examples above show select frames from two of the videos illustrating how the end frames will all include the tagline on a green background.

Consumer advertising and media

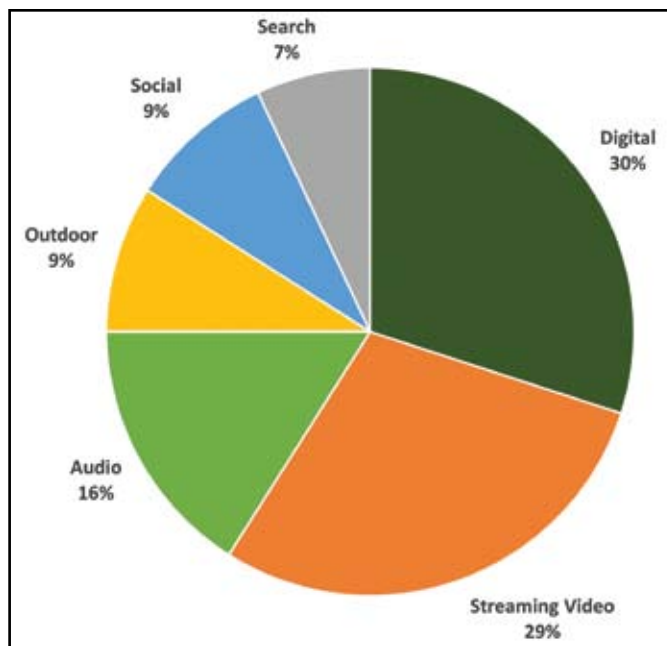
CAC will continue its award-winning “The best avocados have California in them” campaign, modifying already-developed assets to keep them fresh while saving on production costs. The media plan, which is based on what works effectively and efficiently to reach targeted consumers and is informed with key learnings from fiscal year 2020-21, will leverage promising new tactics while being mindful of the planned budget. Consumer-facing CaliforniaAvocado.com website enhancements will include optimizing unpaid search and improving overall site performance. In addition, eight email newsletters will be distributed to subscribers highlighting California avocados’ unique seasonal availability as well as recipes to increase usage of the fruit. Consumer research will be conducted to measure the effectiveness of the Commission’s advertising and marketing activity.

Social media

The Commission will continue engaging with California avocado consumers via its Facebook, Instagram and Twitter channels. To reach a younger range of the consumer advertising target market, CAC also will add TikTok to its collection of social media platforms. LinkedIn, which has been an effective means of connecting with business audiences, will remain part of the Commission’s social media program. Social posts across all platforms, as well as search engine advertising, will be used to drive traffic to the California avocado online merchandise shop where fans can purchase a range of newly released merchandise (see article pages 32-33 for new merch highlights).

Consumer public relations

Working from the success of last year’s virtual cooking class, the Commission will host another online season opener cooking class with an engaging chef who will prepare California avocado dishes for an audience of respected local publications and media channels, influencers, retailers and trade writers. In late May, CAC will play host to consumer and trade media, customers and influencers at a local California Avocado Grove



The 2022 California avocado media plan is built to reach targeted consumers effectively and efficiently.

Open House. Attendees will learn about the nutritional benefits of the fruit, its season, our growers and the benefits of buying local. This activity will kick off the 10th Annual California Avocado Month in June, which will be promoted via a press release and mat release featuring two chef recipes and highlighting peak availability of the California avocado crop. Throughout the season two paid influencers will provide digital and social support for California avocados with content they create for the consumer website and CAC’s social channels. Four registered dietitians who are respected health and well-

ness influencers — including one new advocate with a strong following among a younger demographic — will serve as Living Well Brand Advocates. In addition, the Commission will expand communications concerning California avocado growers’ sustainability practices.

Retail and foodservice promotions and communications

To generate awareness concerning California avocados and the promotional support CAC provides its industry partners, retail and foodservice trade advertising and public relations will take place throughout the season. CAC’s tiered account go-to-market strategy will continue to align Commission marketing strategies with California avocado distribution at key retail partners’ locations. This season, the Commission will place an emphasis on improving identification of California avocados at retail, including the use of display bins, and will target a minimum of 50 retail promotions with prominent identification of the Golden State fruit. CAC staff will actively partner with retail dietitians and cooking schools throughout the season and deliver menu presentations to targeted foodservice accounts. In addition, the marketing team will target promotions with 16 – 20 foodservice chains located in California and the western region of the U.S. with the goal of getting California avocados on the menu during the season. To round out its industry presence, CAC will exhibit at the first Global Fresh Produce and Floral Show (formerly the Produce Marketing Association Fresh Summit) in Orlando, Florida, October 27-29. The Commission also will demonstrate its leadership at multiple foodservice conferences throughout the year. 🥑