

# Consumer Marketing Performance Exceeds Expectations

## Increased Marketing Budget Pays Off with Robust Results Compared to Industry Benchmarks and Year-Over-Year Metrics



*The Bristol Farms influencer campaign in May generated nearly 100 Instagram stories and 15 high-quality videos.*

In the second year of partnership between the California Avocado Commission and Curious Plot, its advertising agency, the industry's consumer advertising campaign has delivered comprehensive results that exceed industry benchmarks and year-over-year metrics for the 2025 season. The campaign included an evolution on the previous year's creative, which highlighted California avocado growers and key messaging including locally grown, sustainably farmed and ethically sourced. New this year to the creative was the addition of lifestyle elements, like recipes, how-tos and entertaining inspiration to capture consumer interest. Incremental budget in 2025 allowed for expanded tactics to include more Connected TV (CTV)\* coverage, a presence on additional social media channels (Reddit)\*\* and

extended efforts to reach audiences in Arizona, Oregon and Washington.

The strategic use of the total marketing investment drove strong overall campaign results, designed to increase awareness of and preference for California avocados, encourage demand and ultimately yield strong grower returns. The following are some program highlights from 2025 marketing efforts.

**Digital Impressions from Online Advertising:** 217 million impressions, compared to 93 million impressions for the 2024 campaign. While the budget this season is 70% higher than 2024, impressions more than doubled from last year, showing the impact of prioritizing these channels.



Scan here to see  
the 60-second ad  
spot that ran on  
CTV/streaming  
campaigns.

*Connected TV ads remained a strong tactic during the 2025 peak season and ran in hyper-local geotargeted areas.*



*Social content: California Avocado Cucumber Jar Salad was a top performer — 3.2 million views on TikTok alone through August!*

**Website Visits:** More than 1.3 million visits to CaliforniaAvocado.com in total. Website visits have increased month over month, with August alone seeing 290,000 sessions, and 85% of those being new users.

**Connected TV Impressions:** Retailer CTV campaigns have garnered 13 million impressions as of the end of August. CAC's average view rate is 99%, exceeding the 95% industry benchmark.

**Local Spokespersons Media Segment Impressions:** Close to a 5 million reach. A new tactic this year focused on partnering with various spokespeople to secure regional TV broadcast segments in target markets, including San Diego, Fresno, Sacramento, the Bay Area, Phoenix and Portland. This tactic generated awareness and reinforced campaign messaging for California avocados in key local markets during peak season. Highlights can be viewed at <http://bit.ly/4m01rLG>.

#### **In-Person Influencer Activations at Retail**

To raise consumer awareness of the California avocado season and help shoppers find them at retail, the Commission partnered with key retailers — including Bristol Farms, PCC Community Markets and Albertsons/Vons/Pavilions — and strategically selected influencers. These influencers attended in-store events, capturing content around avocado displays and creating “Come Shop with Me”-style posts. Each piece featured a store visit, a look at the California avocado display and a custom recipe showcasing California avocados in a fresh, engaging way.

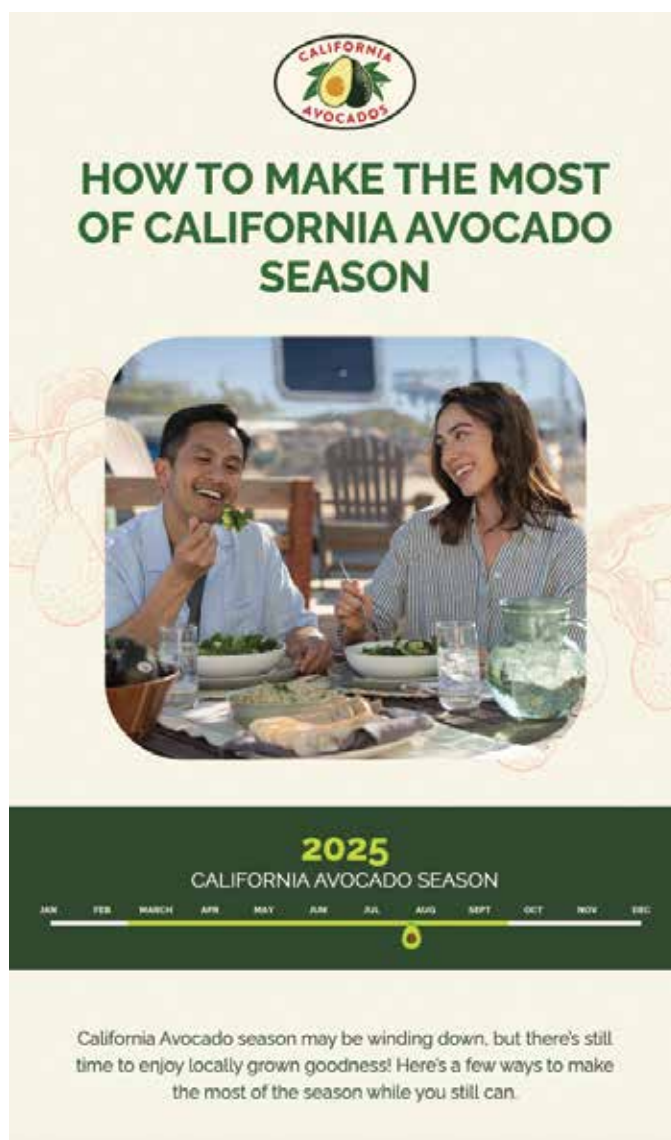
This approach generated more than 200 unique social media posts and drove more than 2 million impressions across California avocado channels. The Bristol Farms campaign alone delivered more than 1 million impressions in May — doubling the goal of 500,000.





**Social Media Clicks/Engagements:** More than 2 million engagements, compared to 740,000 engagements last year. The Commission's investment in on-trend, social-first content creation has paid off, with users more apt to comment, like, share and save content than they were in the previous year. The California avocado TikTok channel saw the *California Avocado Cucumber Jar Salad* recipe go viral with more than 3 million views, earning its way to being one of the highest-performing pieces of branded content on the channel.

**New Email Subscribers:** 1,553 new subscribers. The month of July saw a particularly large increase in new subscribers (630), largely attributed to lead generation ads\*\*\*. Additionally, the open rate has remained steady around industry benchmarks at 20%. 🥑



*Email subscribers have grown throughout peak season, and the open rate remains at the industry benchmark of 20%.*

\*Connected TV (CTV) is a TV that has an internet connection, allowing users to stream digital content. Examples include Roku and Apple TV.

\*\*Reddit is a community-driven social media platform where users organize communities to discuss any kind of topic.

\*\*\*Lead generation ads are digital ads designed to collect contact information from potential consumers. In this case, the ads ask for a consumer's email address to add them to the email subscriber list.

Performance Metrics in this article are calculated May – August 2025.