



Gelson's in-season reminder ads drove traffic to the Commission's online store locator.

California Avocado Social Media: A Fresh Approach to Consumer Engagement

The California Avocado Commission's social media program is a fundamental part of CAC's marketing campaign — providing both a widespread reach and the ability to specifically target audiences where California avocados are available. Further, social media platforms offer the Commission the opportunity to engage with consumers, track which content is most impactful and review detailed analytics and insights to make real-time optimization adjustments in strategies.

The California avocado audience is highly active on social media with Facebook, Instagram and TikTok particularly popular. Millennials are the most active demographic on social media with 77% active on the platforms daily. To effectively engage these audiences, CAC crafts clever, creative assets that encourage users to stop scrolling and view, click, like, share or comment on the content. CAC creates two-way conversations by responding in kind, answering questions and provid-

ing key messaging about the peak California avocado season, where to find them, the online store locator and local growers' sustainable farming practices. Combined, the Commission has more than 368,000 fans across Facebook, Instagram, Pinterest and TikTok.

CAC focuses its efforts and investments on the social platforms that provide the strongest impact. An audit of the previous season's social media performances was used to determine optimal content types, formats and benchmarks in advance of the 2024 season. This year, CAC has identified Instagram as the platform with the best potential to increase share of investment and raise awareness of the fruit's availability particularly through videos and influencer partner content. Facebook continues to provide steady consumer engagement around the new ad campaign, store locator and availability of the fruit at local retailers. Together, these channels provided more than 8 million impressions so far this year with 105,000

link clicks, 200,000 engagements (5% rate), a 40% lower year-over-year cost-per-click and a doubling in click-through rates.

CAC also has unlocked the power of the foodie-forward Pinterest channel (40% of the content relates to food) to drive traffic to the consumer website. This season, California avocados branding has been featured more prominently to build awareness of the brand and remind consumers that the avocados in the showcased recipes are locally grown. Currently, Pinterest is the Commission's top driver of impressions and link clicks with posts and ads driving 145,000 website sessions.

As for TikTok, CAC continues to grow its influence on this channel by promoting video content and retargeting visitors to the CaliforniaAvocado.com website. This community has shown a steady growth of 8% since the start of the year and generated 1.3 million paid video views to date with the "Now in Season" retail locator ad driving the majority of view and link clicks.

With 76% of users reporting making a purchase based on a social post, the Commission's ability to showcase the fruit and its availability are a powerful means to encourage demand for California avocados. This year CAC has supported retailers with dozens of highly targeted posts and ads, driving more



The California Avocados 101 & Kitchen Tips post has been the top performer on Facebook with a 23% engagement rate (exceeding the 6% Facebook average).



The season opener giveaway post on Instagram was a top performer with a 19% engagement rate (exceeding the 6% Instagram average).

than 50,000 clicks to the online store locator. For example, Gelson's California avocado Facebook ad has garnered a 2.5% click-through-rate to its store locator page — above the platform's 1.3% average. Overall, CAC's retail social media ad campaigns have provided 53,000 link clicks to retail partner store locators and more than 4 million impressions among shopper audiences.

By providing quality content, CAC captures the attention of its audiences and spurs higher engagement. Video is critical to this mix. This season's "What's Inside" video has proven to be a strong storytelling medium that continues to outperform benchmarks. In fact, this video ad drove more than 4,000 link clicks to the CAC store locator page at an efficient \$.049 cost-per-click rate on TikTok (demonstrably better than the industry benchmark of \$3.03 CPC).

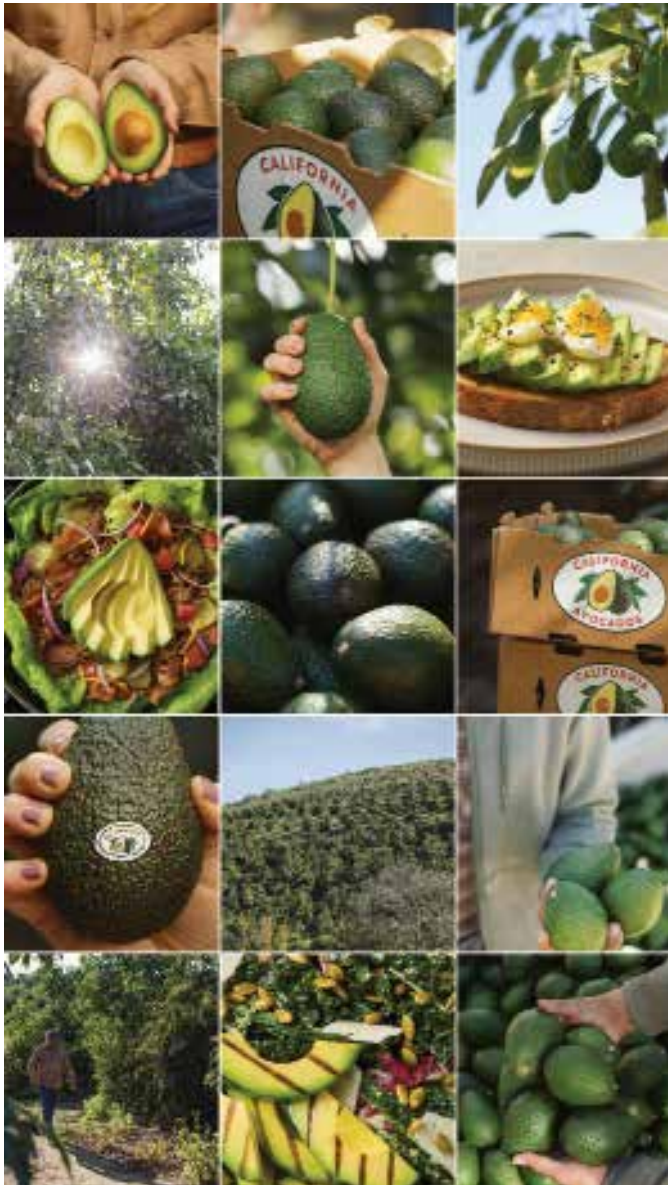
Further, by leveraging current trends (such as "POV" videos) and meme formats, the Commission delivers relevant content such as the "Grower POV" videos showcasing grow-

ers as they inspect their trees. Eye-catching photos of the fruit and California avocado recipes inspire social media users, driving them to click through to the store locator and determine where they can purchase the fruit nearby.

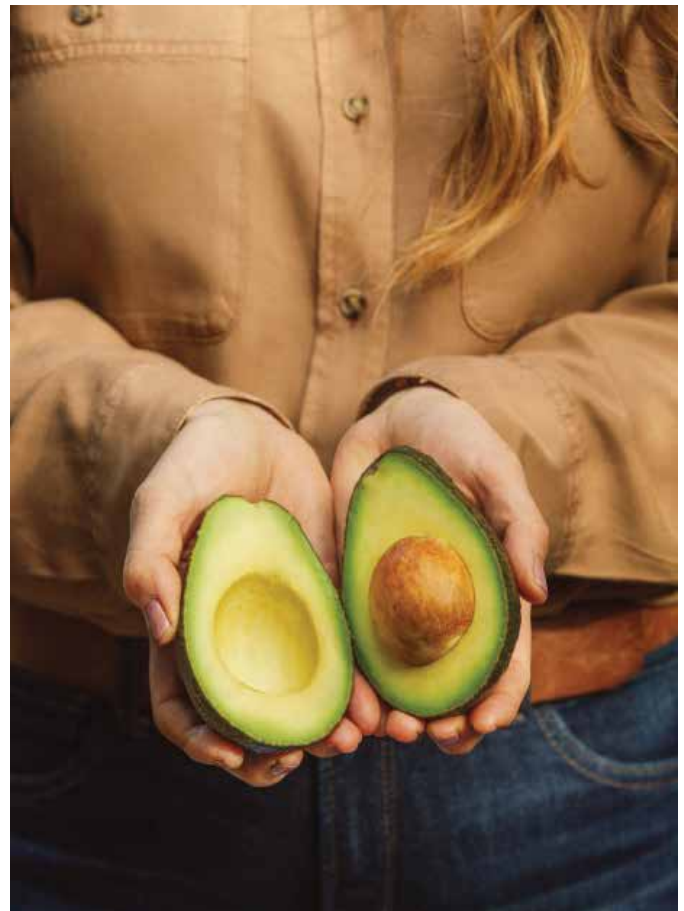
CAC's partnerships with social media influencers help build trust and interest in the California Avocados brand. Social media influencer content, like the *Avocado Crème Brûlée* recipe by California-based What Erica Craves, builds trust and piques interest with targeted audiences. Initial results indicate CAC influencer content ads have outperformed Facebook and Instagram averages with a higher 4.21% click-through rate and lower \$0.24 cost-per-click rate, and promoting influencer content from CAC social platforms has provided top results. 🥑



The Avocado Bacon Grilled Cheese Pinterest post provided a 2.3% click-through rate and low \$0.09 cost-per-click rate, contributing more than 23,000 link clicks and 1 million impressions. (See *Featured Recipes* article on page 26.)



Social content highlights the beautiful California avocado groves and dedicated growers.



The "What's Inside a California Avocado" campaign video has been the most effective TikTok ad in 2024 to date.