

New Ad Campaign Goes Straight to the Groves

It is a story only California avocado growers can tell, and now it's taking center stage in an all-new advertising campaign.

This spring, the California Avocado Commission debuted its “What’s Inside a California Avocado” creative and media plan. The advertising campaign will work alongside retail support activities (including signage, display bins and customized retailer programs) to increase demand, awareness and preference for the California Avocados brand. Streaming and airing late March through summer, the ads spotlight the California difference by going straight to the groves to showcase growers’ deep roots and the responsible growing practices that uniquely position California avocados as a premium product.

Filmed in mid-February, the lush, beautiful creative profiles two California avocado groves and multi-generational growers:

- Jackson Ranch, Escondido: Jaime and Ricardo Serrato
- Camlam Farms, Camarillo: Maureen Lamb Cottingham, along with David, Robert and John Lamb

Shoppers Willing to Pay More for Local and Sustainable

The campaign’s spotlight on California growers comes straight from research. According to a 2023 survey of existing and potential avocado shoppers*, 63% of respondents in the California region agreed that California avocados are worth paying more for. They also have a strong interest in learning more about how California avocados are grown sus-



THE dedication of LOCAL GROWERS



FRESH IS BEST

tainably. In addition:

- 62% prefer avocados grown in state, and 68% consider them the best
- The majority of avocado shoppers in California perceive California avocados to be safer and more environmentally friendly than other avocados
- 88% of these shoppers say they are willing to pay more for avocados that are grown in safe environmental conditions
- In the California market, being ethically grown is of increasing importance and California avocados are viewed as more ethically grown

“This campaign is not about creating a new story about California avocados. It’s instead about confidently leaning into what makes California avocados different and special compared to other origins,” said Terry Splane, CAC vice president of marketing. “We seek to remind shoppers that California avocados are locally and sustainably grown with care and a commitment to the community, which is often just down the road from them. By doing so, CAC’s aim is to encourage demand for and ongoing loyalty to California avocados.”

A Strategic and Diverse Mix of Media Placements

From Spotify (a streaming alternative to traditional radio) to grocery store parking lots, the “What’s Inside a California Avocado” ads come to life through a strategic and diverse media mix. The media mix targets shopper audiences with a distinct, differentiating message intent on building a preference for California avocados and driving shoppers to retail stores that carry them.

Media placements include video, audio and custom digital partnerships. The campaign creative appears in a variety of

long- and short-form ads (60-, 30-, 15- and 6-second spots) that run on a multitude of platforms, including YouTube, social and VideoAmp (a service that places ads on TV streaming services viewed by the target audience).

To directly connect shoppers with retail partners, ads also are appearing on Volta electric vehicle charging stations located in select retailer parking lots. New this year, dynamic map ads are running through the review platform Yelp to target shoppers within select ZIP codes based on relevant interests and searches. These ads on Yelp direct potential shoppers to the nearest retailers stocking California avocados, helping to drive consumer purchase.



The Commission also is partnering with food-centric media outlets including The Kitchn and Tastemade to run custom content featuring California avocados and the brand story.

Audio channels iHeart Radio and Spotify will feature variations of audio ads gently easing in between listeners' favorite music, and the Commission is collaborating with digital media company GumGum to place custom, eye-catching browser takeover ads on sites with relevant content. 🥑

*(Editor's Notes: View this year's campaign creative in the images accompanying this story. *Statistical Data from 2023 California Avocado Commission Avocado Tracking Study)*

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