



Ads feature creative that complements the consumer campaign, highlights the reliability of California avocados and emphasizes the business benefits of carrying the brand.

## Retail Trade Advertising and Public Relations Campaigns Showcase Benefits of Carrying California Avocados

**W**ith California avocados competing for retail shelf space and buyer attention, it is important to remind retail buyers and other decision makers of the high consumer demand for California avocados and the beneficial sales generated by the fruit when it is in season. To keep California avocados top-of-mind with key industry members and buyers prior to and during the season, the California Avocado Commission pairs retail trade advertising with public relations to encourage demand for and distribution of the fruit.

One of CAC’s retail trade advertising goals this year is to make the state of California truly stand out as a hero with ads featuring the state outline along with the tagline, “Count on California Avocados.” The full-page print ads feature an image of an avocado hanging from a tree branch as well as a beauty shot of a partial grove that fills the center of the California state outline. The visual appeal of the ad is enhanced by diagonal sections that separate the imagery from the ad copy, which points out that shoppers count on the California avo-

cado season for delicious, ethically sourced fruit that delivers unparalleled freshness and is locally grown.

Targeted towards retailers, the ad copy is supported by data from Circana that indicates weekly avocado volume increases by 8% during the California avocado season and that bagged avocado volume has increased by 71% over a four-year period. The digital ads link to CAC’s retail section of CaliforniaAvocado.com that includes an infographic concerning California avocado volume lift — reiterating the facts presented in the print ad copy.

Working within a reduced budget this season, the trade advertising media plan relies heavily on digital channels — *The Packer*, *The Produce News*, *Blue Book Reporter* — chosen for their higher impressions, reach and frequency. Ads will run five days a week from March through June with light support in October around the International Fresh Produce Association’s The Global Produce and Floral Show. *AndNowUKnow*, which provides good coverage and articles, also will feature digital ads throughout the campaign period.

Print ads will run in *The Packer* and *The Produce News* in their respective avocado sections at the start of the season. As part of the process, the Commission negotiated \$76,000 in free bonus print advertising. Of the four *The Packer* ads two are free bonus ads and *The Produce News* ads were provided at a discounted rate. One additional print ad will run in *the Snack* magazine, which is affiliated with *AndNowUKnow* and has high quality content and editorial.

The trade public relations campaign complements advertising with media activity that is earned rather than purchased. The Commission distributes press releases to targeted trade publications using a steady cadence that leads up to and throughout the California avocado season. In addition, CAC’s media outreach publicizes key communication points that reinforce the benefits of carrying California avocados, showcases how CAC supports customers and shares Commission-related news. Further, Commission Vice President of Marketing Terry Splane and Vice President of Industry Affairs and Operations Ken Melban are regularly available to respond to media requests concerning appropriate topics.

Even working within the confines of a reduced budget, CAC was able to keep its prime positioning in key publications while generating more than 41 million impressions.

“As I noted in the winter edition of *From the Grove*,” said Terry Splane, “in 2024 CAC’s investment in industry support (communicating seasonal availability of California avocados to trade customers through advertising and PR) was severely reduced.” He continued, “Due to the lower volume expected this season, it is not necessary to pull new customers into the brand. However, it is still very important to communicate about the brand and seasonal availability with targeted customers, reminding them of the benefits of merchandising California avocados.” 🥑

*Working within a reduced budget, CAC’s trade media plan relies heavily on targeted digital publications with high impressions, reach and frequency.*



**COUNT ON CALIFORNIA AVOCADOS**

**MAXIMIZE SALES**

