

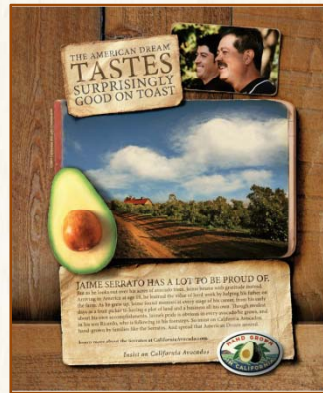


# 2009 Integrated Marketing Campaign

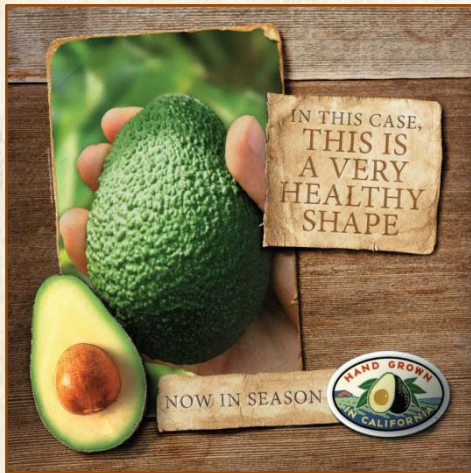
## Created Demand for California Avocados in Season

### CONSUMER MARKETING – ADVERTISING

The California Avocado Grower Campaign launched in April with CAC's radio campaign featuring retail-specific tags for promotions leading into Cinco de Mayo through July 4<sup>th</sup>



Print ads in lifestyle and epicurean magazines began in May and continued through the season



Health club ads and BART ads reached our target consumers during their daily routines



## CONSUMER MARKETING – CINCO DE MAYO

### Consumer Public Relations and Online Marketing Built Awareness for California Avocados and Cinco de Mayo

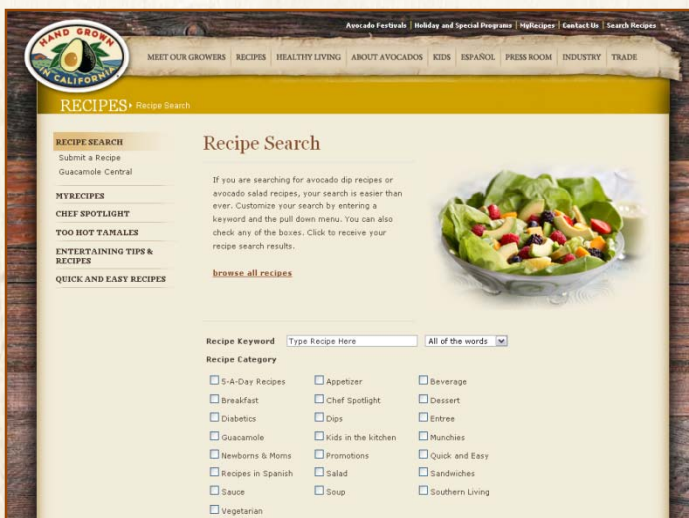


Chefs Mary Sue Milliken and Susan Feniger, the *Too Hot Tamales*, served as the program's spokespeople



Cinco de Mayo micro site, recipe widget and banner advertising encouraged California Avocado consumption

## CONSUMER MARKETING – ONLINE



Nearly 1 million consumers visit CAC's Web site yearly. With 2/3 of the pageviews in the recipe section, CAC updated the recipe database in July 2009



- Nutrition facts integrated for 150 newly edited recipes
- More user-friendly search results interface
- More user-friendly recipe display
- Incorporates "Fruit & Veggies – More Matters®" and Med Mark™ diet designations

# TRADE MARKETING – RETAIL

## 2009 Summer Entertaining Promotion and Merchandising Support Received Enthusiastically by Retailers



### Summer Entertaining Promotion featured:

- 200,000 in-store recipe booklets
- 200,000 recipe booklets with coupon
  - 55¢ off Instant Redeemable Coupon
- Online micro site and advertising
- New recipes and entertaining tips encouraged California Avocado consumption



## In-Store marketing to generated impulse purchases of California Avocados at point-of-sale



POS Card



Grocery Cart

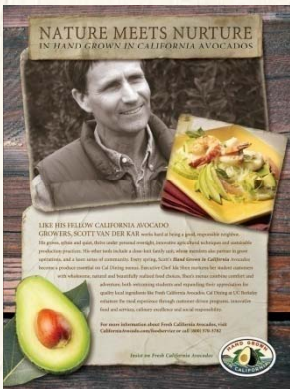


Display Bin

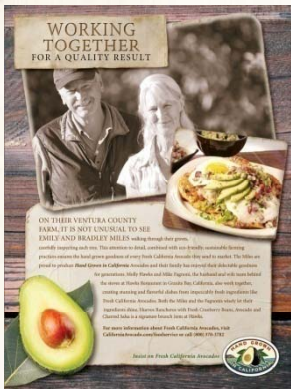


In-Store Radio

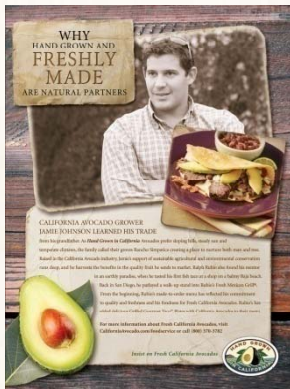
# TRADE MARKETING – FOODSERVICE



Scott Van Der Kar & Cal Dining



Bradley & Emily Miles  
& Hawks Restaurant



Jamie Johnson & Rubio's

- **Advertising:** Three new California Avocado grower trade ads targeted independents, chains and foodservice management

- **Publicity:** Featured representation in print and online, product updates and representation at key trade communication meetings
- **Operator Promotions:** Kept Fresh California Avocados on chain and onsite menus
  - Compass
  - Sodexo
  - Rubio's Fresh Mexican Grill®
  - Villa Enterprises
  - Ruby's Diner
  - Sodexo Senior Services
  - Baja Fresh®
  - Chevy's
  - BJ's Restaurants
  - Togo's
  - Rock Bottom
  - Maggiano's®



# CONSUMER MARKETING – PUBLIC RELATIONS

## Public Relations Activities Generated Media Coverage that Helped Build Awareness and Demand for California Avocados



- **CAC's Artisan Chef** program elevated awareness of the premium quality of California Avocados



- Nearly **5.9 Billion** consumer impressions year-to-date (2008-09 fiscal year) from CAC's News Bureau

