



*Commercials on streaming TV continue to showcase California avocado growers, helping consumers connect with the fruit's fresh-to-market advantage.*

## Evolution and Expansion of 2025 Consumer Campaign

**W**ith increasing competition and marketing investments from global avocado producers, it is imperative the California Avocado Commission continues to differentiate California avocados as locally grown, sustainably farmed and ethically sourced — key talking points associated with fresh produce grown under the auspices of U.S. and California regulations. Equally important is the Commission's ability to ensure the California Avocados brand remains relevant in view of ever-changing consumer preferences. To that end, the 2025 consumer marketing campaign has evolved and expanded — showcasing key messages that resonate with targeted audiences while integrating a more visible consumer perspective.

This season's consumer campaign will continue to showcase

sustainably farmed and locally grown messaging while integrating ethically sourced and responsibly grown talking points. From a visual perspective, the "What's Inside a California Avocado" campaign (winner of the 2024 *Produce Business*' Marketing Excellence Award) will continue to highlight growers and the exceptional care they take in producing the fruit.

In addition, the campaign will spotlight the consumer side of the story by featuring stunning shots of California avocado-centric dishes and vibrant images of consumers enjoying the fruit. The marketing team partnered with Curious Plot, CAC's consumer advertising and public relations agency, to capture photography and videos from San Diego County through San Luis Obispo County groves that will be featured in the creative. "The Commission appreciates the participa-



*This season's campaign creative integrates messaging such as "ethically sourced" with communication about "fresh" and "local," or "grown by local farmers."*

tion of the following California avocado growers in the development of this year's consumer advertising campaign: the Lamb/Cottingham family, Daryn Miller, Hayden McIntyre, the Serrato family and Andy Sheaffer," noted Terry Splane, CAC vice president of marketing. By integrating consumer elements into the creative, the Commission can capitalize on compelling imagery that captures key reasons to purchase California avocados. Further, by integrating the visuals behind how California avocados are grown and how families consume

them, the Commission can generate a sense of pride in consumers who choose locally grown and ethically sourced California avocados.

CAC also partnered with a third-party research firm, Temra Wald Consulting, to conduct brand effectiveness research measuring the impact of the 2024 campaign and comparing it to 2025 creative. The online survey conducted among 1,602 heavy avocado shoppers in the Western United States assessed memorability, perceived brand value and brand preference.



*Video ads include an outline of the State of California, which is a memorable device that helps reinforce the fruit's origin.*





*Appetizing images of California avocado-centric dishes are integrated into multiple media tactics.*

Key findings confirmed that both the 2024 campaign and the 2025 creative evolution are on track with objectives, delivering brand messaging and influencing consumer perceptions positively. Importantly, 80% of respondents feel that the 2025 test video ad “makes me believe that California avocados are a more premium product.”

Advertising messages that reference “fresh” or “local” were very appealing with 84% or more saying they felt positive or very positive about them. The research confirmed that language that references the local growers / farmers elevates

important messages. For example, saying “ethically sourced by local growers” scored significantly higher than simply stating “ethically sourced.” The Commission Marketing team is using these research findings to adjust advertising messages as needed.

The creative campaign launched April 1 across a diverse platform of media partners, publishers and digital channels in core markets. See the article on page 30 for an in-depth look at the 2025 media plan. 🥑



*Integrating visuals about how California avocados are grown with how families enjoy them positively influences consumer perceptions. This is an example of a digital ad that wraps around content on a web page that is targeted to the most likely shoppers for California avocados.*