



California avocado ads are featured on Connected TV (streaming TV channels) and air on local broadcast TV channels in the Los Angeles area.

Consumer Marketing to Engage Consumers Via TV, Digital and Out-of-Home Platforms

The California Avocado Commission's 2025 consumer media plan consists of a strategic mix of advertising delivered on television, digital, streaming, audio and out-of-home platforms. To reach consumers in key markets, the Commission is leveraging advanced digital tools to target specific audience segments, customize content based on real-time purchase data, monitor consumer sentiment, and guide shoppers to retail locations where California avocados are available for purchase.

To engage with consumers while they are watching television, California avocado ads are featured on Connected TV (streaming TV channels) through a platform that captures real-time purchase data, allowing the Commission to analyze shopping habits and tailor the campaign accordingly. In addition, CAC has access to streaming viewer behavior data that allows the Commission to target consumers who have

seen a competitive avocado ad. Commercials also air on local broadcast TV channels in the Los Angeles area, ensuring broad visibility.

To capture the attention of consumers when they are out and about, CAC continues to feature eye-catching California avocado display ads on Volta charging stations strategically placed at high pedestrian-traffic locations at grocery stores merchandising California avocados. Further, the Commission will target Yelp users performing relevant searches (such as "grocery stores near me") with dynamic map ads showcasing local retail stores where California avocados are available. Audio and video ads also run on popular platforms like Spotify and iHeartRadio, reaching California avocado fans as they listen to music and podcasts.

Digital content providers — including foodie-focused publishers and YouTube — continue to play an important role in reaching consumers. To capture the attention of these



Digital ads at high-visibility electric vehicle charging stations near retailers will showcase California avocado sustainability and locally grown messaging.



Audio and video ads also run on popular platforms like Spotify and iHeartRadio, reaching California avocado fans as they listen to music and podcasts.

targeted audiences, the Commission shares strategic and diverse content — including recipes, articles, videos, social posts and ads that direct consumers to the online retail locator — on various platforms. Custom-crafted recipes and videos showcasing California avocados as the star ingredient are featured in digital publications, such as *Tastemade* and *The Kitchn*, that cater to the foodie crowd. Ads showcasing the premium nature of California avocados also are featured alongside articles in respected digital publications such as *EatingWell* and *Food & Wine*. Two new digital tools provide CAC with the means to assess consumer behaviors and better engage with them. Display ads featuring California avocado recipes lead consumers to Shoppable, where they can choose their preferred local retailer and generate a digital ingredients list based on the recipe. Utilizing another platform, CAC is able to choose custom audience segments and monitor real-time consumer sentiment to optimize and adapt the marketing campaign as needed.

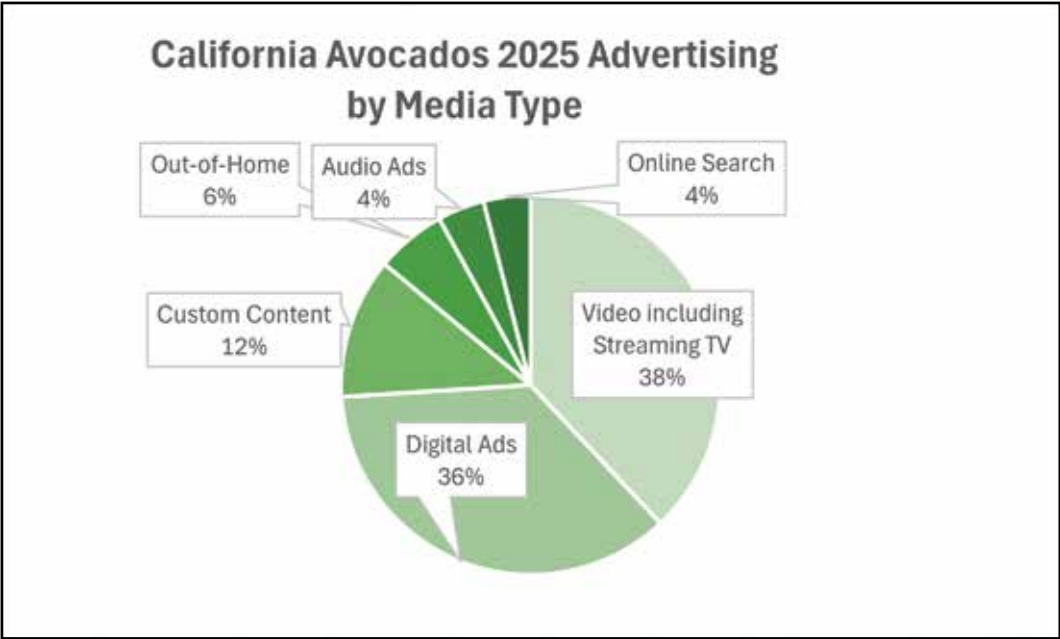


Stores Near Me



The Commission targets Yelp users performing relevant searches (such as “grocery stores near me”) with dynamic map ads showcasing local retail stores where California avocados are available.

To measure the impact of digital advertising, the Commission will use two new tools this year including a foot traffic study and a sales measurement study that will track sales and return on ad sales. Additionally, the Commission will measure media performance against key benchmarks, targeting at least 176 million impressions, 42 million video views, and 782,000 clicks to CaliforniaAvocado.com. 🥑





Genesis Nurseries
the perfect beginning for every tree

 **Fresno, California**  **GenesisNurseries.com**  **559.393.8444**

The Best Fruit Comes from the Healthiest Trees



Start with high quality citrus and avocado trees from Genesis Nurseries



Seedling and clonal rootstocks available



Now taking orders for the 2026 growing season

