

## California Avocado Advertising Creative Evolution

**C**onsumer sentiment is a moving target, and the most successful consumer campaigns tend to be those that can keep pace with emerging trends as well as tap into perennial messages that consumers identify as core to a brand. Keep that in mind when you see this season's California avocado consumer creative, which will look both fresh and familiar.

Prior to the 2024-25 fiscal year, the California Avocado Commission undertook an extensive search to find an innovative marketing agency that could handle both its consumer advertising and public relations efforts. Ultimately, CAC chose Curious Plot, an agency that specializes in food and agriculture. The partnership has been an excellent fit as together the Commission and the agency did a deep dive into existing marketing research and conducted a custom study to better understand targeted consumers' preferences. The 2024 advertising campaign was based on that data, leaning into imagery that featured California avocado groves, growers and the fruit's local origin (hammered home by the highlighted shape of the State of California).

To measure the effectiveness of the campaign, the marketing team turned to CAC's annual 2024 California Avocado Tracking Study, which indicated numerous positives as well as a couple of slippages. The data clearly indicates that in the California market, the California Avocados brand continues to rate higher than any other brand on key quality and brand perceptions, including sustainability. The study also showed that targeted consumers remain interested in learning

about sustainability. This suggests our current advertising messaging is on target. However, the study also reported slippages in unaided brand awareness and consumer preference for the brand. And, per the study, the Commission identified two consumer segments to target for improvement — Hispanics and consumers ages 18 – 24. To capitalize on those elements that resonate with the Commission's targeted consumers and to address opportunities, the advertising creative for the upcoming season will be an evolution of that from the previous season. Ads will continue to showcase California avocados, growers and groves. And — new this season — they also will feature a variety of consumers enjoying California avocados. The ads will showcase family compositions that reflect the demographics of our targeted ultra and mega avocado shoppers. Key messaging will remain focused on locally grown and sustainably farmed and include a new emphasis on ethically sourced. Combined, these messages are designed to build awareness around the California avocado season, showcase core California Avocados brand messaging and encourage consumers to seek out the fruit while it is available.

To ensure the revamped creative was on target the Commission conducted consumer research among heavy avocado shoppers in February 2025. The study confirmed the new creative is on track and resonates with targeted consumers. The research also showed that combining strong "reasons-to-believe" messaging, such as sustainably grown, with more personal touches, such as "by local farmers", is significantly more appealing than very pared down statements.



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The research primarily probed overall heavy avocado shoppers in the West, and CAC was able to dive into the segments of Hispanics and adults ages 18-24. The study showed that the Hispanic group had the most positive reactions with mentions of "fresh" and "local." Incorporations of local growers/farmers into key messages significantly adds to appeal with this segment. For example, saying "ethically sourced from local growers" lead to a 29-point jump in appeal compared to just saying "ethically sourced." Several 2024 ads were compared to 2025 ones, and Hispanics rated the new ads significantly more eye-catching, memorable and preferred.

2025 ads also generally perform better with the 18-24 group but there are nuances the Commission will address. While "freshness" tops the list of California avocado descriptors among this younger segment, being grown responsibly, locally and sustainably also are very highly regarded (about 75% feel very positive about these messages). For these younger consumers, the visual presentation of the food was the top communication factor. This illustrates why this year's campaign brings in the visual appeal of California avocados and the dishes consumers can create with them. CAC's 2025 social media program also includes tactics to help address opportunities with targeted Hispanics and adults ages 18- 24. (See the articles on pages 24 and 30 for examples of the creative). 🥑