

By Terry Splane  
Vice President of Marketing



Terry Splane

## 2025 Marketing Plan Preview

Prior to building its 2025 marketing plan, the California Avocado Commission's marketing team analyzed results from its 2024 partnerships and programs, as well as key consumer research data. During that process, the team identified the most impactful messaging, retail and foodservice partnerships, and consumer advertising and public relations platforms. The team also identified slippages in unaided brand awareness and in consumer preference for the brand.

These insights formulated the basis for the 2025 marketing plan, which is designed to capitalize on the Commission's most motivating messaging and successful advertising and public relations vehicles. The plan strengthens core markets by expanding successful retail and foodservice partnerships while also addressing some downward trends in consumer attitudes.

I believe it is critical that when moving forward with this year's planning we take a hard look at the previous year's performance. (See *2024 California Avocado Marketing Key Performance Indicator Report* article page 22 and *The Evolving Consumer* article page 10). This allows us to double down on those initiatives that garner the best results and minimize or walk away from those that don't.

With close to a 400-million-pound

California avocado crop projected for the upcoming season, the plan includes incremental support for the larger crop with more expansive customized marketing services for CAC's existing retail and foodservice partners.

To ensure consumers can locate the fruit where and when it is available, the timing of media placements will remain flexible to reflect the actual harvest situation. In addition, to secure incremental distribution outlets, CAC will focus on strategically increasing its net new customers with a goal of at least 10 new retail and two new foodservice activations. The marketing team will specifically target new or lapsed customers/operators with whom CAC has not collaborated within the last two years.

According to the 2024 California Avocado Tracking Study, the California Avocados brand continues to rate higher than any other brand on key quality and brand perceptions within the California market. The same is true for consumers' sustainability perceptions of the brand. Further, targeted consumers continue to show interest in learning about sustainability, suggesting the current advertising messaging is on target.

Based on these data-driven insights, CAC's consumer advertising and public relations plan was developed to strengthen brand awareness and

preference with its targeted audience using key messaging focused on locally grown and sustainably farmed. Further, CAC will continue to showcase California avocados, growers and their groves in its consumer advertising with a new evolution of its creative assets.

To reach targeted consumers (ultra and mega avocado shoppers in core markets) throughout their day, the Commission will continue to use an array of media including video, digital, audio and out-of-home advertising. Following the successful test activation in 2024, CAC will expand its use of connected TV (CTV) with ads on streaming platforms. Advertising will be complemented by social media posts, email marketing and consumer PR campaigns that target key media with activations supporting CAC's retail partners. Finally, the Commission will expand its PR presence, including testing a new retailer "come shop with me" influencer program.

CAC's goal is to increase year-over-year consumer media impressions by at least 9% (from last year's 164 million to 179 million this year) and to increase PR impressions by 25% with a goal of reaching 93.75 million this year, as compared to the goal of 75 million in 2023-24. 🥑