



SoCal natives are bound to love the fresh moves in this California artwork created by a Cal State LA student, paying homage to the legacies that make California so special.

Reaching Targeted Consumers Through Creative Media and Social

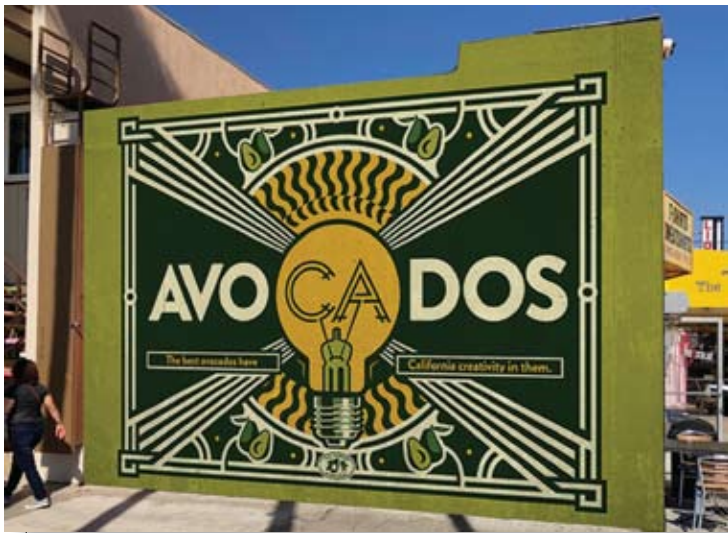
The California Avocado Commission's targeted consumers — Premium Californians and Super Users — eagerly await the start of the California avocado season when they can enjoy their favorite fruit at its peak. To generate excitement around the season and build a sense of community among these brand loyalists, the Commission places its creative advertising and shares a wide range of content — videos, recipes, articles — on digital, streaming and social media channels that resonate with these audiences, engaging with on-trend topics, lifestyles and interests.

The consumer media program will reach targeted consumers in Arizona, California, Colorado, Nevada, Oregon, Utah and Washington. Pre-season media launched on February 8 with a series of video ads released on the Commission's YouTube channel. As consumers view foodie and trending content on this platform, Commission videos featuring "The best avocados have California in them" creative were promoted on their

screens. The Commission expects strong and positive results from its YouTube content based on the success the channel had in 2020 when the Commission secured nearly 22 million views and recorded the highest view rates with YouTube videos served on television.

In-season media launched on March 8, with custom California avocado content featured on Food 52, a premium food partner, and PureWow, a women's lifestyle digital platform. Content will be available in several formats including videos, recipes, editorial articles, social media posts on Pinterest and podcast sponsorships. As the season progresses, custom content also will be shared via GumGum, an aggregator of premium websites.

Based on the exceptional power of streaming video in reaching California avocado target consumers, the Commission will again partner with top streaming partners Hulu, POPSUGAR and Viant to deliver campaign video ads. In 2020, Hulu delivered 43 million impressions, 17% higher than expected.



By partnering with Los Angeles-based design group, Studio Number One, CAC will bring one of their California artworks to life as a painted mural, as shown here, in the heart of Venice, CA, where consumers will see ‘The best avocados have California creativity in them’.

Via POPSUGAR, pre-roll video on YouTube last season delivered a strong 73% video completion rate, well beyond the 20% benchmark. Viant garnered 26 million impressions and a strong video completion rate of 60% in 2020.

To reach premium culinary audiences, the Commission has established new partnerships this year with the Food Network and Tremor Video. California avocado commercials will play exclusively within Food Network programming as pre-roll and mid-roll videos. On Tremor, targeted video ads will run through Connected TV and second-screen devices and will include “Where To Buy” banner overlays that drive consumers to the closest retail location carrying fresh California avocados.

The Commission also will engage with Premium Californians as they listen to their favorite music on Pandora and Spotify, including placing new ads on Pandora’s in-car platform to reach consumers while they are in their vehicles. The consumer media campaign will be rounded out in June by out-of-home placements in four major California markets – Los Angeles, Orange County, San Diego and San Francisco – which are expected to garner 14.9 million impressions.

CAC also will host robust pre-season and in-season social media campaigns on Instagram, Facebook, Twitter, YouTube and Pinterest, as well as in the Commission’s email newsletter and on the Shop.CaliforniaAvocado.com online merchandise shop.

Pre-season social content will feature enticing recipes, how-to information and playful messaging to spark excitement about the upcoming season. This includes new video assets featuring unique artistic expressions of “The best avocados have California in them” campaign, as well as new artistic

takes on this campaign created by California State University students. These creative videos, released during the pre-season, will be shared on a rolling basis during the California avocado season.

Throughout the season, the Commission will utilize its social media channels to engage fans with compelling recipes, how-to and culinary social posts that celebrate California Avocado Month, provide consumers with unique California avocado entertainment ideas for the summer holidays and keep the local premium fruit top-of-mind. To help consumers easily locate California avocados, relevant store locator information, including links to the Commission’s online store locator tool, will be paired with the social posts. Instagram Story quizzes and GIPHY stickers will engage consumers playfully during the height of the season, while posts featuring California avocado-branded gear will encourage consumers to purchase their own so they can share their love of the fruit whether they are on the beach, at home or on the trails.

To ensure the Commission produces relevant and engaging content, the marketing team will utilize Sprout Social to monitor social media conversations and trends and streamline the team’s ability to communicate with fans on its various social media platforms. With an emphasis on the quality of content, not quantity, the Commission will measure engagement rate metrics, click-thru rates, views and overall content performance throughout the season – adjusting social media posts as needed to ensure they build brand affinity by remaining relevant, informative and entertaining for California avocado targeted consumers. 🥑



CAC plans to showcase a variety of artwork from “The best avocados have California in them” campaign through outdoor media placements in areas with high vehicle and foot traffic, as shown in this example.