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*Terry Splane*

## CAC 2026 Advertising Campaign Evolves to Feature California Avocado Growers

**T**he California Avocado Commission has a decades-long, award-winning legacy promoting locally grown, premium California avocados — building and differentiating a brand that inspires robust preference and loyalty among targeted consumers.

Across the years, the Commission has evolved its marketing campaigns to match the ever-evolving consumer

landscape. Beginning in 2024, CAC's consumer marketing agency of record, Curious Plot, developed “What’s Inside” — a new creative campaign that highlighted the origin of California avocados with a prominent visual cue showing the outline of the state. Grove and appetizing food imagery was paired with messaging focused on the care California avocado growers take to

bring the premium, locally grown fruit to market. During the past two years we maniacally focused on differentiating the California origin of the fruit. The campaign results show deepened consumer engagement and stronger California Avocados brand premium positioning.

Today, more than ever, consumers have an increasing desire for authentic, transparent connections with local producers and are drawn to real stories illustrating the care and commitment of growers who produce the food they eat. Thus, in 2026 the campaign will evolve using the “Voice of the Grower” to showcase California avocado groves and growers who will share their experiences in their own unique voices. This campaign evolution will invite consumers to meet some of the very growers who produce California avocados with personal and emotionally engaging creative that builds trust and grants transparency.

The new ads will have an authentic, friendly and playful feel — highlighting the approachable spirit of the California avocado culture. Growers — Jason Cole, Andy Lyall, Warren Lyall, Catherine Keeling and Dan Pinkerton — will share real stories in conversational ways that feel genuine and relatable, building a human connection between grower and consumer that



*Dan Pinkerton and his daughter Catherine Keeling*



Warren Lyall and his son Andy Lyall

enhances memorability and resonates emotionally with consumers who seek to feel a personal connection to where their food comes from. By spotlighting the passion, expertise and sustainability practices of California avocado growers, the campaign is designed to strengthen consumers' desire to seek out and purchase California avocados in season.

CAC will continue its multi-channel media approach through broadcast, digital and social platforms. Building upon the strong foundation and impressive results of the past couple of years, communications will continue to include the graphic look of prior campaigns, appealing and appetizing imagery of the fruit in close-ups and mouth-watering dishes, the iconic State of California outline and the tagline, "The Best Avocados Have California in Them."

By bringing California avocado growers to the forefront as friendly, authentic storytellers the campaign will embrace a new energy and freshness that showcases what makes California avocados so special and the people behind the grove-to-table process. Ultimately, the goal is to deepen consumer

trust, celebrate California avocados' roots in premium quality, sustainability and freshness, and strengthen the emotional connection that defines the California avocado experience. 🥑



Jason Cole



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