Custom POS Materials Drive Loyalty with Retailers and Consumers

The California Avocado Commission's point-of-sale materials pique the interest of shoppers with eye-catching photography, mouth-watering recipe imagery, relevant purchasing information (such as ripening tips) and themed art that ties into cultural moments. These POS materials, such as signage, display bins and custom bag straps developed specific to retailers' requests and preferences, are key to driving sales and building loyalty with retailers to ensure California avocados stay on store shelves for longer periods of time during the season. Combined, these POS materials resulted in significant in-store placement of California Avocados brand signage throughout the peak season in retail units located both in-state and beyond. Thus far, CAC has provided customers with more than 5,250 display bins this season and developed more than 20 creative assets for in-store and digital usage.

When retailers request custom signage, it signifies a commitment by them to use California avocado-branded POS in their stores and share CAC's key marketing messages with their shoppers. "Since many retailers like their departments



Green Star Food Co-op in Ithaca, NY, serviced by wholesale distributor Four Seasons Ephrata, championed California avocados — GEM included — throughout the season.



Providing helpful ripening information on POS materials helps shoppers make informed purchase decisions.





This chalk art sign at Bristol Farms showcases organic GEM avocados and the unique attributes of the fruit.





California avocado-branded signage also immersed the fruit in cultural moments — like Memorial Day celebrations.

to look more consistent these days, or always have a purpose for the signs, the Commission has responded by offering custom designs that meet the retailers' needs — building more loyalty with those customers," said CAC Retail Marketing Director Carolyn Becker. "Check out the sampling of signs so far this season!"

Some retailers produce their own signs using CAC imagery and information provided by the Commission's marketing team. In addition, the Commission partnered with Walmart to produce custom straps for bagged avocados that served as on-shelf signage, calling attention to the origin of the Golden State fruit.



Don Don Donki, a discount retail chain in California and Hawaii, ran activations around Memorial Day.



Fresh Market signs not only featured the rich, nutty, buttery flavor of California avocados —they provided recipe suggestions demonstrating the versatility of the fruit.

The Commission also contracts with auditors who visit retailer partners and conduct in-store audits. These visits are used to provide CAC with reports on the various avocado displays created by their retailer partners and to ensure that fruit in California avocado-branded bins is filled solely with California fruit. The diverse displays, some of which are showcased in this article, help build awareness of the availability of California avocados, encourage demand and brand loyalty, and provide helpful information at the point of purchase for busy shoppers.

