

Nielsen Brand Effect Study Helps CAC Direct Consumer Advertising

During the 2022 California avocado season, the California Avocado Commission conducted a research study to evaluate consumer reactions to the advertising campaign and individual ad executions. Conducted by The Nielsen Company, LLC, the 2022 California Avocado Brand Effect Study showed that exposure to the California avocado advertising campaign generated significant lifts in brand awareness, both on an unaided and aided basis.

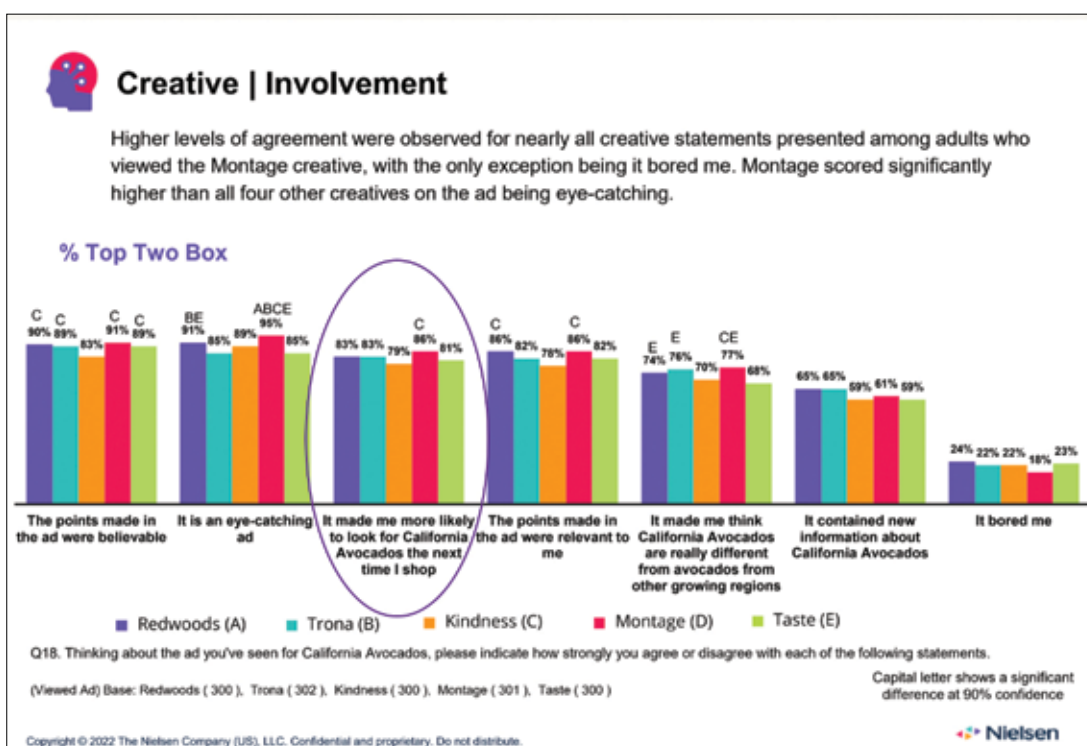
Data collection for the Brand Effect Study took place during the California avocado season from March 18 through August 2, 2022. More than 1,500 adults ages 18-54 who had purchased avocados in the prior month were interviewed via an online survey. These avocado shoppers were from Arizona, California, Colorado, Nevada, Oregon, Utah and Washington. Digital “tags” were placed on California avocado ads to identify which shoppers had seen the ads and which had not. About half the respondents were assigned to the control group; these consumers did not have an opportunity to see a California avocado online ad. The other roughly half of the respondents were identified as those exposed to a California avocado online ad.

Key Learnings from the Study

Nearly 9-in-10 of those exposed to a California avocado online ad found California as a growing region for avocados to be favorable. These consumers said they would recommend California-grown avocados, and they perceive that California grows premium quality avocados. Importantly, consumers exposed to a California avocado ad showed an intent to purchase them in the future. About 80% of respondents agreed the ads “made me more likely to look for California avocados the next time I shop.” (Agreement ranged from 79% to 86% depending on the ad execution.)

About half of the exposed respondents said they prefer avocados grown in California, which was significantly higher than the control group who had not seen an ad. This difference was mainly driven by females and those in the 35-44 age range.

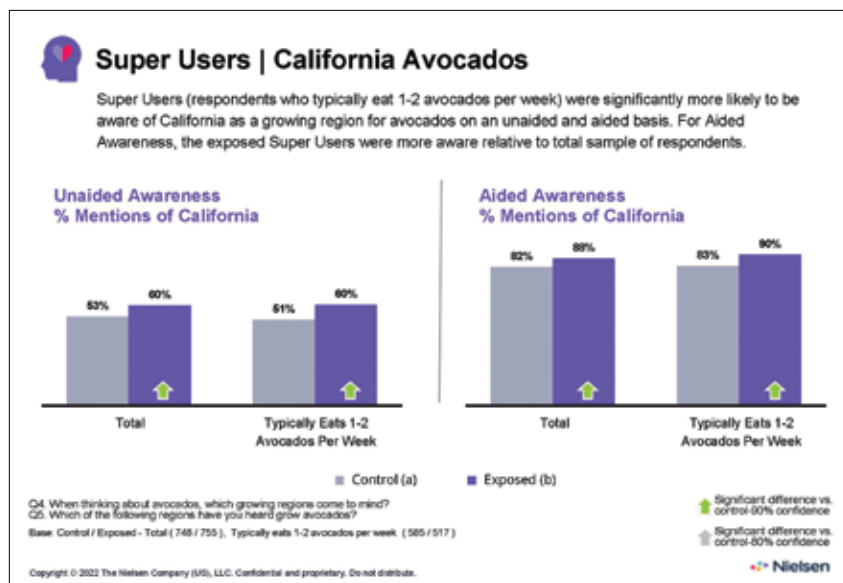
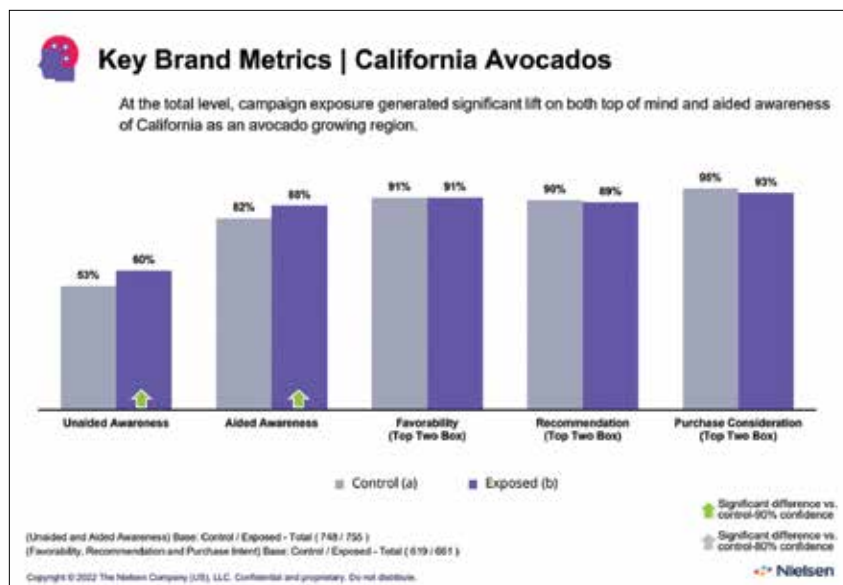
The research analyzed how the ads performed on different digital channels. Tremor Media was the best performing network of sites, as exposure to the advertising drove significant lift across metrics such as unaided awareness, aided awareness and premium perception. Ad exposure also showed a directional lift for favorability. The Commission marketing team



uses study learnings to guide future advertising and media programs and confirmed that Tremor Media is included in the CAC 2023 media plan again.

The study evaluated different creative ad executions and the “montage” ad, which can be viewed at <https://bit.ly/cacmontage>, performed best overall. Avocado super users (consumers who eat 1 to 2 avocados per week) also were evaluated and overall their responses were even more favorable than those consumers who eat fewer avocados. This group is an important part of the “Premium Californians” who are the California avocado target consumers.

This Nielsen Brand Effect study showed that exposure to the 2022 California avocado ad campaign influenced positive perceptions of the brand and encouraged intent to purchase California avocados. Understanding consumer reactions to California avocado advertising and their perceptions of the brand helps the Commission optimize its consumer advertising program. 🥑



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