

# Commission Receives Marketing Excellence Awards from Produce Business Magazine for Eight Consecutive Years



CAC's 2019 award was for its influencer marketing programs. Shown here from a 2018 grove tour are influencers including bloggers, dietitians and media. Current California Avocado Commission Board Public Member Daniella Malfitano, left in the second row, participated in the event.

**T**he California Avocado Commission (CAC) has been presented with a *Produce Business* magazine Marketing Excellence award every year from 2012 through 2019. Each year the publication and its on-line communications, which are estimated to reach more than 80,000 people affiliated with the produce industry, recognizes the award winners in a fall edition of the magazine as well as online.

The honors are awarded for a marketing period spanning June through May of the prior year. A variety of CAC marketing initiatives have been selected for the awards, ranging from a one-day promotion to broad advertising campaigns. The Marketing Excellence awards have recognized the following Commission programs:

- 2011-12 California Avocado Grower Campaign**
- 2012-13 July 4<sup>th</sup>/American Summer Holiday Promotion & Downtown Disney Event**
- 2013-14 California Avocado Season Foodservice Chain Program**
- 2014-15 California Avocado Breakfast Promotion**
- 2015-16 #BigGameAdd (a one-day social media program on Twitter that piggy-backed on brands who advertised during the national football championship)**
- 2016-17 California Avocado Made of California Campaign**
- 2017-18 Made of California Campaign – “Close to Perfect” Creative**
- 2018-19 Influencer Marketing**

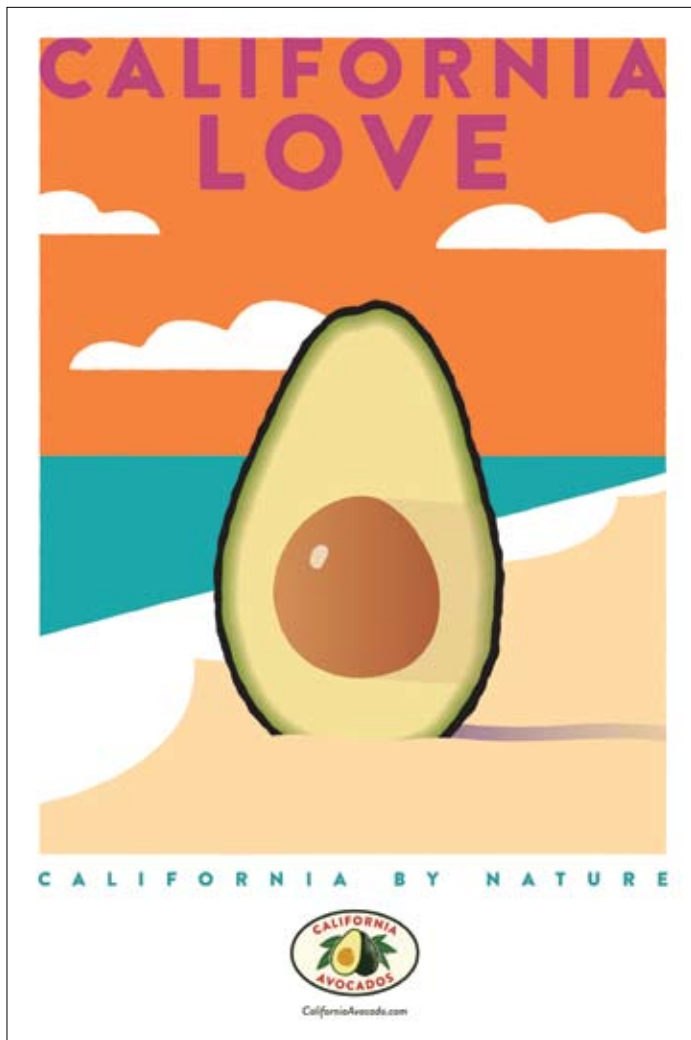


*In 2012 CAC was recognized for its American Summer Holidays campaign.*



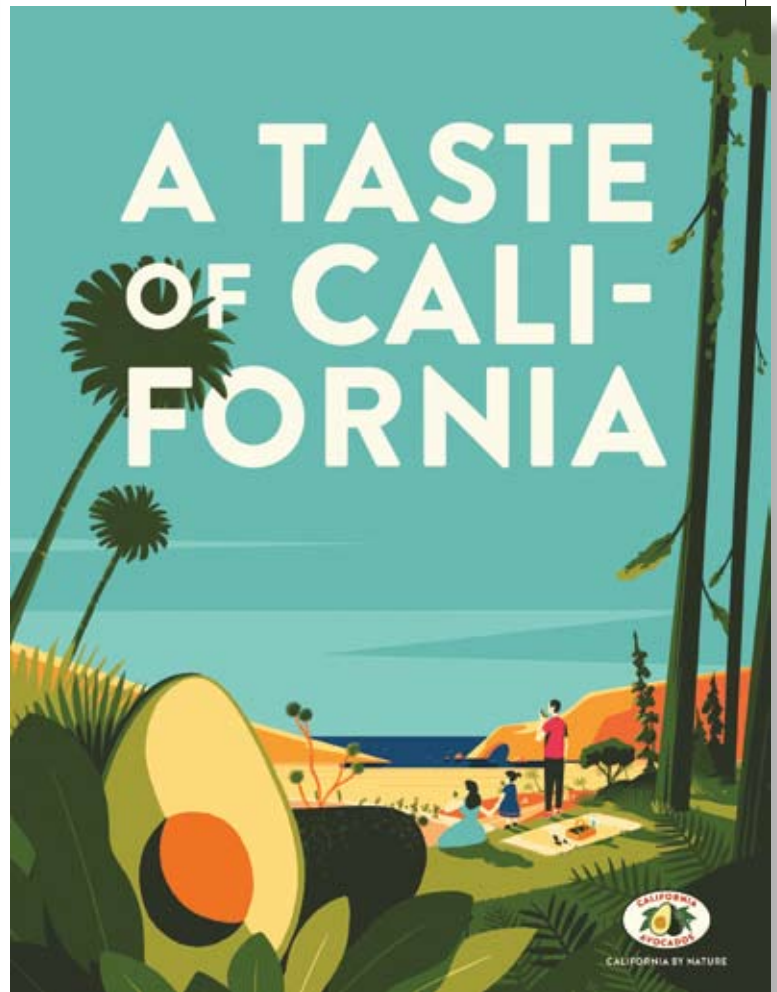
*The Produce Business Marketing Excellence Awards honor broad marketing campaigns as well as specific, short-term programs. In 2016, CAC received the award for an innovative Twitter promotion titled #Big-GameAdd, that took place only during the televised national football championship.*





CAC's *Made of California* campaign was recognized by *Produce Business* in 2017.

*The evolution of CAC's Made of California advertising campaign using "Close to Perfect"-themed creative, received the award in 2018.*



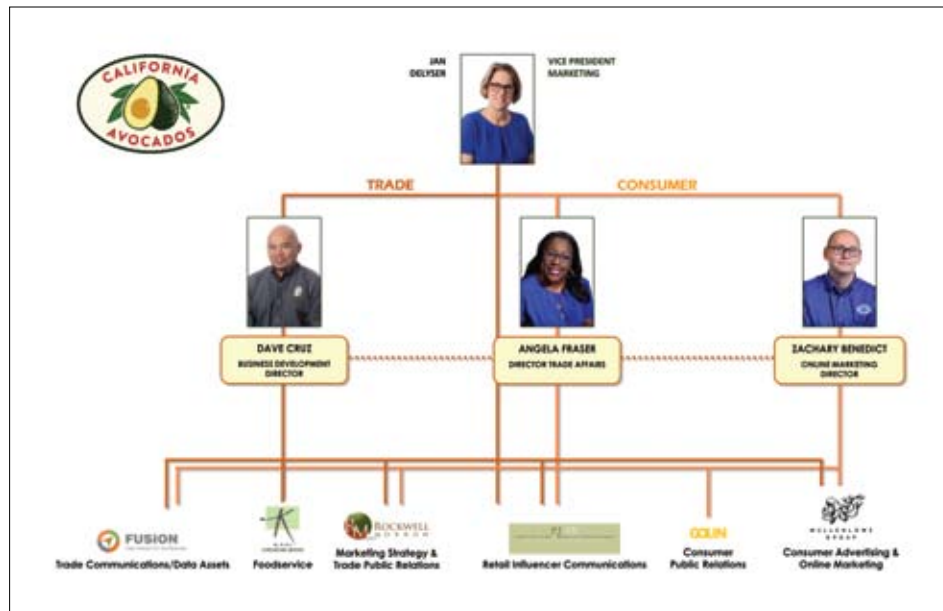
"The Commission's marketing team and agencies are charged with developing advertising and promotions for California avocados that are innovative, break through advertising clutter and motivate the trade and consumers to purchase California avocados in season," said Jan DeLyser, CAC vice president marketing. "Receiving recognition and awards for these programs is icing on the cake."

The recognition the Commission has received in a major

produce publication reinforces to trade customers that CAC marketing is innovative and impactful. *Produce Business* magazine has a circulation of nearly 31,000, plus a digital audience of 19,000 for total circulation of nearly 50,000 and about 81,000 impressions. *Perishable News*, a produce e-newsletter in the same publishing group as *Produce Business* with an audience of 19,000, often includes coverage of the Produce Business Marketing Excellence Award as well. 🥑

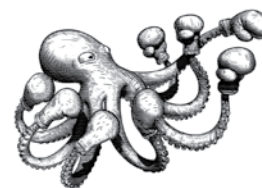
# Meet Your Agencies –

## Partnering to Build the California Avocado Brand



**T**he overall marketing objective of the California Avocado Commission (CAC) is to increase the perceived value of California avocados, build brand preference and loyalty with targeted customers and consumers, while achieving a price premium for our growers. To achieve this objective, and optimize efficiencies, the Commission works with several agencies each of which has specific fields of expertise. Each year, the Commission’s marketing staff collaborates with these agencies to develop supporting strategies and action plans that are combined into the marketing section of CAC’s Annual Business Plan. Commission staff provide direction to agencies and oversee agency projects on an ongoing basis.

Jan Delyser, CAC vice president marketing, serves as the lead consumer advertising liaison with the MullenLowe Group, an integrated agency that includes the Mediahub and Profero organizations. The Commission’s Online Marketing Director Zac Benedict oversees the digital, social and website initiatives of MullenLowe.



**M U L L E N L O W E  
G R O U P**

The MullenLowe and Mediahub teams have served as the Commission’s consumer advertising and media agency of record since 2015. Each year, the Commission and MullenLowe outline brand strategy, creative development, advertising analytics, and social and digital marketing opportunities that will help CAC realize its goal of making California avocados the most-desired avocado in the world. This year, for example, MullenLowe is evolving the Made of California creative campaign into “The best avocados have California in them” campaign to further differentiate the California Avocado brand

from the category (see article on page 8). The new campaign, which uses visual text cues (“CA”) and California imagery, was designed to enhance premium brand positioning and cement the connection between California and avocados.

Built specifically for challenger brands (brands that set themselves apart with bold actions), Mediahub plans, negotiates and buys media placement or time and provides recommendations designed specifically around CAC’s goals. Because the organization is aligned with IPG Media brands, a global provider of marketing solutions, the Commission benefits from cost efficiencies created by this partnership. Working together from the same office, the MullenLowe ad team and the Mediahub media placement team combine strategic thinking and targeted consumer insights into powerful ad creative and ad buys that meet the Commission’s goals.

MullenLowe Profero, which is tasked with rebuilding the CAC consumer website in 2020, specializes in utilizing data, consumer research and technology to create on-brand digital experiences that engage consumers.

# GOLIN

Public relations agency Golin has represented the Commission for 14 years, executing a variety of strategic campaigns that helped build the California Avocado brand. DeLyser oversees consumer public relations activities that include developing partnerships with top-tier media and influencers who showcase the California avocado’s unique journey from grove to market and its numerous nutritional benefits.

As the Commission’s online presence continues to grow, Golin helps to identify the most suitable third-party influencers, such as artisan chefs and bloggers, who develop unique recipes, beautiful photography and social media and blog posts that illustrate their preference for California avocados. Benedict serves as the Commission liaison for the blogger program, which has become an important facet of The Scoop blog. In addition, Golin monitors media and digital trends and shares its insights to ensure the Commission can take advantage of the most effective tactics and keep California avocados top-of-mind with consumers.



Public relations veterans Laura Paden and Kathleen Johnson of PJ/PR utilize their talents and expertise to develop creative ideas and specific programs for CAC including influencer marketing, content creation and retail communications. This year, PJ/PR is spearheading a new program, in collaboration with CAC’s Director Trade Affairs Angela Fraser, called *Living Well with California Avocados*. PJ/PR works with CAC’s chosen partners — dietitians, culinary experts and wellness professionals — developing content that provides targeted consumers with expert advice and nutritional insights concerning how they can integrate California avocados into their lifestyle.

PJ/PR, with guidance from Dave Cruz, CAC business development director, also oversees the Commission’s retail dietitians’ program. This program provides targeted retail customers with content and ideas to reach and engage shoppers via multiple touch points — cooking classes, community events, social media posts and retail dietitian blogs and posts.



## FUSION

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For more than two decades, Fusion Marketing has worked with the CAC marketing team providing specialized business-to-business (B2B) services not available from many traditional agencies. Fusion launched its collaboration with CAC by bringing fact- and data-based information and retail category management programs to the merchandising department. Today, working closely with Cruz and CAC’s retail marketing directors, Fusion provides shopper and category research and analysis, retail advertising and sales reports, retail trade advertising, internal sales tools and materials, B2B strategic planning and retail outreach marketing materials.





**KURATA  
COMMUNICATIONS**

Cruz also manages the work of Kurata Communications, a full-service agency specializing in effective and efficient strategic planning for foodservice marketing programs. Kurata utilizes the restaurant chain relationships it has developed during the past 30 years to secure annual promotions with loyal foodservice partners when California avocados are in season. The team develops communications, creates culinary ideation sessions with foodservice operators and markets chain menu promotions that increase awareness and usage of California avocados within the foodservice channel.



Rockwell Morrow principal Marji Morrow has 26 years' experience in fresh produce marketing and contributes a wealth of knowledge and insight to the Commission's marketing activities. Morrow works hand-in-hand with DeLyser and the CAC team on strategic initiatives, trade public relations, communications research, recipe management and other activities that contribute to the strength of the California Avocado brand and achievement of the Commission's marketing objective.

By working collaboratively with these agencies, who contribute diverse and specialized skills and experience to the Commission's marketing initiatives, CAC can tap into the talents of dozens of marketers at a fraction of the cost it would take to employ CAC staff for these same tasks. In addition, these partnerships provide the Commission with flexibility – accessing specialists for limited time marketing projects or coordinating, for longer periods of time, with experts on initiatives that require on-going contributions, such as the development of advertising creative, negotiating media purchases, public relations and data analysis. 🥑

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