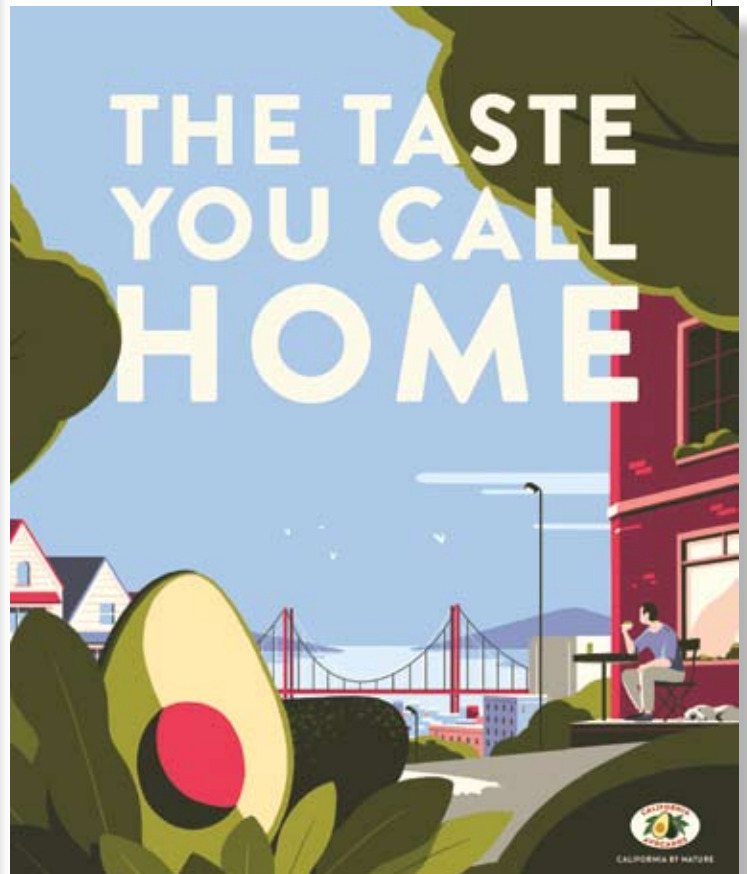
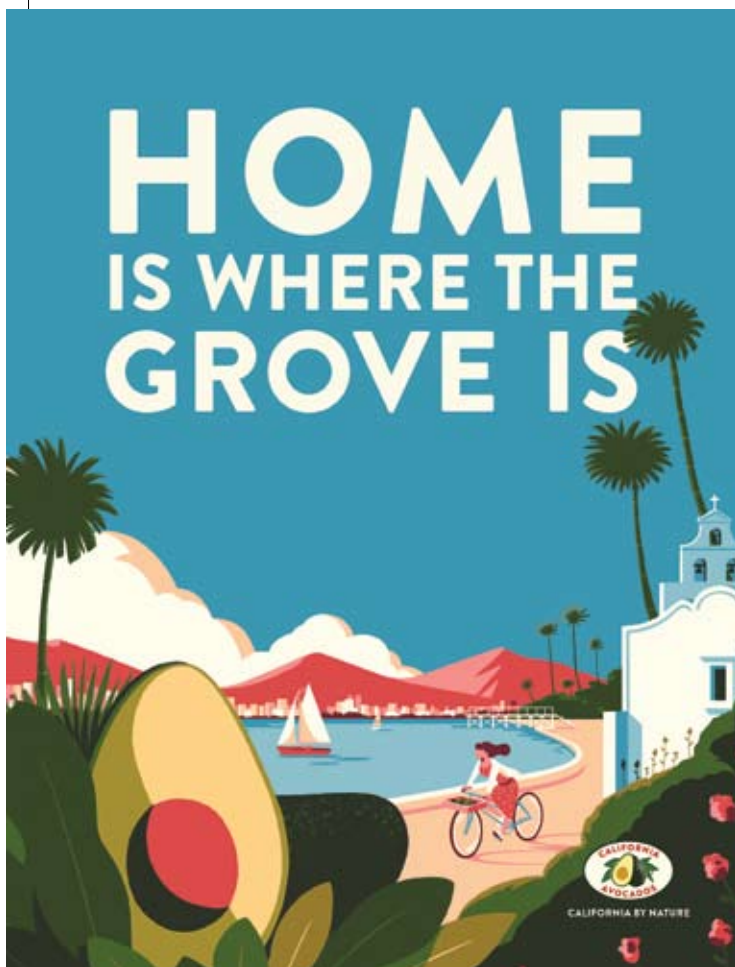


Fresh Consumer Advertising Campaign for California Avocados

Fresh advertising creative and innovative media plans are on tap to support this year's California avocado harvest. The California Avocado Commission (CAC) is continuing its *Made of California* marketing campaign with new creative and customized marketing plans that promote close-to-home California avocados. Print and outdoor ads have a fresh look with illustrations specific to the market in which they will appear, showcasing how close fresh California avocados are grown to the consumers in those areas.





Within California, the creative emphasizes that locally grown California avocados are grown close to home, and in other areas CAC’s ads promote “A Taste of California”. Complementary content with multiple digital partners, including the very popular *Tasty*, features “Iconic California” recipes that emphasize the connection between California avocados and the Golden State.

“The new creative is designed to create an emotional connection with avocado consumers in the region, helping them to realize just how close they are to where the fruit is grown,” said Jan DeLyser, CAC vice president marketing. “The messaging is designed to increase the value, preference for and loyalty to California avocados in season.”

The Commission’s media plan focuses on key markets and retailers where California avocados are in distribution, including California, markets in the west, and loyal chains across the country. The plan targets the “super users” of avocados who drive category sales. These super users represent about 80 percent of category sales in California avocado markets.

Blending traditional media tactics, such as print, outdoor and in-store radio, with digital and audio advertising, online content and social media, the plan is flexible and customizable to support participating retailers (see story on page 42). Outdoor “wild postings” are optimized to encourage consumers to engage by taking selfies with the graphics and sharing on their social media channels. California avocado growers are encouraged to share any selfies they take and let the Commission know. Locations of the wild postings can be found at CaliforniaAvocadoGrowers.com/articles/california-avocado-commission-score-number-firsts-consumer-advertising-season. 🥑

