

# Multi-faceted Early Season Campaign Reaches Consumers at Home & on the Go

**W**ith consumers eager for the start of the California avocado season, the California Avocado Commission (CAC) launched an early-season integrated campaign to drum up excitement for the fruit while making it easy for consumers to locate nearby retail locations with fresh California avocados on display. Using a combination of traditional, digital and social media channels, the Commission was able to engage with consumers on the road, at home and in the store with a series of videos, recipes, contests, giveaways, ads, promotions and posts.

chandising California avocados.

The Commission also provided recipe videos — customized with colorful end cards showcasing the California avocado brand and retailer logos — for retailers to post on their own social media channels.

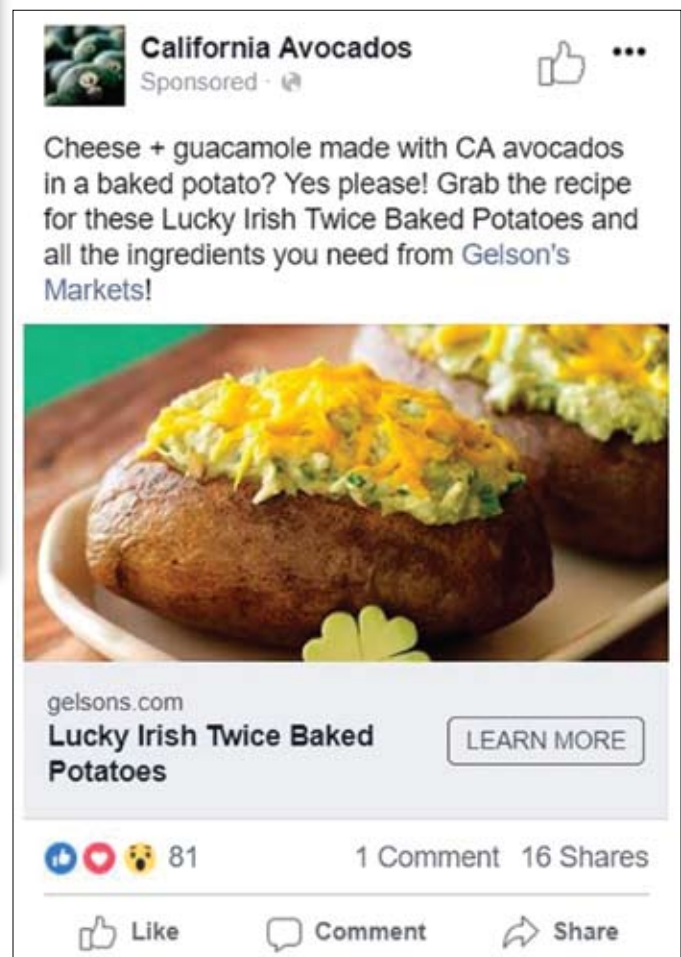
Using precise social media targeting technology, the Commission engaged with “Premium Californians” in close proximity to retailers with fresh California avocados on hand. Twitter posts were targeted to zip codes of retail locations while Facebook posts were targeted to a three-mile radius around retail locations. These highly-targeted posts are used throughout the California avocado season and activated in real-time



As California avocados arrived in partner retail locations, the Commission showcased the retail chains on its social media channels and encouraged fans to visit their local vendor.

## Recipes & Store Locators Pique Interest

One of the most effective means of piquing the interest of California avocado devotees and driving sales of the fruit is providing fans with new recipe ideas and an easy means of locating a California avocado retailer. To that end, the Commission launched a series of videos featuring iconic California avocado recipes ranging from classic guacamole and *California Avocado Grilled Cheese* to *California Eggs Benedict*. CAC released the videos on its social media channels and tagged selected retailers to showcase which retail chains were mer-



Consumers within a three-mile radius of a Gelson's location were targeted with this Facebook post featuring the chain's St. Patrick's Day promotion.



This Food & Wine recipe video featured a California avocado overlay that made it easy for the viewer to locate the closest California avocado vendor.

to dovetail with retailers' special promotions, such as Gelson's St. Patty's Day celebration.

The Commission also assisted its retail partners with friendly "take overs" of their social media channels. As part of Bristol Farms' Cinco de Mayo celebration, the Commission "took over" the chain's Instagram channel showcasing California avocado recipes during this peak consumption period.

Digital media partners for 2018 were selected based on audience alignment with CAC's targeted consumer and the platforms' targeting capabilities. While consumers viewed content in select digital publications, banner ads and pre-roll video overlays informed them they were "so close to fresh California avocados" and provided them with directions to the nearest retail location. In a similar fashion, Pandora listeners could view audio ads with retail tags making it easy for them to access recipes and locate California avocados.

Using PlacelQ and other technology, the Commission targeted its mobile ads based on a consumer's location — be it near a California avocado grove or a select grocery store.

### **In-store Promotions Showcase Start of the Season**

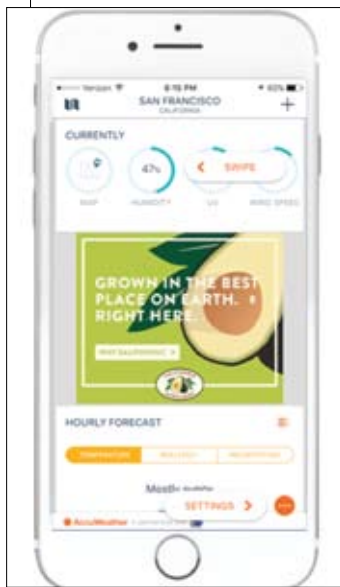
To generate excitement around the California avocado season within retail locations, the Commission provided custom display bin inserts and POS (point-of-sale) materials featuring CAC's 2018 illustration creative.

The Commission also hosted a series of sales contests to in-

spire promotional creativity. Retailers including Bristol Farms, Mollie Stone's, Ralphs and Safeway NorCal participated. In addition, California avocado in-store demos were held at Dierbergs, Hy-Vee, Sam's Club, Schnuck's and Walmart. Each of the retailers provided a unique demo experience for the customers — ranging from cross-promotional demos with Triscuit® and Cinco de Mayo recipes to camping-themed recipe ideas and cross-promotional guacamole and salsa Memorial Day-themed samples. The demos reached a broad swath of targeted markets, with in-store events held in retail chains located in Arizona, California, Colorado, Missouri, Nevada, New Mexico, Oregon, Utah and eight Midwest states.

Building awareness concerning the nutritional value of California avocados also was a critical component of the Commission's retail promotions. At Raley's, every team member received information about the role avocados play in good health, including an article and video by Registered Dietitian Nutritionist Manuel Villacorta, and a California avocado spreader. California avocados were featured in Raley's chainwide May Team Member Wellness Campaign with prizes awarded to the top three stores and two Wellness Champion team members.

Raley's California avocado season consumer promotions paired wellness information with an American Summer Holidays and Summer Entertaining theme. The retail chain hosted a California avocado recipe contest on its Facebook page, and, in keeping with the summer-themed promotions, hosted a random drawing for a Weber Spirit 201 Grill provided by the Commission. 🥑



The Commission's mobile ads were triggered by a consumer's location — for example, after visiting a specific grocery



CAC developed custom bin inserts featuring 2018 California avocado season illustrations for Ralphs.