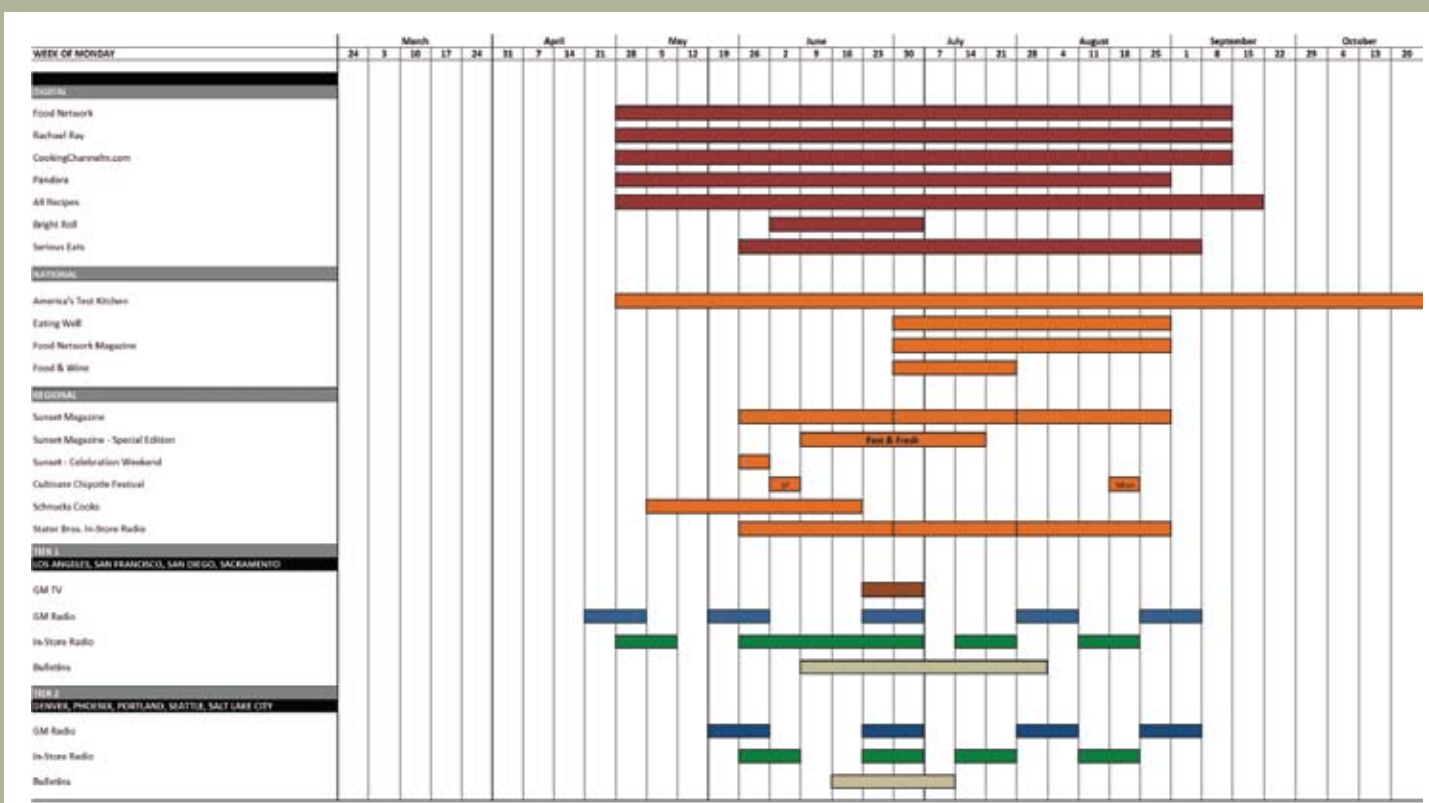


Integrated Promotion Campaigns Provide Premium Brand Positioning

To reinforce the premium positioning of California avocados and increase brand awareness, demand and value in target markets during the California avocado season, the California Avocado Commission (CAC) integrates the creative and strategy for its consumer, retail trade and foodservice advertising campaigns.

This integration ensures key brand messages are consistent across all targeted audiences throughout the California avocado season and allows for customization that address-

es the concerns of each audience. For example, while the trade advertising campaigns incorporate branding similar to the consumer ads, they also include key messages that keep fresh California avocados top-of-mind for retailers and foodservice operators in an era of increasing competition from global competitors. In addition, the trade ads enhance the Commission's leadership position in the produce industry by illustrating the benefits of providing premium, fresh California avocados to increase in-store and foodservice sales during the California avocado season.



The combined communications of the 2014 Consumer Advertising Plan are expected to generate 950 million impressions.



This consumer ad encourages consumers to purchase premium, fresh California avocados while they can — during the peak of the season.

Consumer Advertising: Making California Avocados Synonymous with Summer

The consumer ad campaign, which kicked off April 21 and will run through September 7, reinforces several key messages: California avocados are in season, they are the “premium” avocado and they are synonymous with all the major summer holidays.

Designed to increase retail sales, the consumer ad campaign is expected to deliver an estimated 950 million impressions with television, general market radio, in-store radio, outdoor bulletins, print ads in national epicurean publications and digital outlets. CAC will provide retailer support with radio tags and in-store advertising.

As in the past couple of years, ad awareness will ramp up prior to and through the 4th of July with print ads appearing in the July issues of *Food Network Magazine*, *Food & Wine* and *Eating Well*. The Commission has increased mobile advertising this year to tap into the growth of consumers’ reliance on mobile devices and to make sure our message is accessible to consumers throughout the day. Digital

ads will run online and on mobile throughout the season on epicurean sites, Pandora and a mobile ad network.

To promote premium messaging on a national basis, the Commission is continuing its sponsorship of *America’s Test Kitchen*, and will strengthen consumer awareness and showcase avocado usage ideas by participating in two key events with engaged avocado enthusiasts: *Sunset Magazine’s Celebration Weekend* in Menlo Park, CA; and *Chipotle’s Cultivate Events* in San Francisco, CA, and Minneapolis, MN.

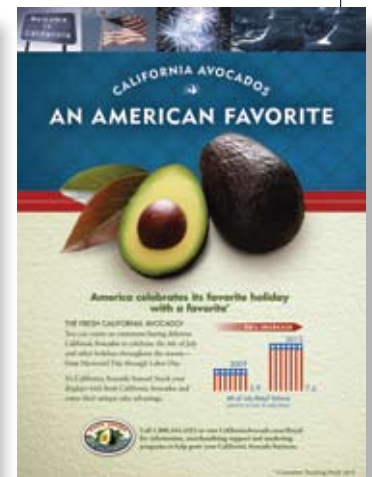
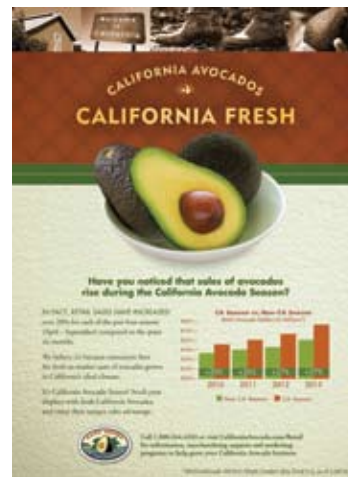
An in-depth look at the creative and strategy behind CAC’s consumer advertising can be found in the Spring 2014 *From the Grove* issue.

Retail Trade Advertising: Keeping California Avocados Front-and-Center in a Competitive Industry

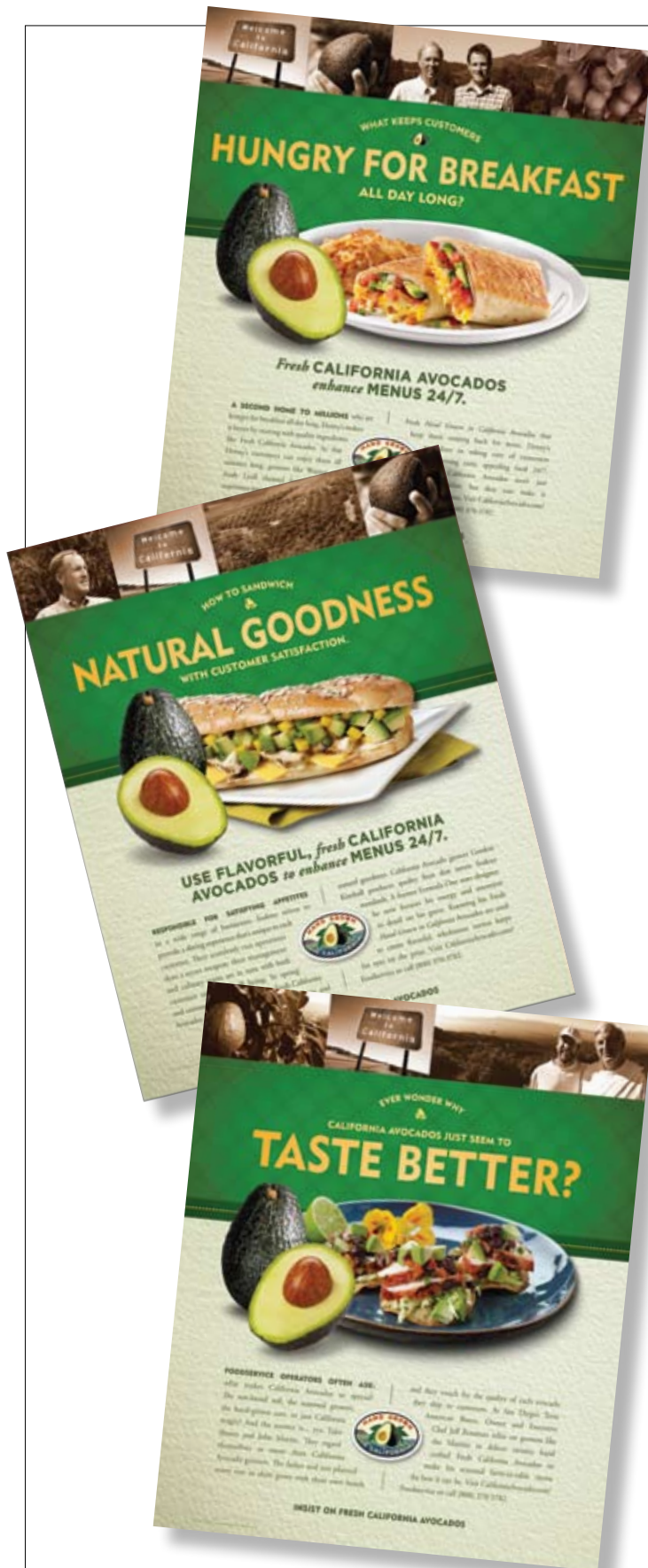
Front-page banner ads in *The Packer* and *The Produce News* marked the launch of the 2014 CAC retail trade ad campaign on April 7. Similar to the consumer ad campaign, retail trade advertising will establish premium brand identification of California avocados throughout the summer.

To differentiate fresh California avocados from the increasing number of global competitors, the ads incorporate CAC’s branding guidelines and premium messaging and focus on the value premium California avocados provide retailers by increasing consumer demand in season.

Two unique full-page ads will showcase California avocados. The *California Fresh* ad will run throughout the season while the *An American Favorite* ad will run prior to the 4th of July to reinforce California avocados’ positioning during this key avocado promotion event. These ads are intended



These two ads communicate the California avocado promotional opportunities to retailers, demonstrating the bump in consumer demand and sales throughout the California avocado season and during the key 4th of July holiday.



The foodservice industry ads showcase the benefits of selecting fresh California avocados for unique menu items, featuring three of CAC's targeted audiences — an independent restaurant, a chain restaurant and an onsite/non-commercial operation.

to build awareness with key retail decision-makers on the promotional opportunities with California avocados for the 4th of July, as well as to communicate the growth the holiday has experienced. Ever since the Commission has been fielding a 4th of July marketing campaign, the event has ranked in the top three avocado consumption events of the year.

CAC has carefully determined ad placement based on past advertising impressions and test runs of ads in print and digital publications. This year, *The Shelby Report West*, *Progressive Grocer Independent* and *The Snack* magazines have been added to the advertising mix. Ads will also appear in *The Packer*, *The Produce News*, *Produce Business*, *Fresh Digest* and *Progressive Grocer*. To meet the industry's growing interest in online publications, digital ads will appear in *SmartBrief*, *FMI*, *The Produce News Digital* and *AndNowUKnow*.

Based on the same budget as 2012 and 2013, the 2014 media plan is expected to generate approximately 2.8 million impressions — an additional 15,400 impressions from 2013.

Foodservice Advertising Campaign: Hand-Grown, Consistent Quality as a Differentiator

To generate pre-season excitement and interest in fresh California avocados, the foodservice advertising campaign began in January 2014. The foodservice industry has a longer lead time on promotions and menu plans so the California avocado foodservice campaign starts earlier than other communication. Echoing CAC consumer advertising in style and tone, the foodservice ads have an easily identifiable "Hand Grown in California" feel that emphasizes California avocado grower commitment to quality and consistency and provides a farm-to-table sense of community that appeals to restaurant industry decision-makers.

The three ads were designed based on the performance of last year's foodservice advertising results. The Hand Grown in California ad featuring Denny's in the August 2013 issue of *Restaurant Hospitality* ranked third out of 29 ads. The Hand Grown in California ad featuring Terra Restaurant in the July/August 2013 issue of *Plate* ranked second for "believable" and fifth for "enhances image." For that reason, the Commission is once again featuring operators, such as Sodexo, Terra American Bistro and Denny's, in CAC's foodservice advertising. The ads also showcase the benefits of selecting fresh California avocados and provide innovative menu applications for independent restaurants, chain restaurants and onsite/non-commercial operations.

The three ads will appear 14 times throughout the season, and will appear in *Restaurant Hospitality*, *Food Management* and *Plate*. The campaign, which ends mid-August, is expected to generate more than 900,000 impressions. 🥑