



The Commission will continue “the best avocados have California in them” advertising campaign and showcase the ads on popular digital streaming channels such as Hulu.

# 2023 Consumer Media Aims to Engage, Inform and Entertain Targeted Consumers

To keep the California Avocados brand top-of-mind with consumers, the California Avocado Commission’s marketing team crafts an integrated consumer media plan comprised of year-round social media and search advertising, focused March - August consumer media campaigns and customer-specific programs aligned with the fruit’s availability.

The Commission’s consumer media program targets “Premium Californians” – those avocado shoppers in California and the West who are willing to pay more for premium brands, as well as avocado “super users,” to encourage demand and build preference for California avocados. In total, the creative

media plan is projected to achieve more than 242 million impressions between the months of March and August when California avocados are in peak season.

The Commission will continue with the successful “the best avocados have California in them” advertising campaign, which playfully embeds California avocados within thematic artwork evoking the California lifestyle. To engage CAC’s targeted audience of Premium Californians, consumer advertising will be placed on a variety of digital and outdoor media vehicles. California Avocado-branded video ads will stream on channels such as Hulu and YouTube, as well as services including Tremor video and VideoAmp. Audio ads will run on iHeart



*Pinterest recipe ad example*

radio, Spotify and Pandora while digital ads will appear on services such as GumGum. The Commission will run custom branded content developed by popular sites including The Kitchn and Food52. To reach consumers while they are on the road, mobile directions app Waze will direct targeted consumers to retail store locations on their routes where California avocados are available.

The digital campaign will be complemented by outdoor advertising in high-traffic California locations during June and July. Billboards and wallboards will showcase California avocados in Los Angeles, Orange County, San Diego and San Francisco. In addition, a full BART train wrap will reach riders and onlookers throughout the city of San Francisco. To

round out the outdoor program, California avocado ads will be shown on 149 Volta charging stations placed in high-traffic locations and supermarket parking lots to remind shoppers to look for California on the label and add the fruit to their shopping baskets.

The Commission's year-round social media marketing program will continue to showcase engaging and informative content on Facebook, Instagram, Pinterest and YouTube channels. To reach younger avocado shoppers, CAC will continue its presence on TikTok. This will mark the second year the Commission has produced entertaining short-form videos for the social channel, which is popular with young consumers. 🥑



*Wallscape in high-traffic outdoor urban locations will generate excitement for California avocado season.*