

# A Preview of Spring and Summer Marketing

To encourage demand for California avocados among the consumer sector and build preference and loyalty for the fruit among the trade sector, the California Avocado Commission creates and executes an integrated marketing program with layers of consumer and trade support. Together, the Commission's trade program, consumer advertising, public relations outreach, influencer marketing, as well as relevant and engaging social media content help generate demand for California avocados when and where the fruit is available. The following is a quick recap of early-season activity and a preview of 2022 spring and summer marketing plans.

To pique the interest of its targeted trade audiences in the pre-season months the Commission begins a robust trade marketing program before harvesting begins in earnest. The Commission launched trade media support and conducted retail and foodservice outreach in January and February (see 'Sell-In' article pages 31-32) to build awareness of the upcoming California avocado season and the promotional support CAC provides its retail and foodservice partners. As early season harvesting began, the Commission delivered support to local retailers who merchandised California avocados leading up to the Big Game and will continue customized retail programs during the season.

Targeted consumer advertising will be aligned with trade promotions — pairing demand for California avocados with their availability at local retailers and foodservice operators. For example, the mobile directions app Waze will direct targeted consumers to retail stores with California avocados available

that are conveniently located on their route. Customized retailer promotions with partners' dietitians and cooking schools also are in development, and social and digital support for foodservice operators and retailers will be offered.

CAC will continue its award-winning "the best avocados have California in them" advertising campaign featuring uplifting messaging paired with imagery evoking the California lifestyle. The consumer media plan targets avocado shoppers in California and the West who are willing to pay a premium price for the fruit. The ads and content generated for the consumer marketing program will be shared across a broad range of channels. Video ads will be placed on streaming channels including Hulu, Tremor video and YouTube. Audio ads will reach listeners on iHeart radio, Spotify and Pandora, while digital advertising and custom content will reach targeted consumers on popular channels such as The Kitchn and Food52. Peak season outdoor advertising will take place in June and July. The ShopCaliforniaAvocado.com site will ensure California avocado merchandise is available year-round for aficionados interested in showing off their love for California avocados. Social media will round out the consumer advertising program with content shared on CAC's Facebook, Instagram, Pinterest and YouTube channels. To reach a younger avocado audience, the Commission has expanded its effort and is building its social media presence with a new TikTok channel.

Consumer public relations programs complement CAC's advertising program. To generate early season demand and build awareness of the peak season, in March consumer media, influencers, retailers and trade media attended a virtual



*Digital channels continue to play a critical role in the Commission's consumer marketing program as they provide CAC with the opportunity to engage with fans at home, on the road or in the workplace.*

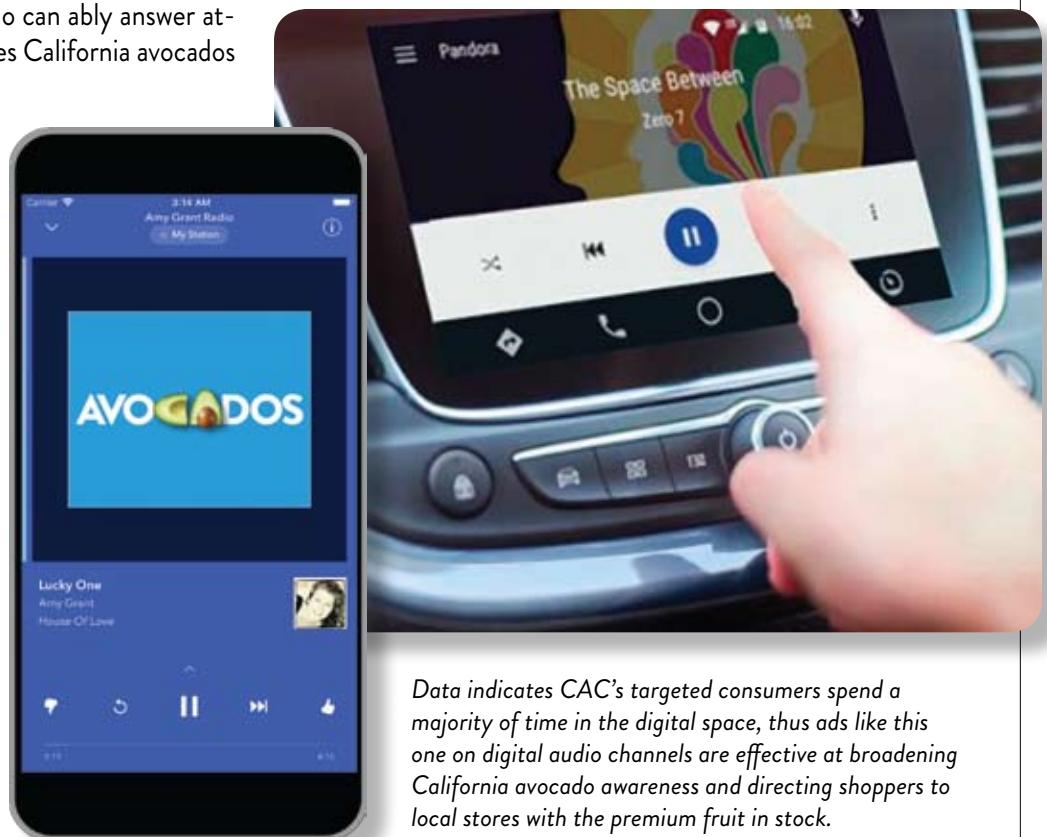
cooking class hosted by food/charcuterie board expert and food stylist Meg Quinn, who discussed the upcoming California avocado season while highlighting how the fruit can be effectively used on charcuterie boards and fruit boards.

In the middle of May, the Commission will host a California avocado grove "open house" for local media, influencers and trade guests where they will mingle with California avocado growers and CAC staff who can ably answer attendees' questions about what makes California avocados so special. To celebrate the 10<sup>th</sup> anniversary of California Avocado Month, the Commission will conduct broad media outreach efforts and share new recipes crafted by celebrity chef and Top Chef alum Nyesha Arrington.

In addition, the Commission will continue working with influential brand advocates who are talented storytellers and photographers capable of capturing the premium essence of California avocados. Four registered dietitians, who have been selected for the successful Living Well Brand Advocate program, will share recipes, nutritional information and the benefits of California avocados across their digital and social channels throughout the

season. Ultimately, these combined efforts will continue to expand California Avocados brand preference and loyalty in its targeted markets (see Tracking Study pages 29-30).

Further, pending crop availability, the Commission also will support customers beyond the West, including export programs in South Korea and China. 🥑



*Data indicates CAC's targeted consumers spend a majority of time in the digital space, thus ads like this one on digital audio channels are effective at broadening California avocado awareness and directing shoppers to local stores with the premium fruit in stock.*