

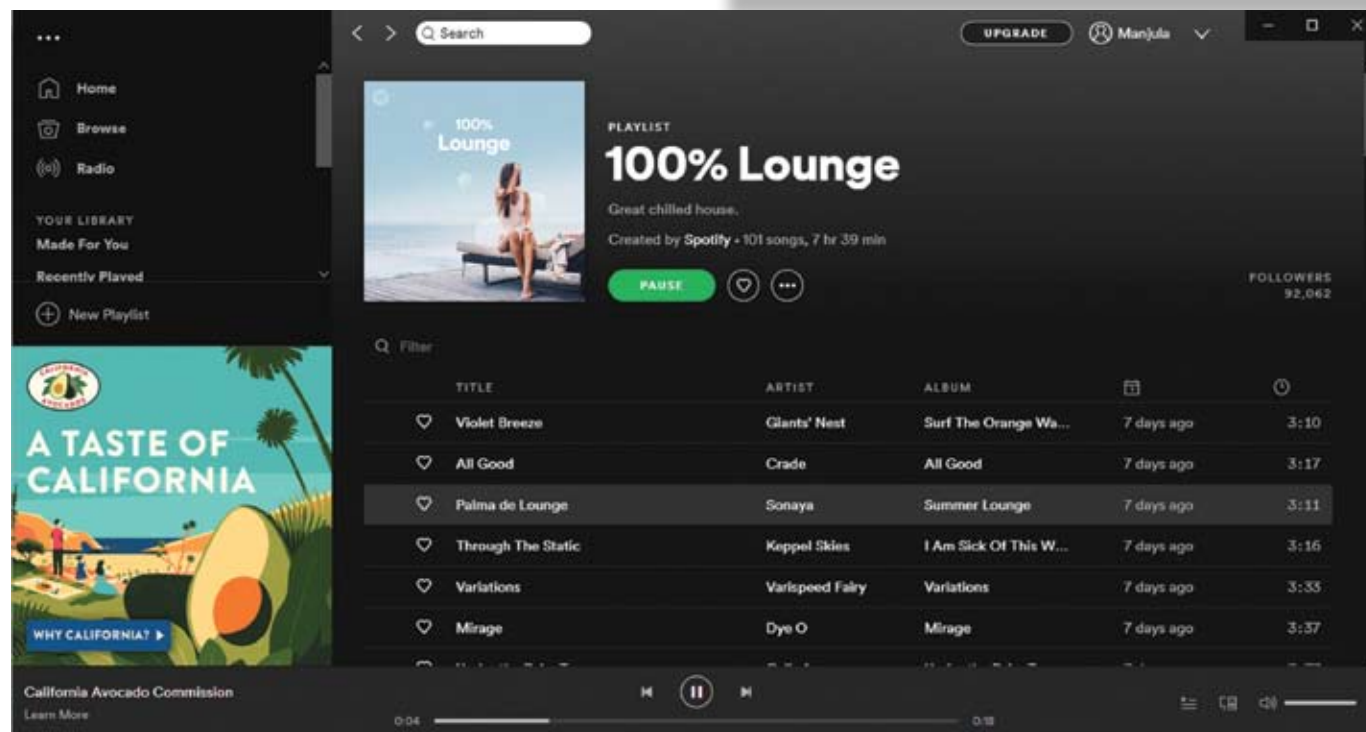
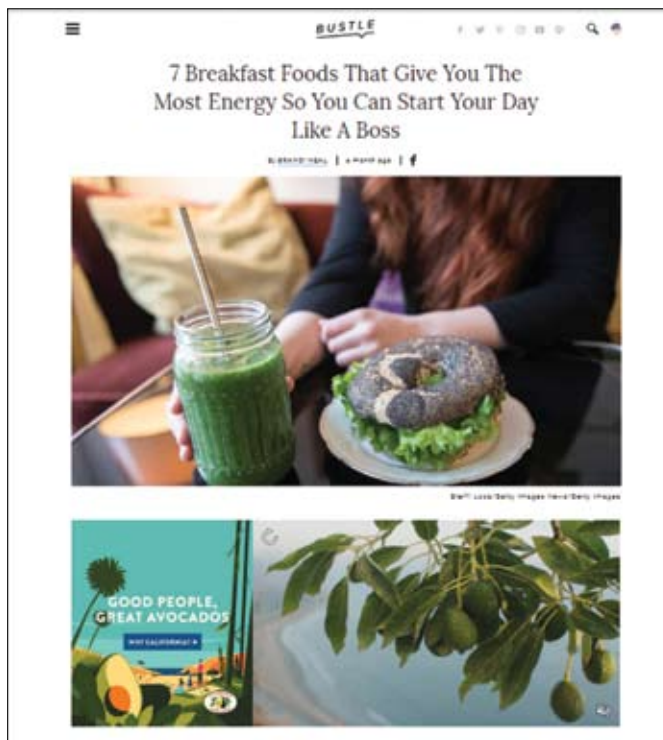
CAC Extends Media Buy To Support Late Season Volume

Throughout the summer, the California Avocado Commission (CAC) utilizes a variety of media platforms to engage with its “Premium Californians” target and encourage purchase of the fruit during the peak season. In midsummer, based on action from the Board, CAC added incremental support to the consumer media plan in response to crop volumes.

“The Committee monitors the timing of the crop and it became clear at our last meeting that we were going to continue to see a sizeable volume of California avocados well into August,” said Bob Lucy, chairman of the CAC Marketing Committee. “In an effort to continue the Commission’s marketing support to build demand and communicate where our fruit is available through August, the Committee recommended the Board consider extending media support requiring additional funding.”

The additional budget approved by the board resulted in 141.4 million impressions targeted to “Premium Californians” for the year.

California avocado video banners on Bustle encouraged consumers to meet the growers who produce their favorite fruit.



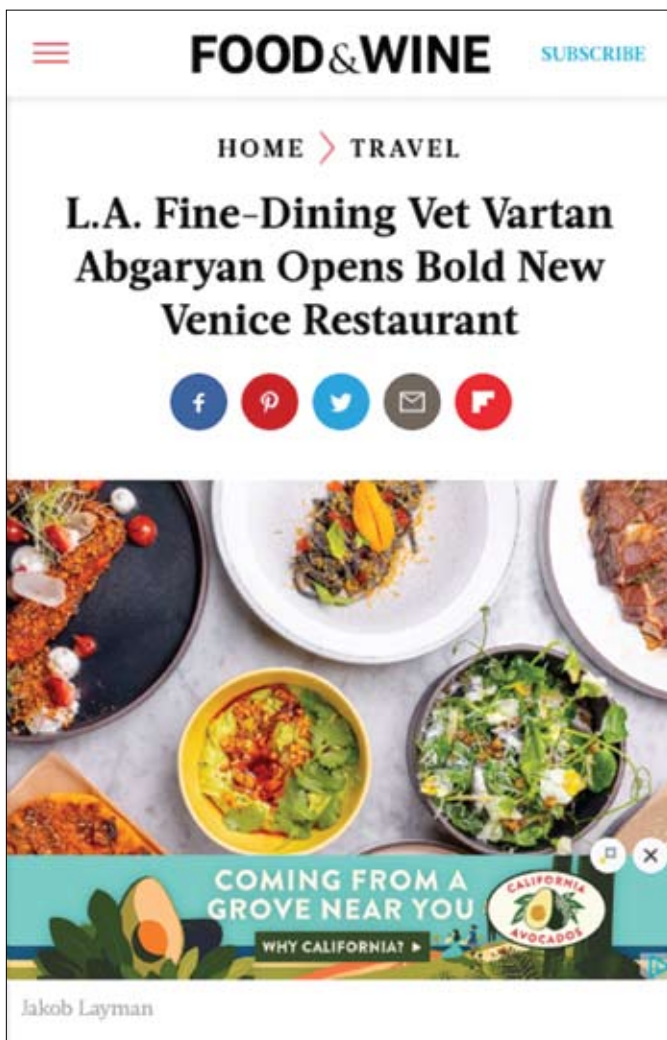
The Commission targeted “Premium Californians” with display banners on the digital music platform, Spotify.

The additional consumer media support, which took place from July 8 through August 18, allowed the Commission to extend its successful digital and audio media partnerships with top partners, including Hulu, Tastemade, Spotify, Bustle and YouTube. Posts on Facebook and Twitter were included to boost retailer support.

The Commission also added Waze, a popular crowdsourcing navigation app, to the media buy. The app's users, who spend an average of 10.5 hours per month with Waze, align well with CAC's "Premium Californian" target. Eighty-four percent of users are between the ages of 25 and 54 and 46 percent have a household income of \$100,000 or more.

When Waze users were in close proximity to a California avocado retailer, the app prompted users to drive there and purchase the fruit by highlighting the store with an avocado "pin" on the navigation map and showcasing drive-time messages that calibrated how quickly they could arrive. "The Waze program is a great example of communicating where California avocados are available to targeted consumers," added Lucy.

The late summer incremental consumer media campaign garnered very successful results with Waze, including more than 12.6 million impressions and nearly 84,000 clicks. In total, there were 32,628 Waze users who drove to retail locations after seeing the advertising. 🥑



In-image advertising showcasing the unique local appeal of California avocados ran across a variety of premium websites.

California avocado pins and mobile banners encouraged Waze users to visit nearby retailers to purchase the fruit during its peak season.

