

CAC's Peak Season Consumer Events Garner Lasting In-Person Impressions

More Than 3 Million Social Media Impressions

Consumer events are a powerful means of engaging with California avocado fans — both in-person and via social media channels. This season the California Avocado Commission (CAC) selected food-centric events where Commission representatives could provide relevant, interesting California avocado information, share branded materials and treat tens of thousands of consumers to innovative California avocado dishes. By posting on the Commission's social media channels during the events, CAC expanded its consumer reach into the millions.

Chipotle Cultivate

This year, CAC was a sponsor of two Chipotle Cultivate festivals — one hosted in Scottsdale, AZ, on April 30 and the other in Kansas City, MO, on July 22. Chipotle Cultivate festivals are popular because they combine live music and food demos by well-known chefs with delicious meal offerings and informative “idea” booths that focus on fresh food and sustainability. California avocados were featured at Chipotle's “from scratch” guacamole booth and the Commission participated with an interactive booth that allowed California avocado growers, packers and CAC representatives to engage with consumers one on one. Attendees brought home avocado cutters, recipes and bumper stickers, as well as photos they took against artist Michael Schwab's signature California by Nature backdrop.

The Phoenix event, which was attended by 21,000 consumers, resulted in nearly 56,800 Twitter impressions and 200 engagements while CAC's Snapchat filter was viewed almost 17,200 times. The Kansas City event was attended by 23,000 consumers and the Snapchat filter was even more popular with the Kansas City crowd; it was viewed more than 28,000 times.



CAC's team engaged with fans at the Commission's Chipotle Cultivate booth in Kansas City.

Concern Foundation Block Party

As a value-added extension of CAC's advertising with *Los Angeles Magazine*, the Commission became an official sponsor of the Concern Foundation Block Party, an event held on July 9 to raise money for cancer research. The party is an upscale food event — with tickets priced at \$400 a piece — hosted on the Paramount Studios lot.

The Commission worked with 14 restaurants that were featured at the Block Party to create dishes showcasing fresh California avocados. In addition, CAC sponsored the official event photo booth with three California by Nature backdrops created by California artist Schwab. Attendees



The Concern Foundation Block Party in Los Angeles featured many dishes made with California avocados and signage with the logo.

enjoyed striking poses with their friends while holding a variety of California avocado props, and then digital copies of the photos were sent to them so they could share the picturesque fun with their friends on social media.

Of the 4,000 consumers who attended the Block Party, more than 1,000 used the CAC photo booth and opted to share their photos digitally. The Commission logo was featured on signs outside the booths of their restaurant partners and on all promotional materials, including two issues of *Los Angeles Magazine* for a total circulation of 280,000.



Chef David Hands of Bouchon Bistro prepares a California avocado dish for a dineLA influencer preview event.



DineLA's promotional messaging highlighted the California avocado partnership.

dineLA

Each year in July the Los Angeles Tourism Board hosts a two-week dineLA Restaurant Week that features prix fixe menus from some of the best restaurants in the area. The Commission partnered with five of those restaurants whose chefs created unique California avocado dishes for the dineLA event. Each of the five chefs also contributed one California avocado recipe that was posted on the dineLA blog.

To generate excitement prior to the two-week event, dineLA hosted an influencer preview event at Bouchon Beverly Hills, one of the Commission's partner restaurants, which featured a kitchen demonstration by Chef David Hands. The influencer attendees in turn promoted the event through their own social channels.

DineLA also created three chef videos that included tutorials on how to prepare California avocado dishes featured on the dineLA menus and then shared the videos on both CAC's and dineLA's social media channels.

The dineLA promotion had an outstanding reach to consumers in the largest market for California avocados. Photos from the preview event were picked up by Snapchat — a social media network focused on real-time events — and published on the L.A. story, making the photos viewable to all Snapchat users in the Los Angeles area. This resulted in roughly 3.5 million impressions. DineLA sent out an e-blast to its 170,000 subscribers announcing its partnership with the Commission. The announcement was featured in *The Los Angeles Times*, *CBS Los Angeles* and *The Chalkboard*, among others. The three chef videos showcasing California avocado recipes garnered an additional three million impressions. 🥑