

Consumer Ad Campaign Reminds Consumers the Best of California is Inside Every AvoCAdo

The California Avocado Commission's 2020 consumer advertising campaign is a clever, artful play on "avocado" that evokes what makes California the best: the weather, the scenery and the people.

To differentiate California from increasing competition from countries with similar seasonality — like Peru or Colombia — the Commission's new campaign reminds people that the best of California is inside every avocado. Literally. It's right there in the name: avo-CA-dos. Each consumer ad features the word "avocados" with the "CA" creatively transformed into an iconic representation of the best the Golden State has to offer, making certain no one can un-see California when they look at avocados.

The core of the campaign is the line "The best avocados have California in them." Variations of the new ads fill in the blank in an expanded phrase, "The best avocados have

California _____ in them." Since California cannot be defined by just one word, the Commission chose eight words for the blanks, and then partnered with illustrators to create artwork to accompany the line. The words include: freshness, summer, dreams, sunshine, love, vibes, coasts and Zen.

In addition to partnering with illustrators, CAC teamed up with popular shoe and clothing retailer Vans® on the vibes artwork to make it authentically California. The Vans brand represents effortless California cool and with their partnership the Commission made the iconic checkerboard slip-on shoe a key element of the California avocado vibes artwork.

The new consumer ad campaign begins in March with a combination of traditional and digital media in the west and a focus on California. The summer 2020 edition of *From the Grove* will have more information about the media plan and share images of the campaign art in action. 🥑

An advertisement for avocados on a light green background. The word "AVOCADOS" is written in large, bold, green letters. The "CA" in the middle is replaced by a circular collage of fresh ingredients including sliced avocados, tomatoes, onions, and seeds. Below the word, the text reads "The best avocados have California freshness in them." A small circular logo is at the bottom center.

The best avocados have California freshness in them.



By transforming the CA in avo-CA-dos to California-themed art, the Commission makes it clear "the best avocados have California in them."

An advertisement for avocados on a red background. The word "AVOCADOS" is written in large, white, 3D block letters. The "CA" in the middle is replaced by a pair of Vans checkerboard slip-on shoes. Below the word, the text reads "The best avocados have California vibes in them." A small circular logo is at the bottom center.

The best avocados have California vibes in them.



Playful and clever, the new consumer ad campaign brings to mind what makes California the best — its weather, scenery and people.