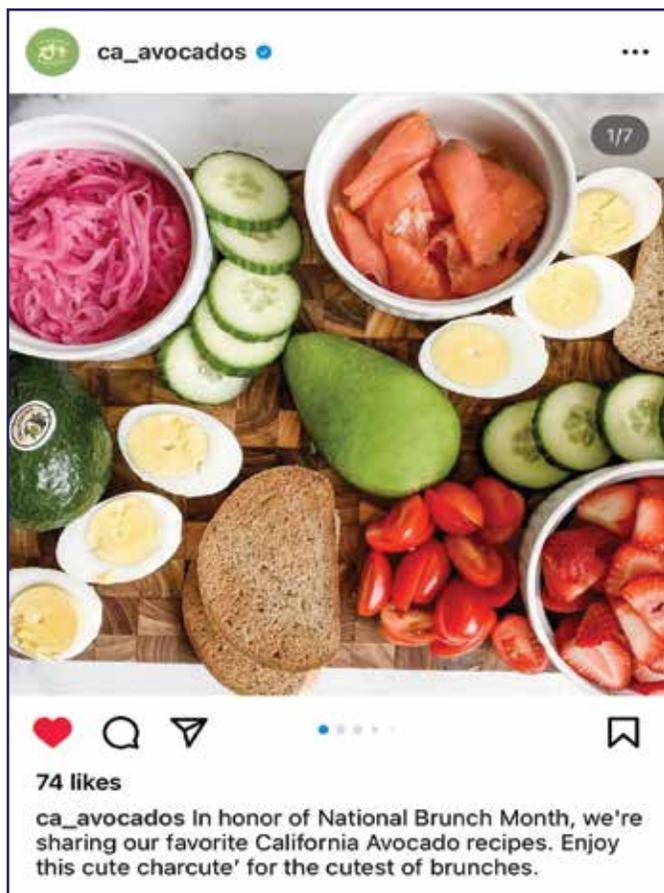


# Commission's Consumer Marketing Engages Avocado Purchasers Across a Range of Channels

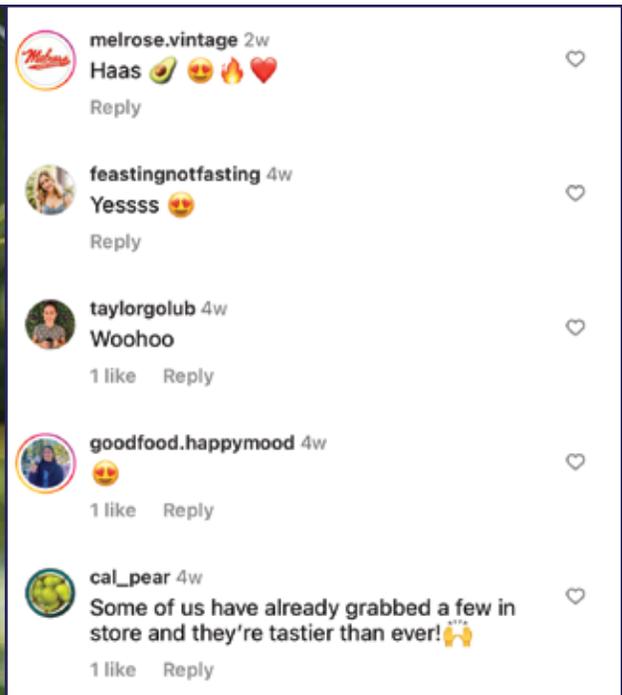
**T**o encourage demand for and loyalty to California avocados, the California Avocado Commission delivers compelling imagery and brand messaging across a variety of platforms ranging from outdoor, digital and audio advertising to custom digital content, social media and consumer marketing via customized retailer programs.

The Commission's consumer public relations outreach began in March and will continue throughout the season. The CAC team timed its initial press outreach around International Women's Day in March, then celebrated the start of the California avocado season with a season opener press release in April themed around "five things to know about California avocados." In June, public relations efforts centered on celebrating California Avocado Month during peak season.

Originally slated to begin in March, the Commission's consumer media program was adjusted for an April launch due to insufficient California avocado volume in the marketplace caused by harvesting delays due to weather and challenging market conditions. Consumer media, which will continue through August, was targeted at avocado shoppers in California and the West who are willing to pay more for premium brands and those avocado purchasers who buy the most (i.e., "super-users," "mega-users," and "ultra-users"). The campaign— which includes digital, audio and outdoor advertising, custom content and social media posts — continues to leverage the equity built with "the best avocados have California in them" creative.



*California avocado social media posts also tap into cultural moments and trends, such as brunch and charcuterie boards, to build brand awareness and encourage usage.*



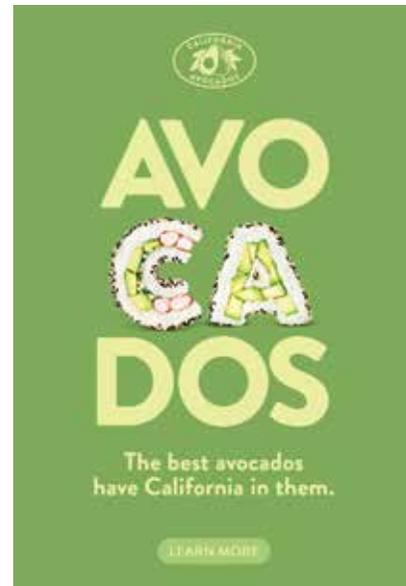
The Commission's social media posts built anticipation for the start of the California avocado season.

To reach targeted consumers on their preferred platforms, the Commission is placing ads on popular video streaming channels including Hulu and YouTube, as well as services such as Tremor video and VideoAmp. Video and digital ads are supplemented with recipe videos featuring iconic State and National Parks in California (the Redwoods, Trona Pinnacles and Mendocino Headlands). Audio advertising on iHeart radio, Spotify and Pandora raised awareness of California avocado seasonal availability and now is focused on the fruit's locally grown freshness.

To demonstrate how California avocados can be enjoyed in a variety of snack and meal options, the Commission produced custom content for popular digital channels. On Food52, influencer Gaby Dalkin demonstrated via video how to create her Wild-caught Salmon and California Avocado Lettuce Wraps while delivering key California Avocados brand messaging. And Tastemade developed a "Four Course California" meal concept showcasing new recipe videos inspired by iconic National Parks located across the Golden State.

To reach consumers on the go, billboards and wallscapes featuring the bold "the best avocados have California in them" creative were placed in high-visibility locations. CAC's outdoor advertising campaign also included a BART full train wrap to engage commuters in the San Francisco Bay Area, as well as ads placed on Volta charging stations in high-traffic locations and the parking lots of supermarkets merchandising California avocados.

Retailer-specific advertising, including social media support, remains a significant part of the consumer marketing program. To ensure consumers can easily locate fruit where



Example of one of many digital ads running this season.

it is available, the marketing activity is timed to align with the distribution of California avocados at each participating retailer. Customized retailer marketing support includes digital advertising and programs with the mobile directions app Waze, which directs consumers to retail store locations on their routes where the fruit is in distribution. To round out the retailer advertising, social media posts are placed across the Commission's social channels promoting the online store locator on the Commission's consumer website, as well as the fruit's seasonal availability. 🥑