

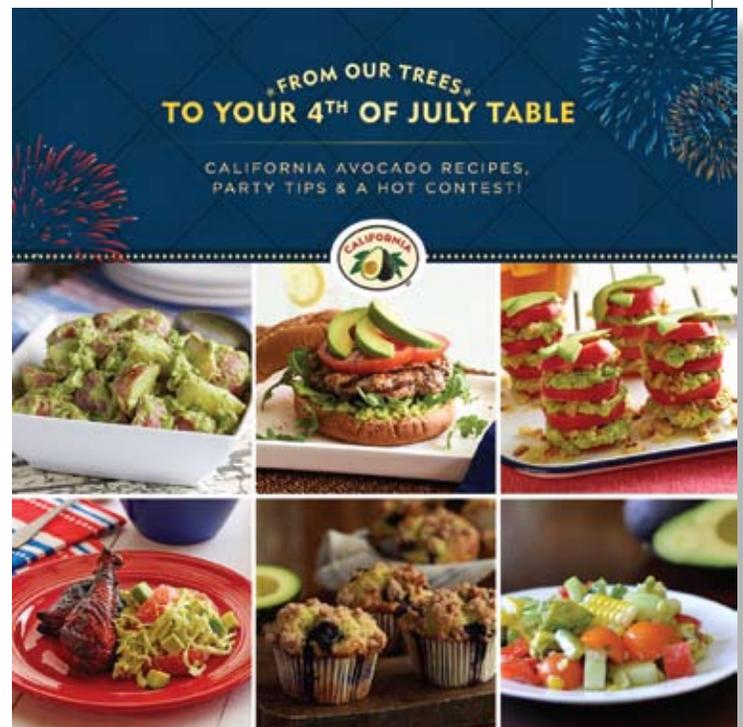
# 4<sup>th</sup> of July Breaks Consumption Record

**T**he 2014 California Avocado Commission's (CAC's) 4<sup>th</sup> of July marketing campaign propelled the favorite summer American holiday to the highest avocado consumption event on record. The 4<sup>th</sup> surpassed both Cinco de Mayo and Super Bowl events with a category volume that hit 109.3 million pounds. The record-setting event occurred just three years after the Commission's initial 4<sup>th</sup> of July promotion.

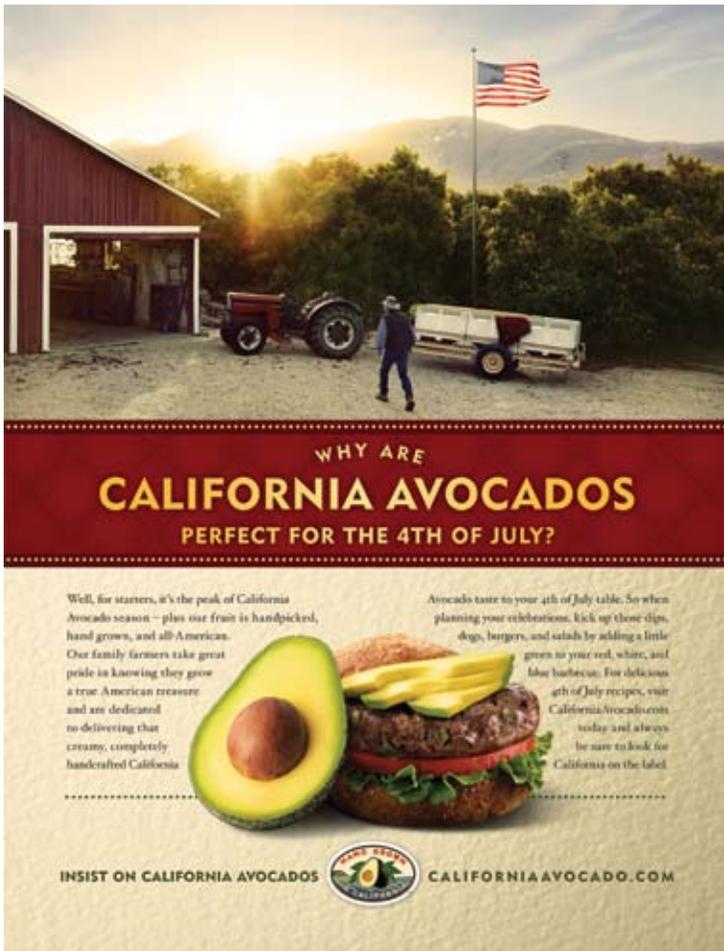
The 4<sup>th</sup> of July initiative is critical because it helps pull through supplies of California avocados during the peak season when there is a lot of competitive fruit in the marketplace. It helps increase demand and keeps prices from plummeting during the surge in supply. Further, the promotion associates California avocados with other American summer holidays and eating occasions, helping to drive volume throughout the summer.

## ***Integrated Promotion***

The 4<sup>th</sup> of July initiative is an integrated promotion that spans several platforms — print, radio, TV, digital and personal appearances — in order to broaden its exposure and appeal to consumer and trade audiences. Promotional activity occurred in CAC's key retail accounts with an emphasis in core markets during the weeks leading up to the 4<sup>th</sup> of July holiday.



*Social media was used to encourage consumers to share recipes and their love for fresh California avocados.*



Print ads shared a variety of ways to enjoy fresh California avocados for the 4<sup>th</sup> of July.

### Print, Radio and TV

Radio and TV are an effective way for the Commission to target core markets prior to the holiday. Starting June 23, the Commission launched two weeks of television ads in California, as well as a two-week flight of general market radio in all core markets. In-store radio ads encouraged shoppers to visit avocado displays in their produce department and look for California on the label. Print ads explaining why California avocados are perfect for the 4<sup>th</sup> of July also were placed in national epicurean magazines.

Chef partners and CAC spokespersons Mary Sue Milliken and Susan Feniger developed two new avocado-centric American holiday recipes and participated in a broadcast television segment. The chef partners and their recipes also were featured in a nationally distributed press release.

### Digital Promotions

Digital platforms, such as websites and social media sites, are an increasingly-important means of reaching consumers and sharing new avocado-centric recipe ideas that inspire them to broaden their use of fresh California avocados. Better yet, these platforms allow California avocado fans to share their love for avocados, as well as their ideas

and recipes, thus increasing brand exposure.

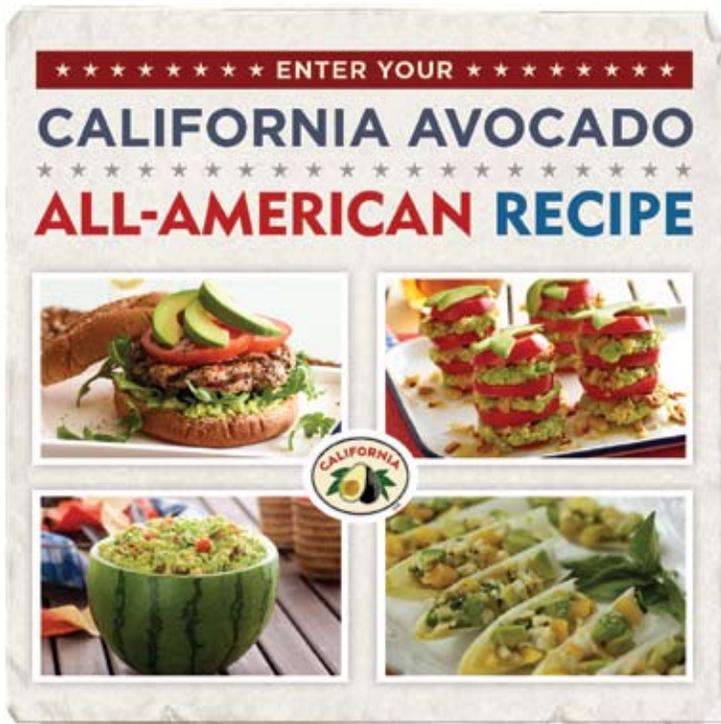
As part of the integrated digital marketing initiative:

- CAC's new consumer blog *The Scoop* featured 4<sup>th</sup> of July themed posts promoting California avocados as a must-have for summer grilling
- Holiday-themed emails were sent to 220,000 subscribers
- Online display banner ads were run on popular sites such as allrecipes.com, driving traffic to the California avocado website
- Social media posts, which inspired 271,000 Facebook fans to include California avocados in their celebrations
- CAC's blogger ambassadors co-hosted the "Red, White, Blue and Green" Pinterest board

The Commission also launched a specially designed 4<sup>th</sup> of July microsite ([www.CaliforniaAvocado.com/fourth-of-july](http://www.CaliforniaAvocado.com/fourth-of-july)) featuring 4<sup>th</sup> of July recipes and party tips, a 4<sup>th</sup> of July recipe



CAC spokespersons Mary Sue Milliken and Susan Feniger shared the new avocado-centric American holiday recipes they created with television audiences.



*The Third Annual All American Recipe Contest included a new category — desserts.*

booklet, a link to the newly launched “A Look Behind the Label” video series and an avocado fan newsletter. The microsite generated more than 42,000 page views.

The Third Annual All American Recipe Contest offered consumers the chance to win a Weber grill, a California Avocado Gift Bag and monthly shipments of fresh California avocados through September. The contest featured a new avocado desserts category and the six winning recipes were added to the California avocado website.

As a result of the above combined efforts, the California avocado website had more than 10,000 visits per day for the seven-day period leading up to the 4<sup>th</sup> of July.

### **Co-marketing Campaigns**

Co-marketing campaigns encourage consumers to use California avocados in new ways, such as the California Avocado Turkey Mushroom Burger. The Commission also partnered with Naturipe Farms for a 4<sup>th</sup> of July promotion featuring a unique snack — California Avocado Red, White and Blueberry Salsa — on 300,000 packages of California-grown blueberries. Another co-marketing partner, Weber, donated three grills for the Third Annual All American Recipe Contest and supported the Commission’s Sunset Celebration weekend.

### **Trade**

Trade advertising in grocery and produce publications was launched several weeks prior to the 4<sup>th</sup> of July. The ads illustrated the benefits of featuring California avocados in

produce departments for the 4<sup>th</sup> of July holiday.

A retail trade press release was sent nationwide and garnered 214,000 impressions with a foodservice trade release garnering another 205,000 impressions.

To encourage consumers to purchase California avocados, the Commission provided retailers with Have a Blast with California Avocados recipe brochures for retail displays and use by supermarket registered dietitians (SRD). SRD in-store events were held at retailers including King Soopers, Harmon’s, Hy-Vee, Bristol Farms and Ball Food Stores.

CAC partnered with Gelson’s to challenge its produce managers to increase their volume of fresh California avocado sales with a California avocado promotion and sales contest. The contest was structured with Gelson’s stores competing within their respective groups — lower volume, medium volume and higher volume stores. A prize was awarded to the produce supervisor who led his or her store to the best overall sales performance. The Gelson’s Dana Point store earned top marks as the overall performing store with a 33 percent increase in fresh avocado units over last year. 🥑



*This display helped Gelson’s Silver Lake earn a 24 percent increase in avocado sales over last year.*