

# Media Presence That Drives Value in a Short Crop Year

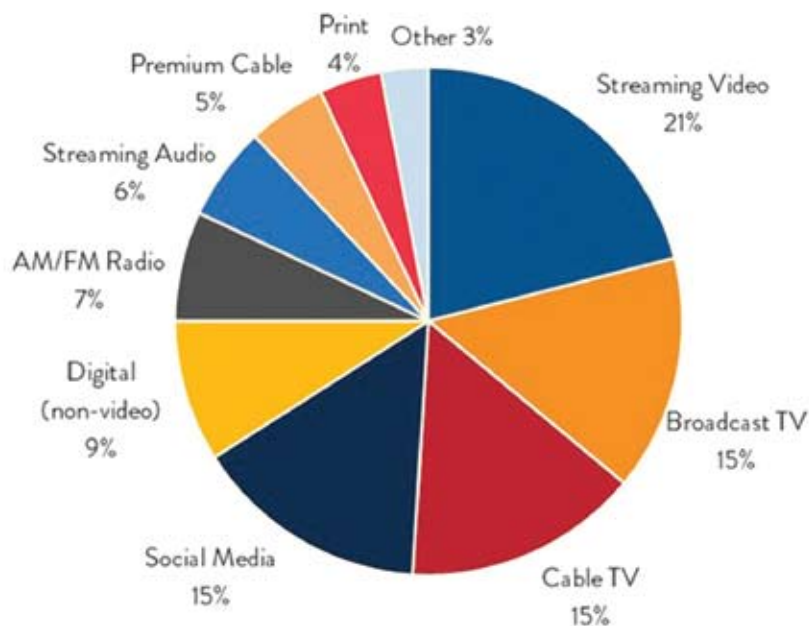
By Jan DeLyser  
*Vice President, Marketing*

New media opportunities in social and digital channels have created opportunities to connect with consumers who are Premium Californians\* and Super Avocado Shoppers\*\* (the Commission's target consumer) and who have demonstrated a preference for California avocados when available. The California Avocado Commission (CAC) has been transitioning its media spend from traditional to new media over the past six years. The efficiencies and effective-

ness could not be better timed as the California avocado market share has been reduced in the growing avocado category with increasing import volumes and this year's short California crop.

The Commission's marketing team employs a dedicated strategic approach to planning and program evaluation each year beginning with trends analysis and an assessment of the effectiveness of the prior year's programs. In addition, the media team reviews media partners and opportunities with an

## PREMIUM CALIFORNIAN DAILY MEDIA USAGE



- Overall, digital media channels make up the majority (51%), followed by TV (35%)
- Streaming video (YouTube, Netflix, Hulu, etc.) has the largest share of time
- Outdoor media consumption can only be measured by driving habits. Premium Californians report driving an average of 141 miles in a week

Source: 2017 MRI/Scout

eye to their reach and target audiences. CAC's Marketing Committee and Board of Directors also provide input on timing and crop volume that is vetted with the AMRIC handlers who provide input on specific retail and foodservice customers.

The Commission's marketing programs, both consumer and trade, are designed to ensure that California avocados remain relevant to the target audience in an increasingly competitive marketplace. The approach has expanded the merchandising reach from retail and foodservice produce decision makers to their marketing and social media departments. The power of connecting the California avocado fans and followers with those of our key retail and foodservice accounts' audiences exponentially increases the value of the CAC marketing investment.

With the reduced budget, given the reduced crop volume, the 2019 media spend is programmed to kick off in April and run heavily through July with some reach into August. Based on a review of last year, the 2019 plan includes the digital and custom content partners who were top performers in 2018 and new partners who align with CAC's targeted outreach.

The media buy includes Spotify with California-themed sponsored sessions, audio and overlay digital banner ads. The Commission will connect with locals in California via large format wild posting outdoor advertising in peak season. The postings will be located in high-traffic areas in Los Angeles, Irvine, San Diego and San Francisco.

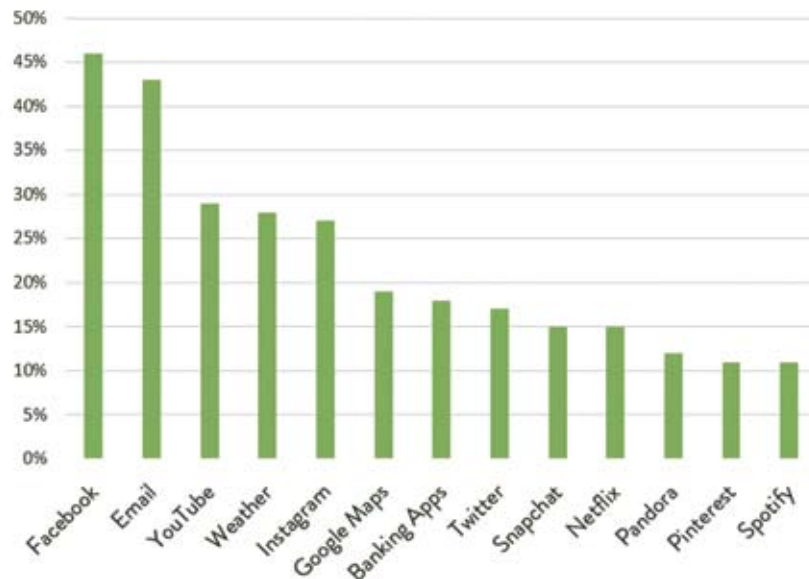
CAC will continue to work with digital partners who generate custom content through their channels. Tastemade will generate California avocado custom video programming with three "snackable" social videos. Tasty will distribute two Tasty videos featuring custom California avocado recipes across Tasty and BuzzFeed channels. Bustle's custom content will feature original California avocado-themed photography and a custom illustrated infographic. And Hello Society will leverage local foodie influencers for inspirational, California-centric content on Instagram.

CAC will partner with Hulu to reach Premium Californians as they watch streaming video on Hulu's TV-like environment. The Commission will reach YouTube users with pre-roll video as they watch foodie content on the Channel Factory's platform. The Commission will surround targeted Super Users and Premium Californian consumers on Gum Gum with unique in-image and in-screen foodie and avocado creative content.

CAC will continue to use Viant and its superior target-

## PREMIUM CALIFORNIAN SOCIAL MEDIA USAGE

Top Mobile Apps Used 1+ Times a Day



Source: 2017 MRI/Scout

ing capabilities to engage with consumers who shop at CAC's target retailers with pre-roll video and a custom store locator overlay. Additionally, PlacelQ will showcase mobile display banners across popular apps on the mobile devices of consumers in grocery stores.

Finally, the Commission will continue to connect with fans on its robust social channels by sharing relevant, engaging content on Facebook, Pinterest, Twitter, Snapchat and Instagram. 🥑

*\*Premium Californians are a specialized target of consumers with specific core beliefs. They are environmentally conscious, pay more for high-quality items and seek out name-brand foods versus generic; sophisticated, knowledgeable and influential about food; believe that integrity and honesty are important qualities; seek adventure and stay "true to self". CAC's media target for this group is Ages: 18-54, Median Age-35, Female skew-54 percent, Median household Income-\$88K, Married-54 percent, Kids in household-57 percent, Bachelor's Degree and Above-40 percent.*

*\*\*Super Avocado Shoppers are the 25 percent of consumers who buy the most avocados at retail. They account for 75 percent of avocado sales, and therefore can make the most difference in terms of both volume and dollar sales of California avocados.*