



Commission Continues “the best avocados have California in them” Campaign

This season the California Avocado Commission built on its successful advertising campaign “the best avocados have California in them.” Ads feature visuals that accentuate the “CA” in the middle of the word “avocados,” and audio and other ads call out the play on words in their taglines. Consumer media is targeted to avocado shoppers in California and the West who are willing to pay more for premium brands and to avocado “super-users,” “mega-users” and “ultra-users.” Using a creative mix of advertising vehicles, the California avocado media plan will achieve more than 257 million impressions supporting this year’s harvest.

“Consumer research has shown that the campaign is very effective at building awareness for the California avocado season and maintaining brand preference among targeted consumers,” said Jan DeLyser, California Avocado Commission vice president marketing.

This season’s consumer media campaign began in March and continues through August. Customer-specific programs run throughout the season and will continue as the season winds down. Social media and search advertising continue to run year-round to maintain brand awareness and consumer engagement.

“The Commission plays a two-fold marketing role: helping

secure distribution of California avocados with customers and then encouraging targeted consumers to go buy the fruit where it is available. This advertising support uses a range of media to reach and motivate those consumers,” said DeLyser.

The California avocado ads are being shown on video streaming channels such as Hulu and YouTube and on services such as Tremor video. Audio advertising on iHeart radio, Spotify and Pandora also features visual components. Digital advertising using services such as GUMGUM reaches CAC’s targeted consumers, as does custom content on providers such as The Kitchn and Food52.

With consumers out and about again, the Commission is utilizing the mobile directions app Waze to direct avocado shoppers to retail store locations on their routes where California avocados are in distribution. Outdoor advertising in California from May through July features billboards and wallscapes in Los Angeles, Orange County, San Diego and San Francisco. Volta charging stations in 155 high-traffic locations, including some in the parking lots of supermarkets that merchandise California avocados, remind shoppers on their way into stores to add the fruit to their shopping carts.

Social media marketing continues on CAC’s Facebook, Instagram, Pinterest and YouTube channels, and to reach younger avocado shoppers CAC now has a presence on Tik-Tok (see article p. 14). The Commission’s influencer marketing program, which works with influential content creators, recipe developers and dietitians, complements the California avocado creative media plan and social outreach. 🥑

