



# California by Nature

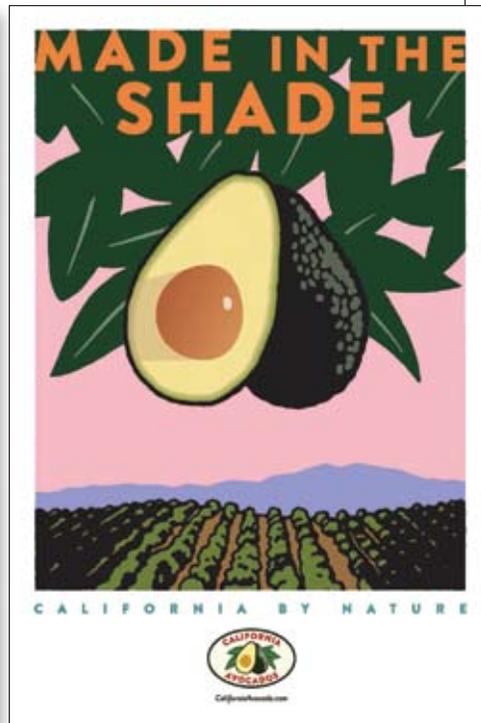
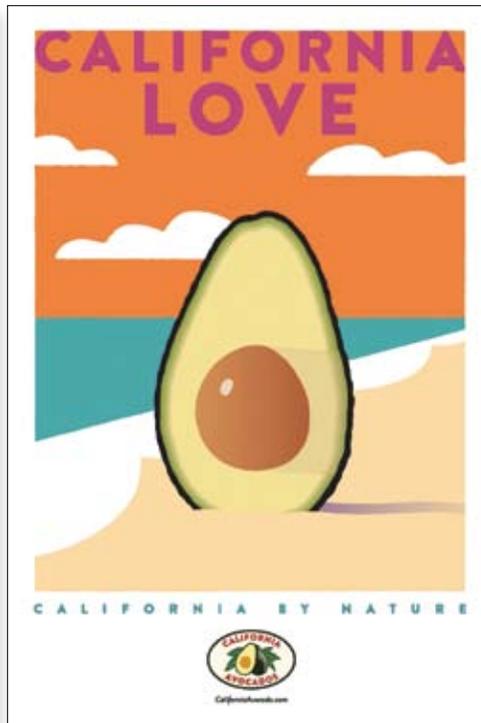
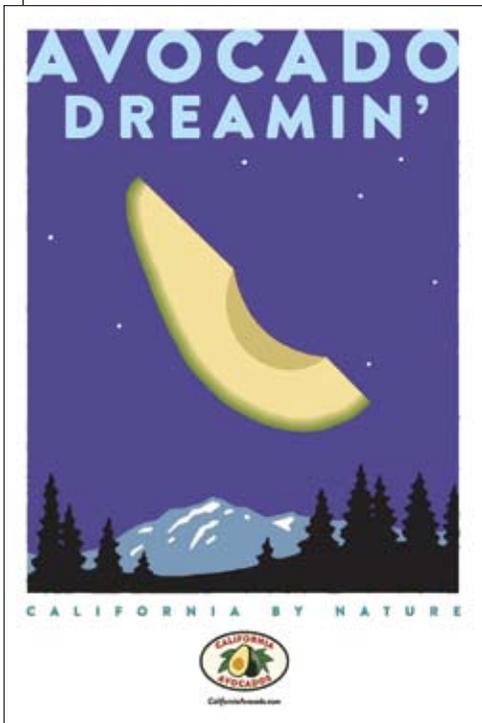
**T**he California Avocado Commission (CAC) is kicking off the 2016 California avocado season with a new consumer advertising campaign. The new campaign follows on the heels of the successful 2008 – 2015 California avocado grower campaign, which placed an emphasis on the hand-grown nature of California avocados.

The seven-year campaign connected the fruit with the people and places behind each California avocado in a rational way that resonated with the Commission's target consumer. The new campaign takes this idea one step further by establishing the idea that California avocados aren't just made *in* California, but made *of* California. It's a celebration of everything that is endemic to the Golden State, from a climate that's unlike any other to its diverse people, ideas and interests. Inspired by those native to California and transplants alike, CAC set out to position the California avocado as the perfect symbol of the California lifestyle.

## **TARGET AUDIENCE**

The Made of California campaign aims to engage with current California avocado consumers and broaden the target audience to include a younger generation. That said, the primary audience of this campaign is the group CAC has identified as "Premium Californians." This group is broken into two sectors: those who buy local for rational reasons and those who are indifferent about whether their fruit is locally grown. Knowing the former will continue to purchase California avocados, CAC recognized an opportunity to influence the latter and identified the key to driving their purchases: providing an emotional reason to choose California avocados.

Research conducted by MullenLowe, the Commission's advertising agency of record since August 2015, showed that Premium Californians are emotionally invested in art and culture. They are adventurous, informed and care about their communities. To tap into the emotions and interests of



Premium Californians, CAC's new media strategy is a hyper-targeted, creative and interactive approach.

### TARGET MARKETS

As in years past, MullenLowe explored markets in California as well as the rest of the country to identify key target areas. Using a category and brand opportunity index, they identified Los Angeles, San Francisco, San Diego and Sacramento as primary markets with Phoenix, Portland, Salt Lake City, Denver and Seattle as secondary markets.

### THE WORK

CAC called on Michael Schwab, the California-based artist and designer of the Hand Grown in California logo, to create a series of compelling print ads that will form a connection between California avocados and California culture. Schwab's graphic arts are well known for being simple and iconic, including the Hand Grown in California logo. Working closely with CAC, Schwab expanded on the world he captured in his original logo design. Set in the pages of local California lifestyle publications such as *LA Magazine*, *Sactown Magazine*, *San Diego Magazine* and *San Francisco Magazine*, these ads will evoke the natural beauty of the state, from the beaches in the south to the mountains in the north and all the picturesque avocado groves in between. The essence of this communication is expressed in a new theme line, "California by Nature," which is shown in the ads above.

CAC also recognized that murals are part of California's

cultural fiber and serve as beloved staples to art-minded Premium Californians. So, in addition to print ads, four murals will be painted in Los Angeles, Sacramento, San Diego and San Francisco. Undoubtedly, these colorful murals will be photographed and shared across Premium Californians' social media channels, extending the campaign's reach and serving as another vehicle to keep California avocados top of mind.

To broaden its reach, the Made of California campaign will have an online component with targeted digital ads, custom content on websites and visually stimulating, delicious recipes shared on social media platforms such as Facebook, Twitter, Instagram and Pinterest.

CAC also will sponsor and attend events such as dineLA and the Chipotle Cultivate Festivals in Phoenix and Kansas City. CAC's presence at these events will allow attendees to engage with the California avocado brand in a personal and positive way.

In addition, CAC will continue to support retailers with targeted radio spots, targeted mobile ads and store locators that drive consumers to the nearest point of purchase for California avocados. In-store radio ads will encourage shoppers to purchase the locally-grown fruit.

The new campaign aims to firmly root the California avocado as a cultural icon and paves the way for increased social engagement with California avocado fans. Doing so helps build brand awareness and emotional appeal, which encourages consumers to place a premium on California's favorite locally grown fruit. 🥑