

Introducing the New California Avocado Consumer Ad Campaign

The California Avocado Commission is entering 2021 with some fresh ideas for the continuation of its consumer advertising campaign, “The best avocados have California in them.” By utilizing a new combination of traditional and digital media, the campaign further showcases how a fun and creative play on the word “avocados” captures the premium California lifestyle, and the qualities that make California avocados the best.

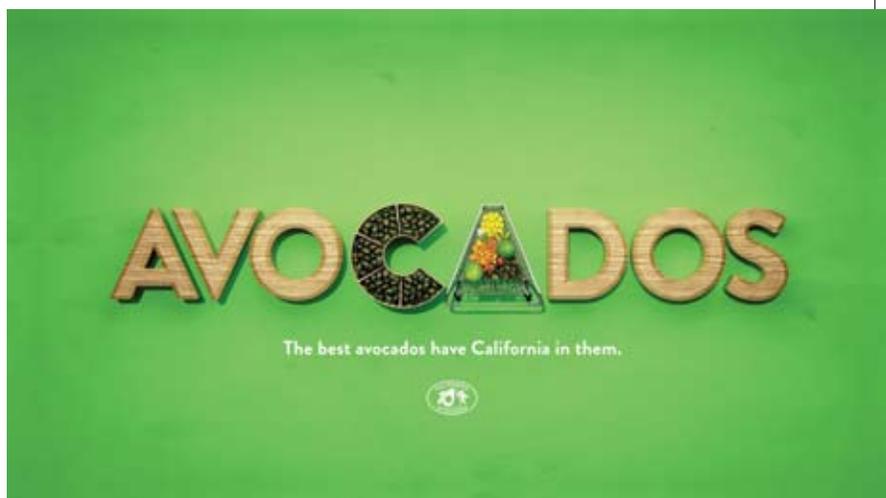
The insight behind the 2021 campaign, “The best avocados have California in them”, is an extension of its launch in 2020: There’s a piece of California, inside every avocado... literally. We are playing up the “CA” in “avo-CA-dos” because the best avocados have California in them. Everything that makes California special is what makes California avocados special too. But with a growing competitive landscape, it’s important to help people see the California difference by dialing up the connection between California avocados and the California lifestyle. That’s why we partnered with 10 new artists who will transform the “CA” in “avocados” into unforgettable representations of our great state.

The Commission chose 12 new attributes that encompass a few of the things that represent the best of the California lifestyle and partnered with artists to create work inspired by the line: “The best avocados have California _____ in them.” The attributes include California colors, creativity, culture, drives, hope, kindness, sights, skies, taste, waves and wonder. By developing a variety of new artwork within the campaign, the Commission expects to improve brand linkage and consumer loyalty, thereby increasing the demand for California avocados among consumers, retailers and

foodservice operators.

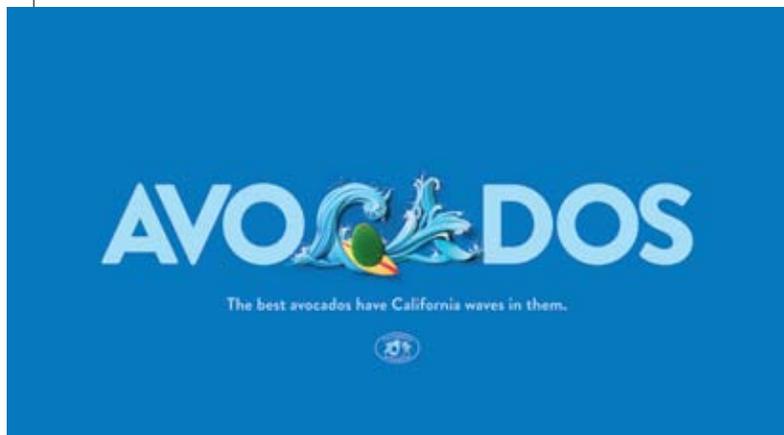
To bring some buzz to the brand, we’ve also teamed up with renowned street artist, Shepard Fairey, and his design team, Studio Number One, on the California “creativity” design. This partnership will bring a custom art piece to life as a painted mural in the heart of Venice, CA, giving consumers and passersby a chance to immerse themselves in the “The best avocados have California in them” campaign.

Beginning in March, the 2021 extension of the consumer ad campaign will leverage insights from last year to bring new ideas to the table and increase California avocado perceived value, preference and loyalty with our targets. The campaign will accomplish this by addressing the shift in consumer needs in terms of engagement, positivity and grocery shopping. Ads will lean into the connection between California avocados and the aspirational California lifestyle. 🥑



Unforgettable images of CA in the middle of the word AVOCADOS will come to mind when consumers wonder where the best avocados are grown.

Playful and clever, the new consumer ad campaign brings to life what makes California the best – the atmosphere, culture, people, and of course the avocados!!



By transforming the CA into California-themed art, the Commission continues to illustrate that “The best avocados have California in them.”

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