

CA GROWN Advertising Launch Features California Avocados

(Editor's Note: Reprint of this article is courtesy of *The Produce News*, who originally included it in their July 21, 2021 newsletter. Images courtesy of CA GROWN.)

California Grown has launched a new advertising campaign, Grown to be Great, to help build affinity and awareness for CA GROWN specialty crops. One of the first crops to be featured in the campaign is California avocados, which are in peak season now. The ads showcase beautiful California avocados on an attention-getting bright green background with the descriptor, "California GROWN Avocados" and the tagline, "because sometimes labels matter."

The multi-layered digital campaign launched July 12 within the Western Region of the United States. Using social channels (Facebook, Instagram, Pinterest), video partners (YouTube, SpotX) and innovative content partners (GDN, AdTheorent, Dot Dash), the advertising is expected to deliver more than 82 million impressions.

Executive Director of the Buy California Marketing Agreement Cherie Watte said, "At California Grown, we believe that everyone has a right to eat the world's best fruits, nuts and vegetables. So, if some people tend to get a bit obsessed about eating and cooking with all our fresh, locally grown ingredients – we really can't blame them. After all, California Grown commodities are grown to be great."

The BCMA intends the campaign to deepen target audience relationships with the CA GROWN brand and will distribute CA GROWN branded assets and content series to engage with users. This campaign puts the crop, in this case California avocados, front and center. The visuals are bold, bright, monochromatic color, paired with witty and pun-driven creative copy.

"Our ads are intended to break through the culinary advertising clutter," said Watte. "To demonstrate our California Grown community's obsession with using the best ingredients, we created a digital series of avocado portraits showcasing the California avocado label, because labels matter."





Jan DeLyser, vice president marketing of the California Avocado Commission is enthusiastic about the program because it adds a layer of support for California avocados during its peak season and in markets where the fruit has its strongest distribution.

“The Commission is a proud member of the BCMA because its purpose and activities support California grown products and are complementary to our own marketing initiatives,” said DeLyser.

She noted that many of the Commission’s retail partners use the CA GROWN license plate art to call out California avocados’ origin in feature ads and on display, so the addition of BCMA’s digital campaign complements and supports them

as well.

The CA GROWN advertising will be complemented by influencer outreach. For California avocados, popular blogger Teri Turner of @nocrumbsleft created a *Spring Avocado Toast* recipe. Sarah Gim of @thedelicious, shown expressing some California avocado love in the campaign art below, created a recipe for *Strawberry Avocado Salsa*. 🥑

