

Consumer Advertising to Launch in April

Elsewhere, this issue of *From the Grove* explains how the California Avocado Commission (CAC) is using very targetable media to reach Premium Californians and Super Avocado Users in California, detailing the media that will be used this year. Additional information regarding when the advertising will take place, what this year's advertising will look like and where it will be seen or heard is provided here.

California avocado advertising support will kick off in April and continue through the July 4th holiday to support anticipated peak California avocado supply. Merchandising programs with participating retailers, as well as foodservice programs will be used before, during and after the major media advertising to ensure marketing support throughout the season.

The advertising creative will continue the *Made of California* campaign. Each media vehicle has different requirements for the ads and videos they run, so there are literally dozens of ads designed for the campaign. Here are two examples: **below** is an example of content that was created on Bustle, a popular digital women's lifestyle destination; **above right** is an example of pre-roll video with a custom store locator feature that is being used to let consumers know where they can get fresh California avocados.



In addition, the Commission developed a series of grower videos that showcase the care that goes into growing California avocados. These videos, along with custom content from digital and social partners, will be targeted to the consumers who demonstrate a preference for purchasing California avocados when available.



So how can a California avocado grower see or hear this year's advertising campaign? One of the easiest ways is to follow California avocados on social media channels such as Facebook at Facebook.com/CaliforniaAvocados and @CA_Avocados on Twitter, Pinterest and Instagram. Another way is to visit one of the locations where California avocado outdoor advertising will be. Outdoor "wild posting" ads will be located in high traffic locations, with most at street level for consumers to engage with by taking selfies. In Los Angeles, ads will be placed on the corner of Melrose and Sweetzer Avenue beginning in mid-April and running through early May. San Francisco will have outdoor ads at the corner of Grant Avenue and Pine Street, Union Street and Buchanan, and 2040 Union Street from mid-April through early June.

During that same time frame in San Diego, the popular "fence barricade" on 1st Avenue and East Harbor Drive (**pictured top right**) that has been used in the past will post from mid-April through mid-June. New this year is a very visible outdoor board located on the side of the Irvine Spectrum facing the freeway, scheduled to post from mid-April through early May.

Digital media, with digital custom content partners Tastemade, Tasty, Bustle and Hello Society is a big part of the advertising plan. Unlike traditional media such as magazine advertising, it is not possible to specifically pinpoint how a grower can see these California avocado ads. They are delivered to the target consumers as they engage with digital media, so it varies by consumer. This also is true with digital



streaming services like Hulu and audio advertising; with traditional television and radio an advertiser purchases the day and time an ad will run, whereas with digital streaming the ad runs when the targeted consumers are using the service.

California avocado ads also will be served to consumers who are in or near a supermarket or restaurant that is carrying the fruit and who have their mobile phone location service turned on. This geo-targeted marketing is another example of how CAC's marketing campaign will reach the right consumers in the right place at the right time, informing them of the availability of California avocados and encouraging purchase throughout the season. 🥑



This image shows one of the frames from a video used early on to build anticipation for the California avocado season.