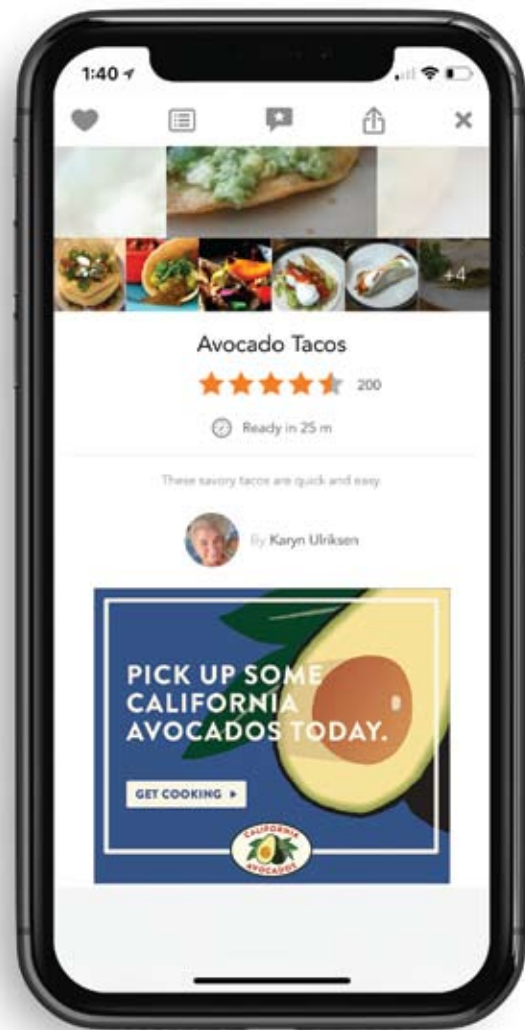


# Online Location-Based Marketing Spotlights California Avocado Availability

In 2015, the California Avocado Commission (CAC) began supporting select retail partners with online advertisements that specifically targeted the retailers' shoppers – based on their location. This outreach makes it possible to share avocado seasonality and availability messages encouraging consumers to purchase the premium fruit at the retailers' stores while it is in season. In comparison to the Commission's overarching online media campaign that generates awareness of in-season California avocado availability, these digital advertising and social tactics home in on a highly targeted audience. The audience includes retail and foodservice partner patrons who are enthusiastic about California avocados and eager to act on the advertising by purchasing the fruit at their local retailer or foodservice operator.

According to the Retail Feedback Group, the percentage of shoppers who digitally interact with supermarkets has grown from 56 percent in 2017 to 63 percent today. As retailers have ramped up their digital marketing efforts and staff, CAC's online retail advertisement programs have evolved from a couple of partnerships to a majority of CAC's targeted retailers. The Commission has worked with this growing base of retail partners to expand their social media networks. In addition, CAC has enhanced their ability to target consumers near locations that are confirmed to be merchandising California avocados and produced a variety of personalized ads with calls-to-action that create a sense of urgency about purchasing the fruit in season.

In order to leverage consumers' burgeoning online engagement with retailers and foodservice operators, the Commission uses a variety of digital tools. Geo-fenced ads via paid media (PlacelQ, Viant and Pandora) allow CAC to use the



Digital media ads are served on smart devices while consumers view web and app-based content in retailer stores carrying California avocados.



The CAC store locator tool is updated as availability is confirmed with retailers and chain restaurants.

global positioning system (GPS) from consumer devices (computers, smartphones, tablets) to target messaging and ads relevant to the consumers' interests. Consumers must have enabled location sharing on their devices to be served geo-fenced advertising.

In addition, the Commission utilizes geo-targeted ads on

social platforms, such as Facebook and Twitter, that allow CAC to target social posts and advertisements to consumers within chosen zip codes.

The Commission launched a store locator tool in 2017 that is housed at [CaliforniaAvocado.com/store-locator.com](http://CaliforniaAvocado.com/store-locator.com) to help consumers find the exact locations where California avocados can be purchased in season. Retailers are enthusiastic about being listed in the digital store locator directory, which includes links to their websites. The store locator page also links to useful content, such as blogs providing the latest news about the current California avocado crop and tips for finding the fruit. In 2018, the CAC store locator received approximately 5,000 visits with some in-season days peaking at more than 100 views per day. The tool continues to grow in popularity thanks, in part, to CAC's online advertisements showcasing the store locator.

In 2018, the Commission netted nearly 65 million targeted, retailer-specific impressions that communicated California avocado availability. By connecting California avocado consumers with point of purchase, the Commission is driving consumers to locations of retail and foodservice partners who are loyal to California avocados and willing to pay a premium for them. In smaller crop years like 2019, these online location-based tactics are more important than ever to ensure that the avocado consumers who prefer California know where to find the premium fruit. Ultimately, these efforts further engender partner loyalty and create grower value as consumers seek out California avocados and increase purchase frequency during the season. 🥑



A consumer responds enthusiastically to a California avocado post announcing the start of the season on Twitter.



A California avocado fan on Twitter engages with the Commission concerning news that the fruit is available at Save Mart.