

CaliforniaAvocado.com, CAC's Consumer Website, Re-Launched

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The California Avocado Commission's (CAC's) consumer website (CaliforniaAvocado.com) is scheduled to re-launch in late March 2015, utilizing the latest web technology and content standards to more fully align the website with the needs of California avocado consumers as well as CAC's marketing strategies.

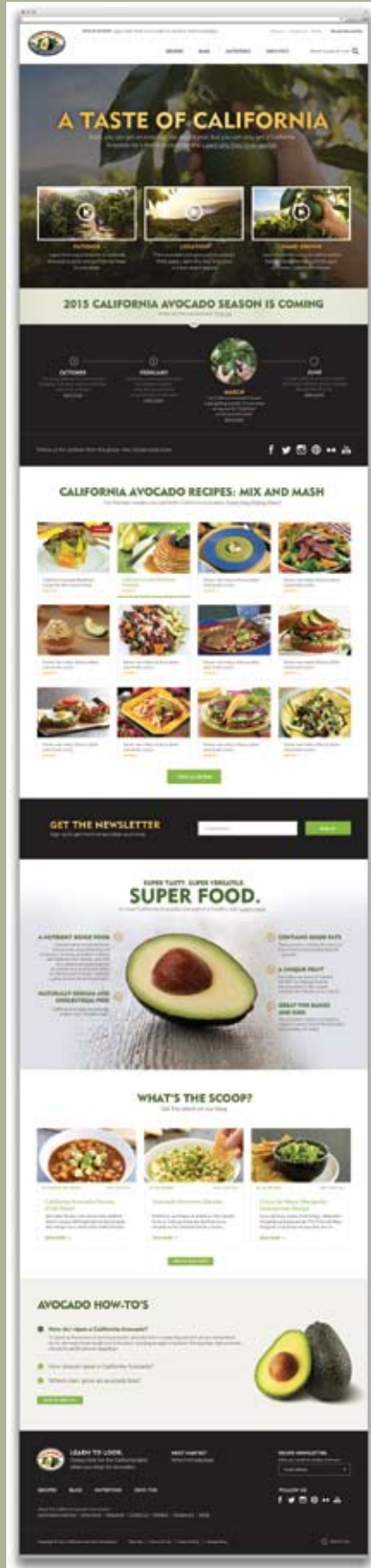
To engage with consumers, the new site has been designed to make visitors feel right at home — with easy-to-find and easy-to-share content they can view using a computer or mobile device. The search functionality is more intuitive, helping visitors easily locate the information they are looking for. And to increase appeal and inspire consumption, images of food and beautiful California avocados are now much bigger.

These key factors are important because they make the site more user-friendly for our target consumer, help CAC effectively communicate premium messaging and information concerning the availability of California avocados, and provide functionality that encourages site visitors to share the content, photos and recipes with their online peers.

A lot has changed since 2010 when the earlier version of CaliforniaAvocado.com was launched. The iPad was released, smartphones became much smarter and Facebook grew from 500 million active members in 2010 to a whopping 1.39 billion active users (as of January 2015).

With the uptick in the number of people using mobile devices and social networks, online marketing also has become increasingly competitive. Brands, bloggers and online communities are all creating and sharing content, making it more difficult for branded communication like CAC's to stand out — and resonate — with our target consumer.

Launched in March 2014, CAC's blog — The Scoop — has grown substantially in



The new Home page for California Avocado.com provides easy access to content consumers are seeking.



The story of what makes California avocados special is a key part of the website.



The redesigned recipe section of the website features easy navigation and lots of appetite appeal.

its first year, and is tightly integrated into the new website to more effectively give consumers the content they are looking for. Clear call outs have been added to the new website in order to better communicate California avocado availability through CAC's blog – down to the store level.

In January 2015, the blog received more than 55,000 visits, affirming the importance of integrating blog content into the website. The blog posts help differentiate California

avocados from other sources of supply and reinforce the premium position of the California avocado.

The Retail, Foodservice and Media sections of CaliforniaAvocado.com also have been re-designed to better serve our partners and trade audiences.

Visit the new CaliforniaAvocado.com website to check out the new design! There are some exciting initiatives set for 2015, so check the website often for updates. 🥑