

Trade Advertising:

An Integral Part of the Commission Effort

Harvesting of California's sizable 2016 crop is under way and consumers are being enticed by new creative material designed to link avocado consumption with summer holidays and natural images of a California lifestyle.

Equally important to the success of the season is the work the California Avocado Commission (CAC) does under its trade advertising banner to support and encourage promotions by the produce industry professionals in the foodservice and retail sectors. "CAC's retail and foodservice trade ad campaigns benefit California avocado growers by communicating the value of California avocados and their

availability to the gatekeepers who decide which origin of avocados to buy," said Jan Delyser, CAC vice president of marketing.

CAC also has ambitious trade marketing programs in the works to maximize promotions of California avocados in both restaurants and grocery stores. These programs ensure consumers have the opportunity to enjoy avocados from the Golden State when trying new recipes or making their regular grocery shopping trips. These trade-specific advertising campaigns work in concert with CAC's trade public relations efforts, leveraging the ads to gain maximum editorial coverage throughout the season.

FRESH FROM THE GOLDEN STATE

There's one way to get the best, when you use ingredients sourced from 100% of the golden state. In a plate of quesadillas, you'll find the best of California Avocado. Each slice, slice and slice is made with fresh and healthy avocados. It's fresh California Avocado. Avocado is available in a variety of sizes. Ripen and enjoy in a variety of ways. Ripen and enjoy in a variety of ways.

INSIST ON CALIFORNIA

California Avocado Commission
www.californiaavocado.com

WISH THEY ALL COULD BE CALIFORNIA

There's one way to get the best, when you use ingredients sourced from 100% of the golden state. In a plate of quesadillas, you'll find the best of California Avocado. Each slice, slice and slice is made with fresh and healthy avocados. It's fresh California Avocado. Avocado is available in a variety of sizes. Ripen and enjoy in a variety of ways. Ripen and enjoy in a variety of ways.

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MAKE CALIFORNIA CENTER OF THE PLATE

There's one way to get the best, when you use ingredients sourced from 100% of the golden state. In a plate of quesadillas, you'll find the best of California Avocado. Each slice, slice and slice is made with fresh and healthy avocados. It's fresh California Avocado. Avocado is available in a variety of sizes. Ripen and enjoy in a variety of ways. Ripen and enjoy in a variety of ways.

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Foodservice Advertising

In the foodservice arena, ads began appearing in the trade publications in February and will run through August, mirroring the lion's share of this year's shipments. Both print and digital advertising are being utilized in a handful of publications including: *Restaurant Business*, *Foodservice Director*, *Plate*, and *Flavor & the Menu*.

The ads feature actual menu items from several operators, (Cheeky's in Palm Springs, El Pollo Loco and Cal Dining at University of California, Berkeley) to show other operators how California avocados can provide value to their menu offerings. The goal, of course, is to recruit operators (be they independent, chain, or an institutional feeder) to participate in the macro trend of increasing the use of avocados in

foodservice operations.

Every few years, the CAC foodservice team develops fresh and innovative trade advertising to ensure California avocados are top-of-mind to this important business sector. This year's foodservice campaign was sparked by CAC's new creative direction (see article on Page 16).

Delyser said these ads build awareness among foodservice operators by touting the menu versatility of fresh California avocados in season. "These ads form a communications cornerstone for the entire foodservice program," she noted.

The 2016 foodservice ad campaign will feature 16 ads in publications with a total circulation of more than 900,000 resulting in almost 1.4 million impressions.

CALIFORNIA RED, WHITE & BLUE



Our locally grown avocados are the All-American avocado for the 4th of July and American summer holidays. Your customers look for our golden seal of approval—the California label. It's the symbol that guarantees the homegrown taste, freshness and quality.



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.

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CALIFORNIA GOLD



Our avocados are locally grown in the coastal groves of California. Now in season, carry the avocado with the golden seal of approval—the California label. It's the symbol your customers rely on for the guaranteed homegrown taste, freshness and quality.



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.

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Retail Advertising

The CAC retail trade campaign will run throughout the California avocado season. The campaign is designed to create maximum exposure with premium ad placement and frequency to leverage editorial exposure. The campaign will have an extensive reach as CAC will use both print and digital placement in numerous publications. Print ads will run in *The Packer*, *The Produce News*, *The Shelby Report*, *Produce Business*, *The Fresh Digest*, *Progressive Grocer* and *The Snack* magazine.

The ad placements will include coveted front cover positioning with half-page ads, as well as strip ads, spadia (a separately printed sheet folded around the newspaper or magazine so it is the first thing the reader sees) and cover tips (ads glued to the cover of a publication).

Online digital support for the campaign will run in *The Packer* newsletters, *The Produce News* newsletters and website banner ads, *Progressive Grocer* banner ads, *And-NowUKnow* trailers and email ads, *Smart Brief* newsletters and *Fresh Plaza* banner ads. The digital ads will further promote awareness of the premium position of California avocados and support the print ads.

The new creative for the 2016 trade advertising program

is designed to have synergy with CAC's new consumer campaign. The ads integrate the "California by Nature" theme and use a local artist's painting depicting California and the American summer holidays. Two headlines will be used: *California Gold* and *California Red, White and Blue*. The *California Gold* ad will launch and conclude the campaign. The *California Red, White and Blue* ad will run from May through early July.

Delyser noted that while consumer campaigns are designed to build awareness and drive consumption, "Retail trade advertising communicates availability with programs in support of retail promotions and keeps California avocados' branding and leadership positioning top of mind with key retailers." According to Delyser, CAC's ad placement and creativity in their ads in trade publications encourage retailers to specifically merchandise California avocados. Additionally, the ad copy in the call-to-action section showcases California avocados' American origin because locally grown and point-of-origin identifiers are important merchandising aids for many retailers. Among the various Hass avocado options, only California growers can make the claim that their product was grown in the U.S.A. 🥑