Session Two
Building Demand – Promotions, Marketing and Customer and Consumer Trends and Expectations

New Zealand and Australia Avocado Grower’s Conference’05
20-22 September 2005
Tauranga, New Zealand
The Australian Marketing Program

Chele Dore
Australian Avocados

- Exciting changes ahead
- Benefit from the research and success of current 5 year campaign
- Objective - to make avocados an “everyday” product

“Ave an Avo Today”
Current Program

• Positive program for the Industry
• Avocado consumption grown 1.2kg to 2.0kg per person per year
• Consumer research – future direction

How did we get here?
AVOCADO COMMUNICATION
PLAN 2005

• Television campaign (Budget $400,000)

• Retail promotions (Budget $20,000)
Campaign Objectives

- Consumer research
- Maintain awareness
- Build ‘brand’
- Maximize cost effectiveness
- Maintenance program
- Effective media buy
Who are we targeting?

• Primary - Grocery buyers 25-54 with children (female skew)

• Secondary - Grocery buyers 18-24

Mums with kids
Mums with kids
(potential audience 3,082,000)
They are medium cinema attendees
22.9% (1 visit in last 3 months)

They are Heavy TV viewers
19.5% (4+hrs per day)

They are light radio listeners
38.8% (2-4hrs per day)

They are light Internet users
23.7% (less than once a week)

Light Newspaper Readers
30.3% (1-2 in last week)

Heavy magazine Readers 38.2%
(5+ issues in last 3 months)
Media Typology Summary

- Watched commercial TV on a weekday
- Listened to commercial radio on weekday
- Been to Cinema Last 4 wks
- Read any newspaper last 7 days
- Read last issue of any mag
- Accessed the Internet at least monthly
- Watched Pay TV in last 7 days
- Notice advertising on buses
- Notice big billboard signs

GBs+Ch under 16 vs GBs 18-24
What is in the shopping trolley?

- 80.6% bought fresh fruit in the last week
- 26.3% bought health/muesli fruit bars
- Bought Potato Chips 64.3%
- 11.8% bought tinned baby food
- 12.5% bought breakfast bars
- 64.8% bought cereal
- 92% bought bread
- Chocolate biscuits 42.1%
- Sweet Biscuits 49.7%
Summary

Mum’s with kids

- Shopping type
- Time availability
- Media consumption
- Purchasing habits
Media Options
Mediums

- Catalogues
- In-store demonstrations
In-store vs Television

- **In-store**
  - 4-hour demonstrations
  - Sydney
  - average of 70 people

- **So Spend**
  - $100,000 is spent on 425 in-store
  - over 4 weeks
  - total of 29,750 people reached
In-store vs Television

• Television
  • $100,000 television campaign
  • Brisbane only
  • will reach 1,849,090 people at least once!
  • 135,475 grocery buyers with children at least once!

• Television
  • 1,310,496 people three plus times
  • 105,235 grocery buyers/children three plus times
Programming

• normal “free to air”
• including Pay TV
• “cooking” segments/programmes
• advertorial segments
Overview

• 4 x Media Options
  – Option 1 – Free to air television with 3 distinct periods
  – Option 2 – Free to air television incl. Wimbledon and Saturday’s Kitchen Sponsorships
  – Option 3 – Combination of Pay and free to air television
  – Option 4 – Free to air television incl. sponsorship ‘Ready Steady Cook’
Pay Television

• True NATIONAL coverage

• Promotional opportunities

• Greater cost efficiencies

• approx 200 spots + promotion ($75,000)
Media Consumption Habits

- Most popular
- Index strongly against primary target
- Younger target
- Outdoor
Media Campaign & Evaluation
Avocados 2005
Campaign Design

• Free to Air TV in:
  • Sydney, Melbourne and Brisbane
• Sponsorships – Saturday Kitchen
• Pay TV schedule
• Pay TV on air competition
Media Campaign Evaluation

• Free to air TV 43 bonus spots: $89,379

• Pay TV performed well
  • free spots/extras: $53,052

• Pay TV a first for Avocados
Pay TV a first for Avocados

- launch of a program Lifestyle Café
- live audience
- top chefs, celebrity guests
- Avocados placed on set and used in segments
- Opening and closing billboards
- avocado integration into the “Mothers Day” promotion
Opening and closing billboards
“Mothers Day” promotion
Retail promotions

- 280,000 Australian Avocado leaflets
Summary

Strong position

• Consumer research +
• Knowledge of target market +
• Media experience & review

Successful platform for the future
Thank you to:

• Growcom
• Horticulture Australia (HAL)
• The Australian Government

The avocado marketing program is wholly funded by Australian avocado grower levies