South Africa’s generic promotions programmes

Derek Donkin
SA Subtropical Growers’ Association
VII World Avocado Congress, Cairns, 7 September 2011
We aim to get more people eating more avocados more often.…

Using:
• Public Relations
• In store promotions
• Some advertising
Campaigns are almost entirely grower funded through the South African Avocado Growers’ Association (SAAGA).

Many years  
16 years  
2 years
Programme previously run in France for 3 years
Some highlights from recent campaigns
South Africa

Strong PR focus

Messages:
• Avocados aren’t fattening
• Avocados are nutritious
• Avocados are good for diabetics
• Avocados are versatile

Opinion leaders:
• Food editors
• Dieticians and doctors
• Chefs
South Africa

Southern Sun Chefs Competition
Linking into FIFA World Cup-
“Snacks for armchair referees”
South Africa

Editorial Coverage

Advertising equivalent value usually ± 10 times investment
South Africa

TWICE AS NICE!
Equally nutritious & delicious
South Africa

Booklets containing recipes, nutritional info, cultivars info, care and handling tips.

Used as magazine inserts and in promotions
United Kingdom

Media Relations
In-store activity
Advertising

Messages
Health
Summer living
Recipes
Easy snack: Guacamole
United Kingdom

Summer avocados theme 2011: “Take a dip with summer avocados”

- Generate positive media coverage
- Basis for in-store activity
- Provides appealing advertising theme
United Kingdom

Links with 2010 theme:

“A superbowl for the big match”
Linked to FIFA world cup.
United Kingdom

Summer avocados booklet

Is all publicity good publicity?
United Kingdom

1000s of requests for booklet
Activity on Facebook

Electronic copy made available on summeravocados.com

Over 1000 downloads on 1st day

5600 downloads in 3 weeks

Appears to confirm findings of consumer research which highlighted a hunger for new ideas
United Kingdom

**Shopper research**

Avocado sales in UK have stagnated over past 3 years, despite SA and Chile’s campaigns.

Research commissioned to determine consumer needs & barriers to growth

Research co-funded by SAAGA and some importers.
United Kingdom

**Shopper research: Some key findings**

Shoppers would buy avocados more often if:

- They had more good ideas on how to use them
- They were on promotion more often
- They could be guaranteed to be ripe when they need them
- They could be bought singly
- They were cheaper
United Kingdom

Retailer activity

In store tastings
At till coupons
Online activity
United Kingdom

Win a swimming pool competition on 16 regional radio stations
Sweden

2010 PR Campaign

PR material sent to press

Advertorial in Saturday lifestyle supplement of Sweden’s most popular evening paper, “Expressen”
Sweden

Recipes developed with personality Johanna Westman were used in press material and advertorials.
Sweden

2011 Campaign

In store campaign with ICA. Stickers on salad packs reminding shoppers to buy an avocado

• Make avocados more visible in store
• Teach new ways of eating avocados
• Educate: How to determine ripeness
Sweden

**Examples of salad pack stickers**

- **Left:** mango, körsbärstomat, röd chili, vitlök, lime och räkor
- **Right:** solrosfrön, bacon, ädelost och crème fraîche
Sweden

Salad packs on display with stickers
This activity generally increased sales compared to 2010.
Thank you