• Australian Avocados Overarching Strategy

• I Heart Footy
  – Strategic Overview
  – Target Audience
  – Activity Overview
  – Campaign Growth
  – Campaign Outcomes
  – Key Learnings, Opportunities
  – Long Term Vision

AGENDA
Avocado Activity Planning Map

**Mums with bustling families**
- **Influencer Groups**
  - Zoe Bingley Pullin
  - Impact Comms
  - Tongue
  - Liquid Interactive
- **Creative Development**
  - Clemenger
  - WhiteWorks
- **Avocado Marketing Campaign Key Audiences**
  - **Mums with start-up families & Small scale families**
    - **Nutritionist**
    - Zoe Bingley Pullin
    - **Experiential (NRL)**
    - Tongue
    - **Social Media**
      - IKON
      - Liquid Interactive
      - WhiteWorks
    - **Chef Master Classes**
      - WhiteWorks
    - **Consortium (HAB Projects)**
      - Hass Avocado Board
    - **GP Project (TBC)**
  - **Foodservice (Chefs)**
    - **Media (Print)**
      - IKON
      - Clemenger
    - **Social Media**
      - IKON
    - **Creative Development**
      - Clemenger
    - **SEO & SEM Website & eDM**
      - Liquid Interactive
    - **Nutrition Strategy Review**
      - Zoe Bingley Pullin
    - **Zoe Bingley Pullin**
    - **Chef PR**
      - WhiteWorks
    - **Creative and Asset Development**
      - Liquid Interactive
    - **Influencer Programs**
      - Zoe Bingley Pullin
    - **Nutrition Strategy Review**
      - Zoe Bingley Pullin
    - **Consumer Insights**
      - Zoe Bingley Pullin

**Nutrition Related Work**
- **Metabolic Jumpstart**
- **Fitness Professional Project**
- **Early Childhood Education Project**
- **GP Project (TBC)**
- **HAB projects (Hass Avocado Board)**
- **Zoe Bingley Pullin**
- **Lisa Yates**
- **Impact Comms**
- **Tongue**
- **Liquid Interactive**

**Public Relation Activities**
- **Public Relation (I Heart Footy)**
- **Public Relations (Early Childhood Project)**
- **Media (TV, Print, Online Advertising)**
  - IKON
  - Liquid Interactive
  - WhiteWorks
- **Creative and Asset Development**
  - Liquid Interactive
  - WhiteWorks

**Experiential Activity**
- **Experiential (Baby Expo)**
- **Impact Comms**
- **Zoe Bingley Pullin**

**Nutrition related activity**
- **Nutritionist**
- **Nutrition Strategy Review**
- **Zoe Bingley Pullin**

**Public Relation Activities**
- **Media, Print and Online Activity**
- **Experiential Activity**
- **Creative and Asset Development**
- **Influencer Programs**

**Australian Avocados**
Business objectives

Industry Objective:
To maintain a profitable balance between supply and demand

Marketing Objective:
To increase AWOP among light to medium users by instigating behavioural change and establishing a commitment to purchasing avocados from an occasional basis to every day
PRIMARY AUDIENCE – BUSTLING FAMILIES:
Mum has many hats. Because she takes her myriad of roles seriously, she is time-poor, fighting her constant daily battles to do what’s right for her family. Her radar is always keenly focused on her family’s wellbeing. She has a habitual household but she is always on the lookout for ways that can make her life that bit easier.

SECONDARY AUDIENCE – START UP FAMILIES:
For mum and dad, their world has completely changed; it is now a world of uncertainty and so mums are 100% focused on ‘DOING THE RIGHT THING’ by their kids, and they definitely come first in the house!

Sticks to tried and true
wants life to be a bit easier and not sure where avocados fit in
Brand Essence:
One fruit. Endless Possibilities

Brand Pillars:

Health & wellbeing
• Vitamins & minerals
• Good fats
• Low sugar, no salt
• Good kids food

Indispensable ally
• Lots of uses
• Substitute
• Easy
• Value for money
• Family loves it

Gives me the confidence
• Recognition
• Advocacy
• User imagery
• Everybody loves it

Product centric People centric

Taste

Australian Avocados
The American Experience

- Success of American industry to leverage Super Bowl well known; built over 20 years
- ‘Guac’ and Super Bowl now go hand-in-hand; 10million+ kilos of avocados consumed on Super Bowl Sunday
- US campaign integrates celebrity spokespeople, radio ads, POS, PR, in-store events and sampling

The Australian Strategy

- Carve out a unique space/occasion that requires planned avocado purchase(s)
- Adapt US experience by creating a genuine link with NRL and at-home footy parties
- Create milestones that build towards footy finals
- Target MGBs plus footy fans and ‘snackers’
- Leverage perception to make avocados routine for entertaining and at-home use
- Build year-on-year to reinforce link, establish long term partnership between avos and football

Year One (2009)
Create association with NRL

Year Two (2010)
Keep NRL association alive via grass roots

Year Three (2011)
Extend NRL partnership and introduce digital and social integration
## Target Audience

### AUSTRALIAN AVOCADO

**Audience**
- Bustling families (Female MGBs)
- Light to medium users

**Tactic**
*Australian Avocados recipe competition; promotes healthy, family-friendly recipes*

**Aim**
- Players/recipes offer inspirational possibilities for at-home entertaining
- Prompt intentional purchase
- Stimulate everyday family meal options, healthier options

### NRL FANS

**Audience**
- Light to medium users
- Strong family fan base

**Tactic**
*Australian Avocados sponsorship creates positive impact from base*

**Aim**
- I can try that/I can do that
- Recognition of nutritional appeal and uses for avocado
- Inspired by footy ‘heroes’
Activity Overview

Avocados and NRL: Building a platform for a strategic, long-term partnership to reinforce genuine link between avocados and football

PR program milestones promote, support, leverage NRL sponsorship

- Campaign Launch – Avo Footy Fuel Survey
- Recipe Comp Ladder Updates
- Footy Finals recipe, at-home parties
- @Iheartfooty Twitter
- Announce OR call for sponsorship category

Code-level support, high profile players and club endorsement

- Online advertising
- Electronic direct marketing
- Branded videos
- Social media integration
- New sponsorship category
Campaign Growth

Campaign builds each year to reinforce genuine link between avocados and football; drive purchase for at-home entertaining

**2009**
- Inspired by US experience; create genuine link with NRL and at-home parties
- Launch partnership with NRL via One Community health initiative
- Carve out unique occasion; make avocados routine for at-home entertaining
- Milestones; recipe competition and footy finals

**2010**
- Build on partnership with NRL clubs, extend grassroots outreach via junior clubs
- Develop recipe comp with new angles for year 2
- Highlight ‘health hazard’ of traditional fatty footy foods
- Ambassadors promote avocados, encourage healthy eating

**2011**
- NRL code-level agreement, support, recipe comp
- Quick, easy recipes; real alternatives to footy foods
- Integrate NRL properties to take campaign beyond PR
- Build social media to engage
- Create news via statistics, NRL ‘legend’ spokespeople
- Negotiate development of new sponsorship category
Campaign Outcomes

- More than **600 media articles** have appeared in print, radio, online and television; year one 129, year two 417, year three in progress
- Media coverage has achieved over **40 million impressions** in a nation of 21.8 million people
Campaign Outcomes

- Almost **11,000** votes received in three recipe comps
- Development of **47 recipes** for avo recipe database
- Campaign has driven over **26,000** visits to [www.avocado.org.au/iheartfooty](http://www.avocado.org.au/iheartfooty)

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Campaign Outcomes

- Integrated activity via NRL websites, club databases, facebook and twitter has achieved over **23 million impressions**
- Launch of @iheartfooty twitter handle to establish voice in social media, *initial two month campaign*; 1020 following, 143 followers, 105 tweets, Klout score of 32
Key Learnings, Opportunities

- Australian Avocados is competing with multinational organisations and big $$$ to sponsor the NRL

- Media seek ‘celebrity factor’ and ‘new’ news is needed to drive coverage

- Fan-based communities prevalent users of social media; seek more than one call-to-action

- Club-by-club agreements negotiated, but process lengthy, large variances club/player support

- In 2011, extensive negotiations and greater level of sponsorship investment strengthened partnership with NRL and gain code-level support

- Negotiations underway for long-term, viable option

- Access to high profile players is critical, as they offer both a newsworthy and ‘fan-worthy’ angle to capture media and target market interest

- Complementing celebrity factor with statistics tied to campaign key messages has provided newsworthiness and media cut-through

- Evolving the program beyond traditional PR to incorporate digital and social media has allowed for more touch-points with target market and migration from ‘hero’ to ‘friend’ recommendation
Long Term Vision

2012
- Launch new sponsorship category for ‘brands’ that provide real health benefits, Australian Avocados foundational partner
- Complete integration of traditional PR, social media of Australian Avocados and NRL throughout season
- Grassroots outreach via grounds, family fun days

2013
- Launch AFL program year one to complement NRL success
- Target avocado usage for NRL and AFL awards nights Dally M Medal/Brownlow
- Leverage WAGs popularity, extend reach beyond players
- Ground POS, mascot stickers
- Endorsed by DAA
- Merchandise avocado kits

2014
- Extend and grow AFL and NRL programs
- State v State, code v code
- TVC with players/ ‘legends’
- Seasonal occasion; Avo recipes fuel for footy finals
- WAGs, celebrity at-home avocado footy finals parties
- National recognition of link between football and avocados