AUSTRALIAN AVOCADOS
DIGITAL MARKETING 2007-2011

Liquid Interactive
Digital Creative Agency

Australian Avocados

Wednesday 25th of August 2011
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 focussed 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

Australian Avocados
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 Role of Digital

All Marketing & Campaign Activity

Include a Call to Action such as:
For More Quick Ideas Visit www.avocado.org.au

Website = Brand Destination

- Bustling Families
- Start-up Families
- Food Service Professionals
- Childcare Professionals
The Role of Digital

All Marketing & Campaign Activity

Include a Call to Action such as:
For More Quick Ideas Visit [www.avocado.org.au](http://www.avocado.org.au)
Connect with us on Facebook

Website = Brand Destination

Social Media = Brand Conversation

Bustling Families

Start-up Families

Food Service Professionals

Childcare Professionals
Digital Strategy

Primary & Secondary Target Audiences

Objective: To use our digital platforms as an opportunity to give our audience a Reason to believe by demonstrating our brand promise

Brand Essence:
One fruit. Endless Possibilities

Consistently delivering new ideas to Add an Avo Everyday

Recipes & Usage Ideas

Product Information

Nutrition Information

How to
Content Strategy

- Audience Engagement
- Regular Content updates
- Website = Brand Destination
- Email
- Social Technologies
Audience growth since 2007

- New Website Development and Digital Strategy
- Monthly Email Distribution (previously quarterly)
- I Heart Footy Campaign Commencement
- Food Service Campaign Commencement
- Baby Competitions
- Early Learning Project
- Social Integration
- Early Learning Project
- Food Service Campaign Commencement
- I Heart Footy Campaign Commencement
- Monthly Email Distribution (previously quarterly)
- New Website Development and Digital Strategy
Everyday
Social Media Content

KEEP CALM AND EAT AVOCADOS
KEY LEARNINGS

Ensuring that content is relevant, and high quality, will drive engagement

Content needs to be updated on a regular basis to maintain engagement

Social Audience – ‘Our most engaged users’

Our audience love Recipes!
FUTURE DIGITAL GROWTH