Avocados in Early Childhood
Avocado Marketing Campaign Key Audiences

- Mums with bustling families
- Mums with start-up families & small scale families

Nutrition Related Work
- HAB projects (Hass Avocado Board)
- GP Project (HAB)
- Nutrition strategy review
- Nutrition related activity
- Public Relations (Chef PR)
- Creative and asset development
- Social media
- Experiential activity
- Influencer programs

Foodservice (Chefs)
- Public relations (Chef PR)
- Chef master classes
- Creative development

Influencer Groups
- Zoe Bingley Pullin
- Lisa Yates
- Early childhood education project
- Fitness professional project
- Metabolic jumpstart

Creative Development
- Impact Comms
- Tongue
- Liquid interactive
- Clemenger
- WhiteWorks

Media (TV, Print, Online Advertising)
- SEO & SEM
- Website & eDM
- Social media
- Media (Print)
- Social media

Public Relations
- Impact Comms
- Tongue
- Liquid interactive
- Clemenger
- WhiteWorks
- Impact Comms

Nutritionist
- Zoe Bingley Pullin
- Early childhood project
- NRL
- NRL

Nutrition related activity
- Lisa Yates
- Consumer insights
Overview

Key Activities:

- **July 2010**
  - Print production

- **Aug 17**
  - Launch & PR

- **Jan 2011**
  - DVD filming & repro

- **June 2011**
  - Kit Reprint

Phased delivery of program

Burst 1

Burst 2

Burst 3

Australian Avocados
Resource production

Kit + DVD + Stickers
Launch and PR campaign

August 17th 2010

Key Results

• 20 pieces of coverage were secured, including 2GB, Ninemsn, Adelaide Advertiser, Herald Sun, AAP, Maitland Mercury

• Note: only 17 childcare centres provided their consent to be pitched to local news and photo desks

• A product drop (including the educational kit) was distributed to a total of 19 media outlets, nine long lead, six mid-lead and four short-lead
Website

Launched 2nd September 2010

Focuses on:
– Information about the initiative with samples of the ‘Eating My Colourful Vegies & Fruit’ kit
– Recipes for children aged 6 months – 5 years old
– Avocado nutrition information
– Registration and data collection function
Delivery of the program

Getting the learning resource and avocado samples to 408 Early Childhood Centres
Feedback from centres

Enthusiastic response from educators and children
New program process
From the Early Childhood Centre’s perspective:

1. **Resource revision**
   - Australian Family introduced

2. **Website refined**
   - Delivery area reviewed

3. **Invitation to participate by letter**
   - Agree to terms & sign up by fax or website

4. **Receive pack then confirmation email**
   - Receive tray of avocados in same week
   - Begin teaching program

5. **Receive email prompt to send feedback**
   - Centre to send photos & stories

6. **Receive sticker incentive**
   - Receive email prompts and encouragement

7. **Finish program in one to four weeks**

Learnings and Ongoing Refinement

1. Continue the roll out of the ‘Eating My Colourful Vegies and Fruit’ and avocado samples to early childhood centres throughout Australia.
   - Scoping study
   - EDMs
   - Extend PR campaign
PR for Early Childhood 2011/12

**Challenge:**

- Due to privacy and child protection laws, Child Care Centres are reluctant to agree to publicity

**Plan for 2011/12:**

- Roll-out phase two and three differently
- Main focus on family and mummy bloggers, health writers/bloggers
- Secondary focus on local media to capture those centres willing to participate
- Roll-out is a continuation of 2010/11
- Need to create new news
- Develop online poll on avocado website to provide statistics for media
- Use incentive to encourage response rate
- Lack of early childhood images – a must for media
- Build a library of images of small children, avocados and early childhood centres
- Images can be generic so they can be used nationally
Learnings and Ongoing Refinement

2. Update website
   - Scoping study
   - EDMs

3. Re-assessing delivery mechanism
   - Registration process
   - 2 streams for avocado delivery
## Bursts 1, 2 and 3 Status Update

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### Bursts 1, 2 and 3 Status Update

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**TOTAL children who have participated to date:**

58,237