

HORT INNOVATION

MARKETING UPDATE

BY KELLY MCGUINNESS

The 2017/18 Summer Flush saw the start of the new **'A Splash of Passion'** messaging for Australian Passionfruit. To support this message, **3 new recipes** were created, as well as a **video showcasing 3 ways to use passionfruit**. This video aimed to encourage consumers to buy up big during the flush.

**CRACK IT
TOP IT,
FREEZE IT!**



WATCH IT NOW AT
www.facebook.com/aussiepassionfruit

The three recipes created were:

**A PASSIONFRUIT SMOOTHIE BOWL,
PASSIONFRUIT CHEESECAKE SWIRL BROWNIES &
PASSIONFRUIT, COCONUT & QUINOA MUFFINS**

The smoothie bowl recipe is very on trend and was used in the summer media outreach - try it for yourself on PAGE 22.

We've kept in close contact with the foodies throughout the season, with seasonal information, tips and tricks and summer recipes being shared with both Australian media outlets and influencers, plus hampers were sent to 10 of the best top-tier media and influencers to announce the start of the season. This is a great cost-effective way to get their attention and encourage them to engage with passionfruit.

The hampers contained beautiful passionfruit, the media release and ice cube trays and ice block moulds to showcase the 'freeze it for later' message, which was found to resonate most with the media over the hot summer months.



RESULTS EARNED MEDIA

41 passionfruit articles published. Total opportunities to see sitting at over **3.5 million** people.
Nine Kitchen's parent website nine.com.au is viewed daily by 1.2 million people



**Better
Homes
and Gardens.**



Westfield



BestRecipes
.COM.AU



Kitchen



Influencer highlights include Lyndi Cohen a.k.a. The Nude Nutritionist, The Lebanese Plate and Nourish Naturally, who have a combined following of over 230,000 people. These influencers are an important part of the PR program, as they not only have a large following, but are authentic in their love for fresh produce, and are a way to reach our target audience in an organic way by people they trust.

At the end of 2017, Aussie Passionfruit increased their recipe presence on the Myfoodbook website (www.myfoodbook.com.au). Myfoodbook houses a range of recipes, and allows for members to create their own cookbooks, as well as pulling together themed cookbooks throughout the year. Last year, Aussie Passionfruit were included in the Dessert Lovers book, which was downloaded over 11,000 times, and the Aussie Passionfruit recipes on the site were viewed over 13,000 times in 2017. This is a bonus subscription and comes at no cost to the industry.

RESULTS SOCIAL CHANNELS

Aussie Passionfruit continued their social media presence

Since July, we have reached nearly **5 million people** with Passionfruit content; in December alone, we recorded **2.5 million page impressions**.

What is an impression? Impressions measure how often your content appears on screens for your target audience. An impression is counted as the number of times a piece of content is on screen for the first time.

f FACEBOOK

10,090 NEW fans 'liked' the Facebook page since July an awesome **+21% increase**



48,186



26,008



25,089

Top post Summer 2017 Impossible Pie recipe from



46,875 PEOPLE REACHED • 537 SHARES
820 REACTIONS • 118 COMMENTS



@ INSTAGRAM

We have also continued to see growth on the Aussie Passionfruit Instagram page, with currently **1,108 followers** – **18% increase** since July.

In November to January, there were **16,200 total page impressions**

Top post Summer 2017 Cake with creamy passionfruit icing

581 LIKES
12 COMMENTS



With the summer season still on-going, full results will be reported on in the WINTER edition of The Passion Vine. Looking forward, planning will begin on the winter campaign, with highlights including in-store demonstrations, and a media event to drive high reaching stories on the visual, taste and health benefits of Australian passionfruit.

For more information about the current campaign or any ideas that you have for marketing opportunities, please contact Kelly McGuinness at Hort Innovation: Kelly.McGuinness@horticulture.com.au