

HORT INNOVATION MARKETING UPDATE

Throughout the months of June, July & August, #Aussie Passionfruit continued to inspire media, influencers and consumers to use passionfruit during its winter peak. Through the Aussie Passionfruit channels and earned media, we spread awareness of the winter season, posted inspirational and seasonal-appropriate recipes, and offered support with produce selection tips.

We continued to leverage the 'Finish With Passion' positioning throughout the campaign, showcasing how Aussie passionfruit can be used to finish a dish and transform a meal. Taste and provenance were the main focus, supported by seasonality, selection, handling and storage tips. Farm updates from growers were also an important part of our community engagement.

RESULTS EARNED MEDIA

The media outreach component of the 2016/17 campaign wrapped up in July. It achieved 194 pieces of media and social media coverage, generating a total reach of more than 12.8 million.

Our winter season key messages were well received, with 76% of coverage including seasonality messaging, and 65% including usage tips.

Coverage appeared across print, online and social media. The most notable coverage in this period came from Australia Women's Weekly, That's Life and Recipes+.



ABOVE:

A double page spread in *That's Life* magazine dedicated to passionfruit

RESULTS SOCIAL CHANNELS

The Aussie Passionfruit social channels continue to inspire usage by showcasing delicious recipes, tips on storage, picking and cooking, and also health information and insights into the grower community.



FACEBOOK

In the three months to August 2017, we have had 1,870 new page likes and reached more than 1.4 million people through the Facebook page.

The fanbase is highly engaged, regularly asking questions on seasonality and growing, and offering recipe suggestions. The fans are passionate about telling us how much they love passionfruit.



INSTAGRAM

The Aussie Passionfruit Instagram channel reached more than 12,500 people in the three months to August 2017, from a follower base of 931. We continue to maintain a steady increase in followers of our page.

Across both channels our followers respond best to beautiful, delicious, sweet recipes as well as farmer profiles. Moving forward we will continue to amplify health, provenance and taste messaging through insightful and inspiring content. We will also continue to grow both channels through targeted advertising, driving reach of the content and increasing followers and fans.



THE TOP PERFORMING POST for this period was a passionfruit cheesecake recipe from *Foodiful*, reaching **398,600 PEOPLE** and **746 SHARES**.

These shares show that people **LOVED THE CONTENT** that much, they wanted to share with all of their friends.

Second to that was the **CURD 'HOW TO' VIDEO**, which was created for the 2016/17 campaign.

This video had a **REACH OF 241.9K** and was shared by 901 PEOPLE.

BELOW: Passionfruit was also featured in *myfoodbook's 'Dessert Lovers' book*, which can be found & downloaded at myfoodbook.com.au.

