

HORT INNOVATION MARKETING UPDATE

BY KELLY MCGUINNESS



Welcome to the latest marketing update, where we give you a snapshot of the marketing activity that's helping Aussie consumers connect with Aussie Passionfruit. This activity is managed by Hort Innovation on behalf of the industry and is funded by the passionfruit marketing levy.

The winter flush was an exciting period for Aussie Passionfruit, with media in particular loving our new recipes and tips and tricks they picked up from the media launch event.

Public Relations Activity

Media outreach continued up to and into the winter flush, with the brownie and muffin recipes shared with media and a season update provided by Melissa Smith. Aussie Passionfruit also hosted an intimate lunch to celebrate the winter flush at Luke's Kitchen in Waterloo. A custom-made passionfruit menu was created by head chef Matt Leighton, and Tina McPherson, Jane Richter and Melissa Smith were in attendance, sharing insights from the farm, a seasonal update, varietal information and their own tips and tricks.

Guests were encouraged to post on social media throughout the event, with shareable content (kitchen view, social boards and tags on display). Each attendee received a take-home hamper filled with fresh passionfruit, engraved spoons and a media kit with all seasonal information. 14 top tier food media and influencers were in attendance, including: Woolworths Fresh Magazine, Australian Women's Weekly, Bauer Food Studio, Healthy Food Guide, My Body+Soul, Nine Kitchen & New Idea.

Feedback from the event attendees was overwhelming positive, and the event and media outreach for the year resulted in 123 pieces of coverage across traditional and social media, resulting in a reach of over 26.2 million.

Highlights included articles in Women's Day (readership of 1.2 million) and Women's Weekly (readership of 1.4 million).



SOCIAL MEDIA *REPORT*

Aussie Passionfruit continued their social media presence and have seen more than 10,000 fans 'like' the Facebook page since July 2017, an amazing increase of 27%. Currently, there are a total of 48,195 fans who like the page, with the aim to continue to build this community of passionfruit lovers. During 2017/18, we reached over 3.6 million people with passionfruit content. These people shared our content over 10,000 times with their friends, showing that was really resonating with our target audience.

FACEBOOK

48,195 fans +27%

3.6M PEOPLE REACHED WITH PASSIONFRUIT CONTENT

INSTAGRAM

1,563 followers +52%

93,564 PEOPLE REACHED WITH PASSIONFRUIT CONTENT

Both the Facebook and Instagram pages continue to be highly engaged, with consumers regularly sharing their love for passionfruit. Farm-related posts are also received well by fans, so if you have any photos you would be happy to share, please send them through to Kelly!



In-Store Demonstrations

115 in-store demonstrations were run for 6 weeks in June and July in Coles and Woolworths stores in NSW, VIC and QLD. Fresh passionfruit was sampled, and recipe brochures handed out. Consumers were also educated around seasonality, storage and handling. Overall, the results were strong and feedback from consumers was overwhelmingly positive, with many expressing that they had learnt something new.



Results

- 13,997 interactions (avg. 122 per session)
- 8,526 samples (avg. 74 per session)
- 7,788 passionfruit sold during sessions (avg. 68 per session)

Passionfruit also took part in a syndicated merchandising program; 100 of the top independent grocers on the eastern seaboard were visited, with the aim to set up the display with our point of sale material, and to educate staff around handling/best practice. These initiatives allowed passionfruit to be more visible right where it is needed - when consumers can immediately buy passionfruit!

Looking Forward

We are in the process of developing 6 new delicious recipes that will be photographed and used for media outreach and social media over the next year. Our PR media outreach and 'always on' social media activity will continue over the summer flush, encouraging consumers to buy up big. Prior to the winter 2019 flush, we will also be hosting a farm visit with top tier media and influencers for next year's PR campaign. More details about this will be in the next edition of The Passion Vine.