

HORT INNOVATION MARKETING UPDATE

BY KELLY MCGUINNESS

Hort Innovation is responsible for investing the passionfruit marketing activity into a range of activities to grow awareness and consumption of the fruits, under the Hort Innovation Passionfruit Fund. Here's a look at some of the highlights since the last edition of The Passion Vine.

Gardening Australia

The Gardening Australia team got in touch after seeing a post on the Aussie Passionfruit Facebook page of Melissa Smith's Farm and filmed a segment over 2 days in May.

The segment aired in September and was the most watched episode of the year. It will also be used across the ABC Asia Network for the next 7 years, reaching up to 70 million viewers.

Although the focus was on growing passionfruit, the benefits of the segment were numerous. It is a useful resource when people get in touch with growing questions, it connects the consumers with the product and the hard work that goes into growing passionfruit, and also highlights the 'clean and green' credentials of Australian Passionfruit to Asian markets.



SOCIAL MEDIA REPORT

Aussie Passionfruit social media activity continues to attract and engage consumers. The aim of the Facebook page is to inspire and educate. From the start of June, we have reached consumers with passionfruit content over 580,000 times on Facebook alone. A top post was the passionfruit and honey cheesecake, which reached over 20,000 people, and was shared 229 times.



FACEBOOK

48,375 fans

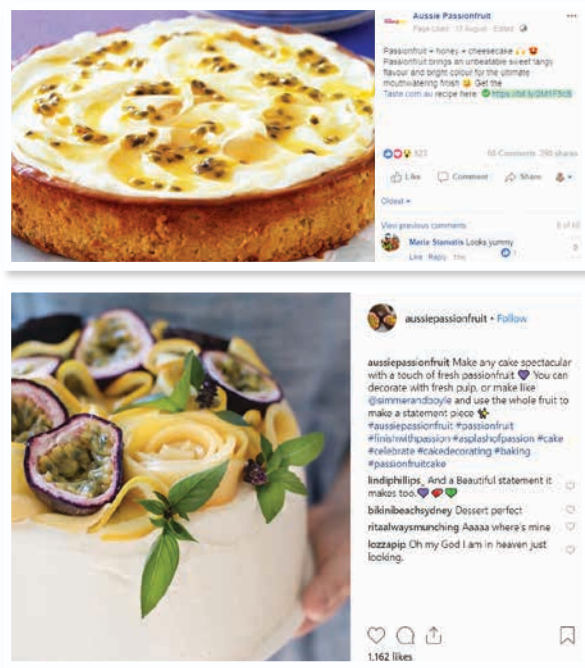
3.6M PEOPLE REACHED WITH PASSIONFRUIT CONTENT



INSTAGRAM

10,896 followers

93,564 PEOPLE REACHED WITH PASSIONFRUIT CONTENT



Exquisite photography continues to engage the most on Instagram – this beautiful picture received 1,162 likes and adds to the enormous pool of lovely passionfruit imagery created both by our agency Bite and other Instagrammers who love our passionfruit.



Upcoming Activity

Our 'always on' social media will continue leading up to and into the summer flush with the 'a splash of passion' messaging.

We are also continuing with our media outreach. Long lead media were approached in September, and mid-lead media outreach will begin shortly. Hampers will be developed and sent to key targets to encourage media coverage.

Six new passionfruit recipes have been developed and photographed, with three to be used in the summer flush, and the other three to be used in the winter 2019 flush.

The key component for the 2018/19 PR campaign is what is called a farm 'famil' which means we bring food writers from major media outlets to visit a farm in the lead up to the winter flush.

A famil (short for familiarisation) is a tactic that public relations practitioners may use to educate media and influencers and encourage them to write about a product. The famil will specifically look to convey a set of pre-determined key messages that are delivered through the experience.

In fresh produce, this often involves taking the media to a farm to demonstrate how the produce is grown, picked and packed before being transported to retail outlets. It is an opportunity for the media to get direct access to the growers and hear the stories first-hand. More details will be reported on in the next edition of The Passion Vine.



What a coup!

Fresh passionfruit is the star ingredient on the front cover of the December issue of Woolworths Fresh magazine with another 3 pages inside featuring passionfruit recipes. Fresh magazine is the most read magazine in Australia and the December edition has the largest circulation of the year at 1.5 million with total readership sitting at over 4 million.

Fresh magazine is highly influential with 91% of readers having purchased a food product after seeing it in Fresh.

Based on the 2018 media rate card, these 4 pages would have cost us over \$125,000 but thanks to Hort Innovation and the fresh food team at Woolworths, it was created for the industry free of charge as part of Woolworths' commitment to supporting fresh seasonal produce.

Great support — thank you all!



Hort Innovation
Strategic levy investment

PASSIONFRUIT FUND

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