

HORT INNOVATION

MARKETING UPDATE

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Hort Innovation is responsible for investing the passionfruit marketing levy 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**.

In-Store Sampling

In-store sampling of Australian Passionfruit took place 18th July to 24th August 2019 to drive awareness of passionfruit over the winter period and support sales during this time. This was a national campaign, activating in 81 stores with retailers Coles and Woolworths as well as Independents.



While in previous campaigns, samples were of fresh passionfruit only, this season aimed to demonstrate the versatility of Australian Passionfruit through pairing with vanilla yoghurt or cottage cheese on wafers depending on time of day. This proved to be extremely popular with the average samples per store reaching **95 vs 74** in the previous campaign.

All in all, over **8,900 shoppers** were exposed to the Australian Passionfruit brand with over **7,500 samples** distributed during the campaign.



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. Here is the performance to date of the Aussie Passionfruit Facebook and Instagram pages.

PLATFORM	MEASUREMENT	TARGET TO JUNE 2020	ACHIEVED TO DATE
 FACEBOOK	Total impressions	1,100,100	866,274
	Engagement rate	5%	7%
 INSTAGRAM	Total impressions	550,000	103,249
	Engagement rate	10%	15%

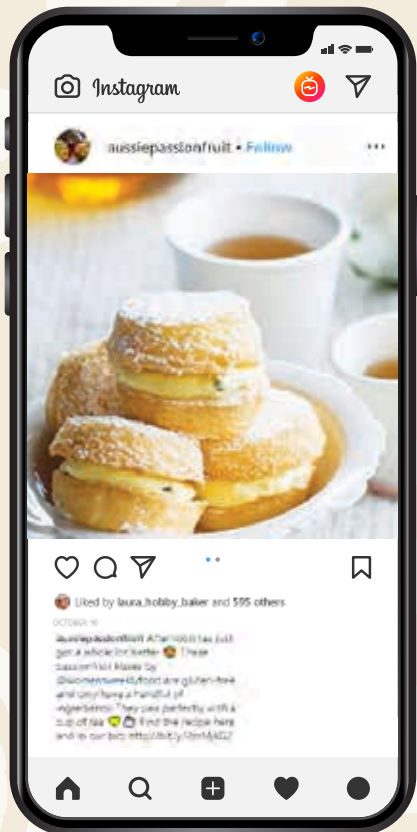
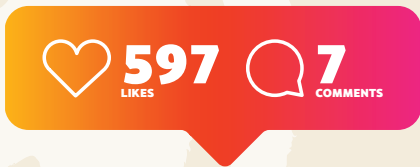
WHAT ARE 'IMPRESSIONS'?

According to Shift Communications, impressions, broadly defined, are any interaction with a piece of content and an audience member. For example, when you read the front page of the Sydney Morning Herald, every article on that page counts your viewing as one impression. When you drive past a billboard on a motorway, that counts as an impression. When you read Facebook, every ad that scrolls by in your News Feed is an impression. An impression is the broadest possible metric for any piece of earned, owned, or paid media's performance.

WHAT IS THE ENGAGEMENT RATE MEASURING?

The Corporate Finance Institute defines the engagement rate as a measure of the level of interaction by followers from content created by a user. It is calculated as total engagement divided by total followers, multiplied by 100.

The engagement rate provides a more accurate representation of social media content performance than simply looking at absolute measures such as likes, shares, and comments.



On Instagram, our audience loves sweet, brightly photographed passionfruit treats and this certainly delivers on that promise. At 19%, the engagement rate for this post was huge and the recipe was saved more than 50 times, showing an intent to purchase among consumers to try this recipe out at home.

The Facebook post that performed the best in October was this video of a coconut and passionfruit shortcake slice. The simple yet engaging video reached 28,000 people, 92% of which was achieved without paid advertising spend as it was so widely shared.



Delicious and enticing photography of beautiful recipe ideas and helpful tips about selecting passionfruit will continue to be the core focus of our social media strategy. If any growers have photos that they would be willing to share with us, these are always very popular with the passionfruit loving public – **please share them by email to marianne.azarcon@horticulture.com.au**

Following guidance from within the industry, the summer activities have been re-scheduled to support the flush of fruit that is likely to come after Christmas across January and February 2020.