

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**.

Australian Passionfruit on Show!

Australian Passionfruit featured in the Tropical Fruit Exhibit at this year's Sydney Royal Easter Show (12-23 April), along with Papaya Australia. The intent was to reinvigorate interest in Australian passionfruit as well as educating show-goers on selection tips, seasonality and health benefits of Australian passionfruit.

An estimated 901,000 attended this year's show which made it the ideal platform to mass reach consumers (particularly young families) with Australian Passionfruit key messages and sampling of the fruit.

The exhibit was brought to life with a 3m x 3m stand in the Woolworths Fresh Food Dome with Brand Ambassadors engaging with show-goers through sampling of fresh passionfruit (by itself and as a topping to papaya) and distribution of brochures, inclusive of health benefits, selection tips, a passionfruit-inspired recipe and call out to the Australian passionfruit website and social pages.



Over the course of the event, 23,520 samples of Australian passionfruit and 38,000 brochures were distributed. Estimating that 75% entered the Woolworths Fresh Food Dome, the Australian Passionfruit brand was seen by almost 675,000 people.

The response to the stand was overwhelmingly positive, with crowds and queues forming at the Tropical exhibit. The vibrant colours ensured maximum cut-through and strong visibility. Overall, a very strong campaign!




SOCIAL MEDIA *REPORT*

Aussie Passionfruit social media activity continues to attract and engage consumers. Below are the results to date as at April 2019:

PLATFORM	MEASUREMENT	KPI TO JUNE 2019	ACHIEVED TO DEC 2018
 FACEBOOK	Total Impressions	1.8 million	1.2 million
	Engagement rate	5%	7%
	Page size	Maintain	240 new followers (48.4k followers)
 INSTAGRAM	Total Impressions	120,000 (245,000 stretch)	239,000
	Engagement rate	10%	11%
	Page size	25% growth on 2018	444 new followers (2.1k followers)
			26% growth

The Australian Passionfruit social platforms continue to perform competitively, with the recent implementation of Facebook stories, upweighting dessert content and leveraging videos as they are proving to be highly engaging with the fan base.

TOP POST IN APRIL



1,000
156 Comments
208 Shares

This decadent and delicious pavlova and clafoutis hybrid dessert was our best performing post on Facebook for April. With more than 200 shares, this post showcases that our fans really love dessert ideas with passionfruit. The post reached almost 20,000 people, 75% of this through organic reach. The post received lots of comments with fans stating how they want to try it at home, achieving a 20% engagement rate. We will continue to prioritise this light, bright dessert content on the page to drive opportunities to see passionfruit and inspire consumption through the upcoming winter season.

TOP POST IN APRIL



1,244 Loves
13 Comments

The eye-catching passionfruit in this image took home the prize for April, with this delicious hummingbird cake being our top-performing post for April. Receiving more than 1,200 likes and 57 saves, many fans commented how they wanted to make this themselves – showcasing an intent to purchase. The light, bright imagery continues to outperform on both social channels.

Upcoming Activities

To support the upcoming winter flush of Australian passionfruit, public relations (PR), social media and in-store activities will be implemented over the next few months:

- Media outreach activities - includes a seasonal media release, new recipes and passionfruit hampers sent to media outlets and influencers to create excitement, conversation and coverage about the passionfruit winter flush
- Passionfruit farm famil - we will be hosting media and influencer, 9Kitchen and RecipeTin Eats (Nagi) on a passionfruit farm tour in June to educate them on Australian passionfruit and get direct access to the growers and hear their stories first-hand. This encourages more content written about Australian passionfruit on media publications and social media platforms
- 'Always on' social - posting of inspiring passionfruit recipe ideas and imagery to remain top of mind during the winter season
- Influencer campaign - Using food influencers to extend consumer reach for Australian passionfruit via inspiring passionfruit imagery and recipes during winter
- In-store sampling activity - Scheduled to go live in July on a national level to educate on passionfruit availability during the winter and encourage consideration and purchase through trial/sampling at point of purchase