

HORT INNOVATION

MARKETING UPDATE

BY BEN WOODMAN

This update will feature the results of this year's Add a Dash of Passionfruit marketing campaign, and although this update has results up until the end of May, there are some great results to share.

The objective of the FY21 Australian Passionfruit marketing campaign was to increase the number of households purchasing Australian passionfruit, by driving awareness and consideration of passionfruit – focussing on provenance, health, and flavour.

The campaign aimed to encourage consumers to eat more Australian Passionfruit under the positioning 'add a dash of passionfruit' to make a big impact to everyday meals.

This was achieved via 2 strategic priorities:

- **Generating awareness for Australian passionfruit** via media relations, by tapping into consumer insights and the news agenda
- **Driving consideration for Australian passionfruit** with compelling new content on owned social channels (Facebook and Instagram)

Targeting the Independent Single audience (35+ years), the marketing campaign included content creation, social media activity and earned media amplification.

WORKING WITH BONNIE

Working with food photographer, stylist, and recipe developer Bonnie Coumbe (find her at [instagram.com/bonniecoumbe](https://www.instagram.com/bonniecoumbe)), new passionfruit content has been developed including video, still recipe images and still produce images. This content was featured on our social channels and provided to media for publication as part of our media outreach.

CONTENT HIGHLIGHTS INCLUDE:

4 New Recipes:

- Passionfruit Iced Tea
- Passionfruit Lamingtons
- Passionfruit Relish
- Mini Pavlovas with Passionfruit Curd

2 Videos Created:

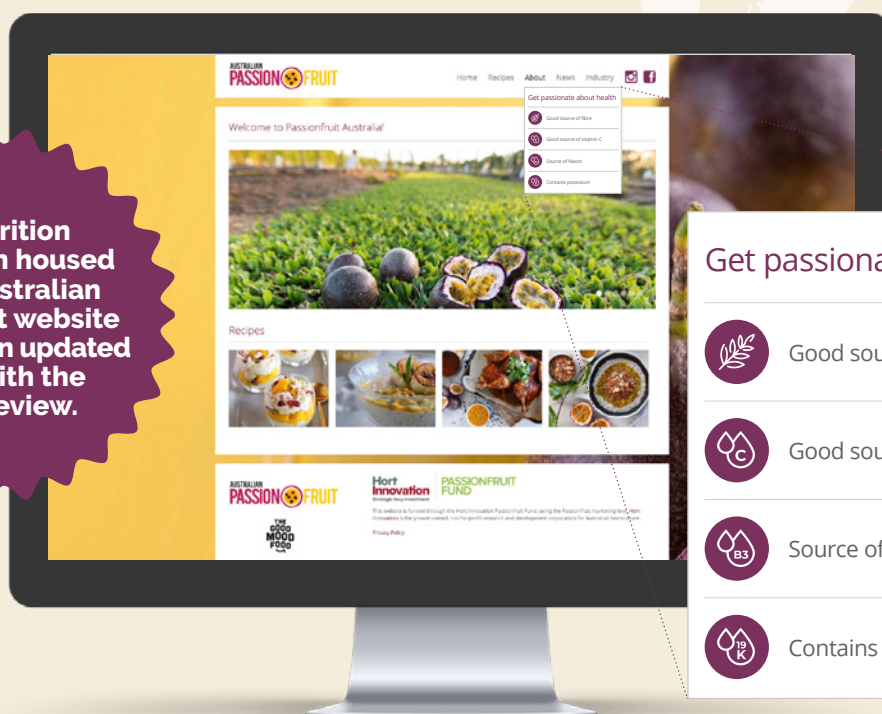
- Simple ways to add a dash of Aussie Passionfruit
- Healthy benefits of a #dashofpassionfruit

ABOUT BONNIE COUMBE

Growing up on a sustainable property surrounded by the forest and a lifestyle based on respecting nature gave Bonnie the foundation for a meaningful connection with food and where it comes from.



The nutrition information housed on the Australian Passionfruit website has also been updated in line with the health review.



NOTE: THESE NUTRIENT CONTENT CLAIMS ARE MADE IN LINE WITH THE REFERENCE VALUES FOR FRESH PASSIONFRUIT IN THE AUSTRALIAN FOOD COMPOSITION DATABASE THAT WAS PREVIOUSLY KNOWN AS NUTTAB.

Unfortunately, the database has yet to have any updated nutrient analysis information for fresh passionfruit and is still relying on the nutrient data derived from samples of passionfruit purchased in Sydney during 1983/84 (Wills et al.)

WHAT IS MEDIA OUTREACH?

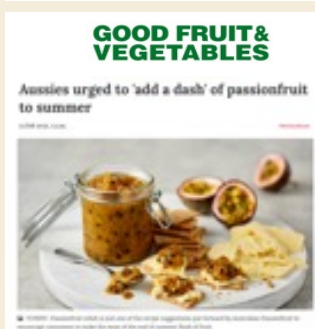
It simply means putting your story in front of people (mainly journalists, reporters, and editors) who have a platform to tell it to a wider audience.

It is a cost-effective way of getting your messages out to a much wider audience than you could afford to reach if you had to pay for the space in advertising fees.

We conducted two bursts of media outreach coinciding with the summer and winter flush. Utilising the new recipe assets created by Bonnie Coumbe and a seasonal media release, we were able to secure coverage in several top-tier media titles. Media outreach to support the winter flush of fruit continues throughout June and July.

MEDIA OUTREACH HIGHLIGHTS:

- 36 pieces of coverage across traditional & social media
- Total Opportunities to See 7,253,681 (vs target of 2.5 million)
- Features in Better Homes and Gardens, Woman's Day, Westfield, Buy Australian, Good Fruit & Vegetables (including syndicates), and more





**FOLLOW
AUSTRALIAN
PASSIONFRUIT**

www.aussiepassionfruit.com.au

 www.instagram.com/aussiepassionfruit

 www.facebook.com/aussiepassionfruit



The role of social media was to increase top of mind awareness and consideration of Australian Passionfruit amongst our target audience, via an always on social media strategy across Facebook and Instagram. We utilised a mix of created (owned) and curated (sharing and crediting external) content, communicated two posts per week per platform to consistently remind our target audience to add a dash of passionfruit.

- (i) **ALWAYS AUSSIE** – provenance, grower stories, tips on selection and storage
- (ii) **HEALTH HERO** – new health messages, healthy usage ideas
- (iii) **FULL OF FLAVOUR** – inspire with compelling new recipe ideas

- More than 2.9 million impressions (2,990,659) across Facebook and Instagram during the campaign
- More than 53,000 engagements across Facebook and Instagram (53,517)

As the viability of instore and sampling activities is still not conducive for fresh industries, with restrictions still in place and shoppers not likely to seek out samples, we have pivoted to activity that converts shoppers within our current agreed strategy and budget.

We are proceeding with digital mobile media to target shoppers close to the point of purchase in retail environments. This can be done through mobile applications that shoppers use.

**Highest engaging:
2,484 engagements**



Aussie Passionfruit
Published by GAIN 🌱 · January 7 · 🌐

We can't get enough of this 90-second fresh Aussie passionfruit mug cake. It's a great go-to for when you're craving something seriously tasty, and

Get the recipe from the comments! ⭐

Highest engaging:
1,675 engagements



❤️ 💬 🔍 📌

aussiepassionfruit Perfectly, pulp, and perfectly sweet 🍷 When picking your fresh Aussie passionfruit in store this festive season 📌 make sure they feel heavy for their size, so you can ensure you get the most pulp inside as possible 🍷 🍷

**Hort
Innovation**
Strategic levy investment

For any questions regarding the marketing activities relating to the industries that fall within the Tropical Cluster, contact Hort Innovation Marketing Manager, Ben Woodman ben.woodman@horticulture.com.au