

Passionfruit *Marketing Update*

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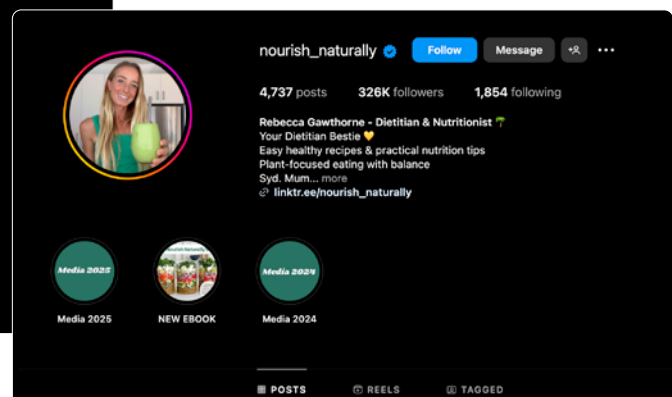
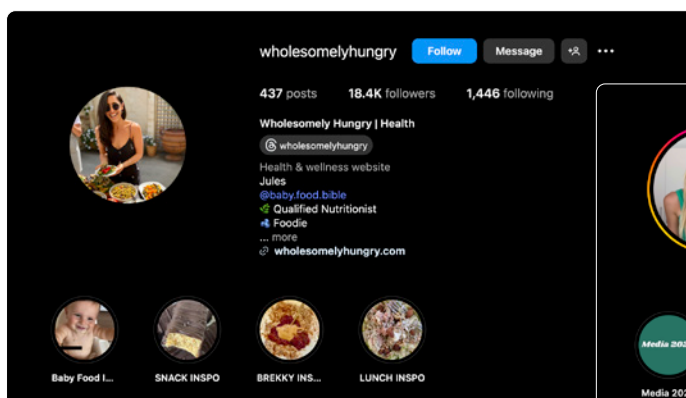
The latest passionfruit marketing campaign launched in May and will run until July, aiming to drive top-of-mind awareness during the winter season. The campaign is funded by the Passionfruit Marketing Levy Fund through Hort Innovation.

To ensure maximum impact, the marketing strategy draws on key consumer insights:

- **Sales are growing**, with passionfruit sales value and volume ahead of last year (FY24), but value growth still lags behind the broader fruit category
- **Passionfruit performs strongly in the dessert occasion** compared to the broader fruit category, but it's mostly consumed as a snack
- **Purchasing peaks over the Christmas period**, but passionfruit is not as top-of-mind during other seasonal flushes
- **Purchase intent remains a challenge**, with 24% of Australians stating they have never bought a passionfruit
- However, passionfruit consumers are enthusiastic, describing the fruit as delicious, colourful, unique, and exotic – **most commonly enjoyed fresh on their own or as a topping**

These insights have been used to help craft the FY25 marketing plan. Marketing activity will focus on increasing consumer awareness, reminding Aussies of passionfruit via a targeting social media campaign:

- **Branded ads have been developed with a mixture of video and static content** that will run across both Facebook and Instagram. A paid media budget has also been allocated to boost messaging, ensuring stronger reach and engagement.
- **Passionfruit will be brought to life through influencer partnerships** as well. Two influencers will share engaging recipe content that puts passionfruit front and centre.



- **There was a focus on the snacking occasion** - showing how passionfruit are a wonderfully delicious fruit, packed with flavour.

