

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**.

2018/19 saw another successful Australian Passionfruit marketing campaign to help drive growth for the category. The focus was on leveraging the seasonal peaks using public relations (PR), social media, influencers and in-store activity to drive timely awareness and consumption.

Public Relations Activity

Our PR, designed to achieve "earned media" coverage, included seasonal press releases, new recipe content, and passionfruit hampers sent to media and influencers to drive conversations and coverage about Australian passionfruit during the peaks of supply.

In addition to this, to support the later than normal summer flush of passionfruit in FY18/19, we contacted media outlets and key influencers again encouraging them to use their platforms to communicate the high supply of passionfruit to their communities. This was also supported with owned social media activity to encourage advocates to purchase more passionfruit during this time and using grower content

for greater support. These posts were boosted with small amounts of paid advertising spend to maximise reach.

This specific outreach activity resulted in 22 pieces of social coverage, with more than 590,000 opportunities to see.

Australian Passionfruit also hosted a farm familiarisation to kick-start the winter peak, inviting food blogger and influencer Nagi from **Recipe Tin Eats**, and **9Kitchen** editor, Jane de Graaff and their videographers to visit a passionfruit farm in Beerburum, QLD for an opportunity to learn about the fruit and experience the paddock-to-plate story in the context of Australian passionfruit.

Recipe Tin Eats and **9Kitchen** shared the experience on their social channels, resulting in **430,000 opportunities to see.**

9Kitchen are developing a longer form feature on passionfruit for online and it was Nagi's most successful Instagram story for the year to date – more than 300 responses and a very strong viewing retention rate of 55% for the 1 minute 47 seconds series.

The range of PR activities including seasonal media outreach, media hampers, reactive media activity and the farm famil program **delivered a total of 12.5m reach opportunities** through a mixture of traditional and online coverage.

What is the difference between 'Earned media' & 'Owned media'?

'EARNED MEDIA'

results from a business' public relations & social media efforts and includes media coverage, blog mentions, social media posts or tweets, product reviews and open dialogue about your brand within online communities.

'OWNED MEDIA'

is when you leverage a channel which you create and have full control over, for example, our Aussie Passionfruit Facebook.



SOCIAL MEDIA *REPORT*

Both the Australian Passionfruit Facebook and Instagram platforms have performed well against expectations despite changes in social media algorithms, namely Facebook in FY18/19.

The **Australian Passionfruit Facebook page** increased fans and followers through curated and created content from Aussie growers, food bloggers and recipe creators with the intent to inspire passionfruit use throughout the whole year. The Facebook content has resonated more strongly with an older female audience, from 45+. Striking light, bright dessert recipes is the most popular with this audience. **The page was able to deliver 1.4m Facebook impressions with an engagement rate of 7% (vs 5% target).**

The **Instagram page** continued to be a key platform for our audience, growing to more than **2,000 fans in FY18/19, an increase of +50% vs prior year**. Activity was scheduled twice per week throughout the campaign, posting a mix of curated and created content focused on taste, ease and health with Aussie passionfruit, supported by advertising to boost reach and engagement.

The Instagram page achieved 258,000 opportunities to see Australian passionfruit with a very strong engagement rate of 12% (vs 10% target).



f TOP POST

Instagram TOP POST

Influencer activity

In order to extend consumer reach, particularly among lighter and/or younger buyers of Australian Passionfruit, a **TRIBE** micro-influencer campaign was implemented. This involved engaging six micro-influencers during the winter peak to develop beautiful passionfruit content that provided ideas on how to use it in different dishes while encouraging fans to follow the Australian Passionfruit Instagram page.

This activity generated a reach of **127,000 opportunities & 4,862 likes** translating to a strong average engagement rate of 3.82% which is above the food and beverage benchmark of 3%.



In-Store Sampling

In-store sampling of Australian Passionfruit occurred for 6 weeks starting in June and extending into July (beginning of FY18/19) in **Coles and Woolworths stores in NSW, VIC and QLD**. Fresh passionfruit was sampled, and recipe brochures handed out. Consumers were also taught about seasonality, storage and handling.

115 sampling sessions were completed, with brand ambassadors **achieving 13,997 interactions** with shoppers (avg. 122 per session), 8,526 samples distributed (avg. 74 per session) and an **estimated 7,788 passionfruit sold** during sessions (avg. 68 per session).