

HORT INNOVATION MARKETING UPDATE

BY BEN WOODMAN

Our objective with media, is to position Australian Passionfruit as a delicious addition to any meal.

The media outreach activity is designed to educate, inspire, and remind consumers with timely information about passionfruit availability and consumption.

The expectation is that consumers will be equipped with enough information that translates into purchase intent.

This is achieved through a mix of media outreach, press releases, seasonal updates inclusive of facts and health information, passionfruit hampers, and social media influencer engagement with recipe and photography content creation.

The media outreach activity saw an outstanding result, with Aussie Passionfruit reaching 84.5 million views across the whole campaign. A major contributor to this result came at the end of the campaign, in response to the heavy supply glut experienced in the recent winter peak at the start of June. Off the back of incremental coverage on national radio and TV, glut coverage reached 28 million Aussies.

Armed with a compelling call to action, and an informative and passionate face from industry in Jane Richter to amplify the message, media pick up was swift and favourable. Seasonal information played well into the prevailing 'hardship' narrative in the Australian news media, and Jane was able to craft the message to shine a light on the exceptional circumstance that led to the very high supply in the market. Ultimately, the mass of coverage precipitated a response from the retailers

who supported the high volumes with widespread promotional activity, opening the fruit up to a wider shopper set and helping to shift the significant backlog of fruit in the supply chain.

Coverage highlights included TV and Radio interviews carried across the national ABC network, feature articles in the Herald Sun, The Guardian and News.com.au.

Media responded well to a strong call-to-action messaging around the 'tsunami' of passionfruit during the winter glut. Media outreach for the glut was above and beyond as the campaign was ending, meaning there was little scope to draw funds from the seasonal outreach budget. For this years' campaign we have allowed for some contingency funding to be retained for unexpected slumps in the peak seasons and gluts to ensure we support the industry when you need it most.

The Guardian

Going gangbusters: when winter passionfruit starts to blossom

Warm summer temperatures have set up growers for a bumper crop. Here's how to make the most of the tangy treat



honey | kitchen

Nine / 9Honey / Kitchen / Recipes

Are you ready for the Aussie passionfruit 'tsunami'? Winter recipes to try amid record low prices

By Katherine Scott | 3 months ago



ABC.NET.AU

A 'tsunami' of fruit: Growers call on Aussies to 'get out there and rediscover passionfruit'

