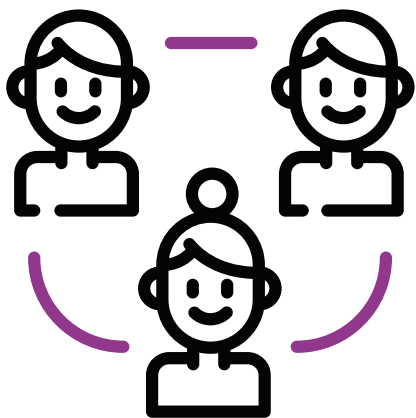


HORT INNOVATION

MARKETING UPDATE

BY JANE RICHTER & KELLY MCGUINNESS

Following a very successful campaign with **#finishthedish** in 2016/17, the team at Hort Innovation recently undertook some consumer research to assist with the planning and execution of the next three years of marketing investment using the Passionfruit marketing levy, currently set at 50% of the total levy money collected.



What did Consumers say?

- **33% bought NO** passionfruit in the last year
- **Confidence with passionfruit** = higher quantity purchased
- Most people love the taste – **just not sure how to use them**
- **57% buy passionfruit on impulse only**
- **85% of buyers agree** passionfruit is a great way to **finish a dish**
- A **snack positioning won't work** for passionfruit with its current pricing structure

New campaign 'add a splash of passion'

The new campaign will focus on two consumer audiences:

MORE CONFIDENT COOKS (8% OF THE MARKET)
SPORADIC BUYERS (59% OF THE MARKET)

The key communication objectives will be to:

- grab consumer buying attention when there are heavy fruit flushes
- communicate the taste-colour-health benefits
- educate retail about handling & displays of fruit
- build consumer confidence with selecting fruit
- inspire both confident cooks & sporadic buyers to purchase



The campaign theme 'add a splash of passion' will run for three years with expansion in Year 2 to include an event at the Sydney Royal Easter Show, a media event bringing food writers to a farm and more direct engagement with consumers in retail stores.

For more information about the new campaign or any ideas that you have for marketing opportunities, please contact Kelly McGuinness at Hort Innovation Kelly.McGuinness@horticulture.com.au