

HORT INNOVATION MARKETING UPDATE

BY BEN WOODMAN

Our last marketing campaign ended abruptly on June 30 with the end of the tax year. We appreciate that this was a source of annoyance for many growers as we were still right in the middle of a very high supply period and needed the support of our marketing investment more than ever.

Hort Innovation has revised the way in which they contract our marketing activities, and it took a few months to get the new arrangements in place.

Rather than going through a full procurement process for passionfruit each year, which artificially imposed a July – June timescale bearing no resemblance to the seasonality of our crop, Hort Innovation now have a set of Marketing agencies who have been 'pre-approved' to work on elements of marketing campaigns on their behalf.

These agencies are collectively known as the 'Agency Village'. There is now a nimbler way for our Marketing Manager – Ben – to be able to select the right agency for the specific set of marketing tasks, like managing our Social Media channels. Ben develops a brief for the activities he requires and sets the key performance indicators to measure the impact of the activity – and then anyone within the Agency Village can put forward a proposal. These proposals are then quickly evaluated, an agency selected, and the work can begin immediately, as the agency is already 'contracted' to work for Hort Innovation.

This approach should make our marketing dollars go further and enable Ben to be more responsive to changes in the market, whereas previously he was locked into annual plans with little to no flexibility.

BY JANE RICHTER

So, what's happening now?

f FACEBOOK 48,742 Likes

@ INSTAGRAM 2,838 Followers

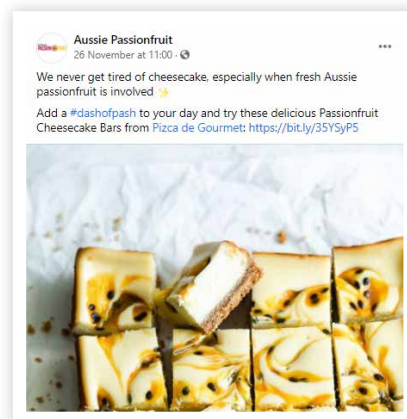
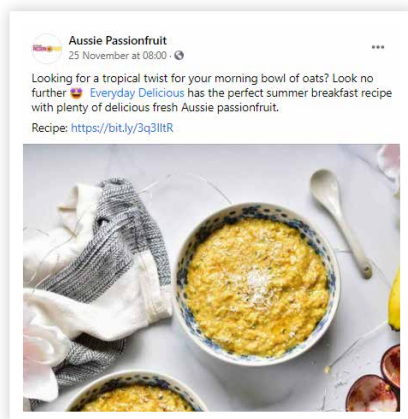
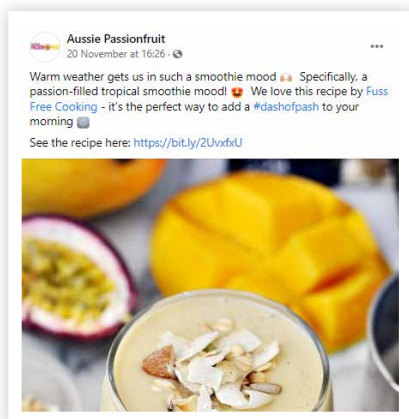
Social Media

We are now live on our Facebook and Instagram feeds again and actively building our Public Relations (PR) program since the beginning of November, after a delayed start.

In this campaign we are continuing with our 'Add a Dash of Passionfruit' campaign, with updated messaging and targeting; the focus will be around Always Aussie, Health Hero, Full of Flavour messaging. The overall strategy is to target consumers at different points on their path to purchase. We will be posting twice a week, per social media platform. In addition to

the followers who would naturally see our posts, we are investing in paid boosting to support all of our posts. And our posts will be boosted across all seven days to ensure we are reaching our target market at all potential shopping times. Currently, only 1 in 5 households in Australia buy fresh passionfruit according to data published in the Horticulture Statistics Handbook. Our marketing plan includes a stated goal of increasing the number of households purchasing passionfruit, and to help us to achieve this we will focus on provenance,

health and flavour messaging in PR and Social Media activity. As we have a limited budget, it is important that we focus on a tight target market and really try to influence their behaviour and so this season we are targeting the demographic group known as 'Independent Singles' – people who are 35+ years old, have one income, no children and are predominately female – and we will be monitoring campaign performance to ensure we are targeting the right people with the right messages.



PR Plans

We have split our PR program into two activities; to support the Summer seasonal volume and then a second campaign targeting the Winter flush. To ensure that Australian passionfruit is a credible healthy choice, we will be working with a recognised and accredited dietician to refresh our health messaging about passionfruit and ensure that we are communicating all of the key nutrient benefits as clearly as possible. Following the supply tsunami that we experienced in June this year and our inability to really respond given we were at the end of the budgetary year, we have decided to retain a contingency amount in the PR budget to support extraordinary events should they arise. We will be preparing the media release for distribution to all relevant food and lifestyle media at the end of this month, with our new recipe content and beautiful photography included. We've set ourselves a stretching goal for our PR program this year - we would like to achieve 5 million Opportunities To See (OTS).

Opportunity To See (OTS)

is a term which refers to a piece of marketing content - like an advert or an article in a magazine - and the number of exposures or **opportunities** which the target audience has to **see** that content.

Health Messaging

The health messaging for Australian passionfruit is due for a refresh. To add credibility to the message that Australian passionfruit is healthy, we are working with Advanced Accredited Practising Dietitian and Fellow of Dietitians Australia, Lisa Yates, who will provide updated health messaging and nutritional credentials for passionfruit following a review of the nutritional composition of the fruit. Lisa has extensive experience and has worked across a number of fresh produce industries including the Australian Tree Nut Industry, Australian avocados, Queensland strawberries and recently the Good Mood Food Nutrition Substantiation Project, which involved developing updated nutrition and health claims for all 70 horticulture commodities. The updated health messaging will be used across all communications, including social media and media outreach, to encourage consumption of Aussie passionfruit by positioning the fruit as a must-have healthy choice for the target audience.



Content Creation

To excite and inspire consumers (and media) we will feature fresh new passionfruit content created by recipe developer, food stylist and photographer, Bonnie Coumbe. Bonnie, who regularly shoots content for Harris Farm, will create a suite of new passionfruit content for the campaign, including:

- 4 new recipes - transforming quintessential Aussie dishes with a dash of pash (think pavlova boards, lamingtons, Australia Day BBQ dishes), & healthy recipes with Aussie passionfruit that are on trend. These recipes will be used on social media and for media outreach
- 1 stop motion video highlighting the health benefits of Aussie passionfruit. This video will be shared on social media
- A collection of fresh produce imagery that will be used for social media & media outreach

All this new content will be created to appeal to the Independent Singles audience - healthy foods that don't compromise on taste. The photo shoot is locked in for 14-16 December.



Converting interest in passionfruit to actual purchase

It simply isn't viable to do any in-store sampling activity with COVID-19 restrictions and so we are pivoting to use another tactic to convert that interest in passionfruit into actual purchase of fruit.

We are trialing a new digital mobile media to target shoppers close to the point of purchase.

It's a little bit 'big brother' but you can actually push relevant selected advertising through mobile applications that shoppers use, directly to their phone when they

are in close proximity to a shop where passionfruit is sold. So, we will create a series of Australian passionfruit messages that are then served up in relevant Apps (like Facebook) to active shoppers who are in our target market and are close to a grocery store or fruit shop.

The technology is so precise that adverts can be sent only to demographically selected groups of shoppers when they are really close to specific stores. The benefit here is we can be highly targeted

(type of people, location), as well as timely - to ensure we support peak supply.

This type of approach has already been proven effective in converting shoppers in other fresh produce industries, such as bananas and avocados.

We will aim to have our arrangements in place with a suitable digital mobile media supplier in January, to be live for 5 months to support supply across the summer and well into autumn.