

HORT INNOVATION MARKETING UPDATE

BY KELLY MCGUINNESS

Welcome to the latest marketing update, where we give you a snapshot of the marketing activity that's helping Aussie consumers connect with Aussie Passionfruit. This activity is managed by Hort Innovation on behalf of the industry and is funded by the passionfruit marketing levy.

Public Relations Activity

The Passionfruit Summer media outreach program has concluded, with great media uptake across the board. Overall, we had 69 clips across both traditional and social media, with total 'opportunities to see' sitting at 7.4 million. 100% of coverage contained at least one of our key messages, while 79% also featured one of our recipes.

Media outreach has also already begun for the winter flush, with a press release sent to long lead media that aims to educate media and influencers on the winter season, along with supporting messaging around the health benefits of passionfruit. As we get closer to winter, we will follow up with further outreach to medium and short lead media. We will be utilising 2 of our new recipes for the media outreach; passionfruit cheesecake swirl brownies and passionfruit, coconut and quinoa muffins.

We have commenced planning for our media winter event, which will be held at Luke's Kitchen in Sydney in early June. Top tier media and influencers will be invited to an exclusive lunch, where they will enjoy a unique menu specifically designed to showcase passionfruit. Guests will hear from the venues' head chef, who will discuss the flavours and uses of passionfruit, as well as some of our Australian Passionfruit growers. Media events are a great PR vehicle and give us a strong return on investment. At the previous event held in 2015, 90% of attendees went on to promote passionfruit on their platform / media outlet. It also offers us a chance to get face-to-face with priority media and influencers and educate them on new messages, to drive high impact coverage.

POINT OF SALE (POS) KITS

215 POS kits were sent out for the summer flush. New POS kits will also be sent out for the winter flush.

As well as this, Passionfruit will be involved in a syndicated merchandising program in independent retailers, at no cost to the industry.

Brand Ambassadors will visit 100 independent retailers to set up the display using our POS, educate staff around best practices for passionfruit, and feedback any relevant information around existing displays.



SOCIAL MEDIA *REPORT*

With the **Aussie Passionfruit Facebook page** (www.facebook.com/aussiepassionfruit) liked by more than **48,000 consumers**, social media is an important part in the marketing strategy.

Both the **Facebook and Instagram pages** continue to be **highly engaged** and sweet recipes with mouth-watering imagery continue to perform best. Farm-related posts are also received well by fans, showing they like to feel connected to the source – our hard-working growers. Examples of some of the fan comments received on a recent farm post are below.

FACEBOOK

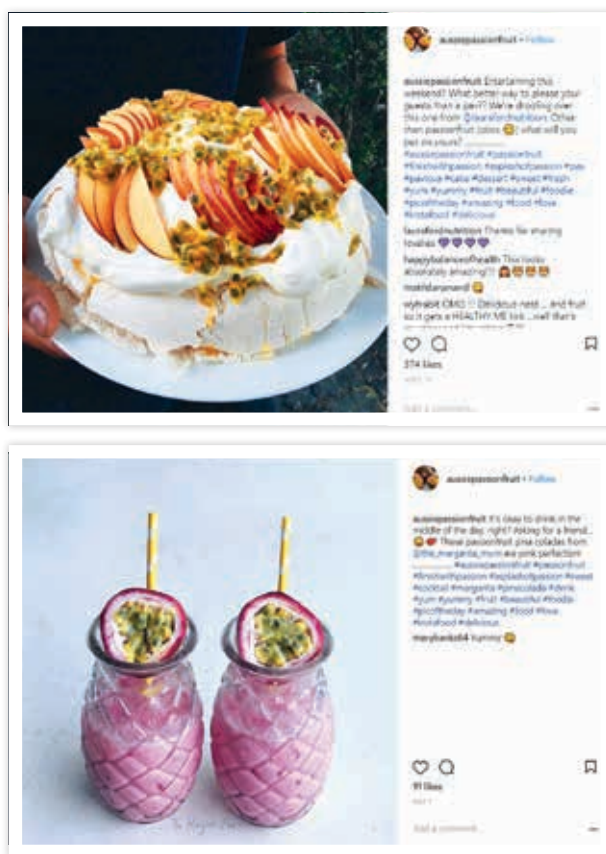
48,000 Likes

**TOP POST - PASSIONFRUIT PIE RECIPE
REACHED 37,000 WITH 945 SHARES**



INSTAGRAM

14,099 page impressions this year
1,323 FOLLOWERS



In-Store Demonstrations

We will be undertaking in-store demonstrations again over the winter flush.

Last undertaken in 2016, the results from the previous campaign were exceptional. In total, **8,445 samples** were handed out in 113 in-store sessions and **over 10,500 Passionfruit were sold** during the in-store samplings, an average of 93 per session.

We will be looking to replicate this success this year.