

HORT INNOVATION

MARKETING UPDATE

BY BEN WOODMAN

Our marketing agency has been busy talking to the food writers and key journalists in the media about how fantastic and versatile passionfruit are. This is important to do as the goal is to get lots of passionfruit stories in front of consumers, wherever they spend their time these days, to coincide with the large flush of fruit supply in June and into July.

In one story, experienced grower Ross Brindley from Bundaberg talks about how the season is progressing and how the quality of passionfruit is excellent right now. The stories also highlight the health benefits of passionfruit as another tool to encourage people to buy more.

So far, the media campaign has generated 20.5 million opportunities to see from both general media and coverage on our social media channels – this is double the target for the season so a brilliant job already!

Opportunity to see is a measurement used to quantify the total chances to view a piece of marketing material whether that be a social media post or a TV advert. With so many different media types these days, it represents a top line number that we monitor to assess the scale of people our marketing activities are reaching. It doesn't however reflect the quality of the interaction that a consumer has with a particular piece of marketing material.

Some recent passionfruit media coverage generated from our winter activities include Kidspot, Woman's Day and the Canberra Weekly.

Happy hour: celebrate world cocktail day

By Lily Kitcher · May 19, 2020 · 1 min

Passionfruit gin spritz

Recipe and image courtesy of [Australian Passionfruit](#).

Serves: 2

- Ice
- Pulp from 2 fresh passionfruit (choose plump and smooth fruit that's heavy for its size – it will have more pulp inside)
- 60ml gin
- 200ml Prosecco
- Sparkling water
- Lemon peel twist, to garnish



Passionfruit gin spritz.

Fill two large glasses with ice. Combine passionfruit pulp and gin in a small jug and stir well.

Divide gin mixture between glasses. Pour over Prosecco, top up with sparkling water, and garnish with a lemon twist.

Tips:

- For a lighter cocktail, substitute a portion of the prosecco with extra sparkling water. For a sweeter cocktail, add a teaspoon of honey or sugar syrup to the passionfruit and gin.
- If you don't have gin on hand, you can use another clear spirit of your choice, such as vodka or pisco.

Passionfruit

- Go for plump, heavy passionfruit when choosing in store
- With protective skin, passionfruit doesn't spoil easily but to make them last longer; keep them in a plastic bag in the fridge. This stops them dehydrating and they'll last a month!
- For more tips: <https://www.aussiepassionfruit.com.au/>
- Fancy ways to use passionfruit.

Woman's Day (Australia)

Passionfruit on the go

Lifehacks · Lifestyle
20 Apr 2020



2 Clasp your fingers together and push your palms towards each other to break the passionfruit skin.

3 Pry it open with your fingers – but watch out for the juice!

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Follow these easy steps to crack one open with your hands

1 Place the passionfruit between your palms with the stem pointed towards you.

Passionfruit Gift Hampers

Our agency sent out winter-themed hampers to five major media contacts in late May as another way to grab attention for passionfruit. The gift hampers included the recipe and ingredients to make our star ambassador's amazing 90-second passionfruit mug cake, alongside a passionfruit mug. We introduced you to Nagi from **recipe tin eats** in our last update and as our new ambassador for passionfruit, she is already making a splash!

recipe tin eats shared the 90-second passionfruit mug cake on her social channels with messaging about plenty of passionfruit being available now. On Instagram, the video had already been viewed over 70,000 times in just one week! Nagi is also shooting her fruit salad with winter fruits, which will be shared in the coming weeks to support the current flush as well.



ON OUR SOCIAL MEDIA CHANNELS

We are keeping a tight watch on our social media channels tailoring the content and timing of posts to boost the interest in passionfruit and our direct advertising spend has increased in May and June to increase the number of people that we can reach and the amount of engagement they have with our material.

Lots of hot new social content on the way

In our last update, we talked about the new way that many products and brands are getting their marketing content created. **Tribe** is one of the platforms that let you provide a brief to thousands of creative people all at once, and then you get to pick the best material that is created and use it to benefit passionfruit. Another content creation site is called **Vamp** and we have asked creators to show us how they add a 'splash of passion' into their winter meals. We should start to see some brilliant images and content coming into our social media channels across the winter season.

