

# Marketing Update — ABGA & Wavemaker

Delaney Lang-Lemckert – Client & Performance Associate Manager, Wavemaker

Wavemaker Brisbane has continued to work with Australian Blueberries to shift Blueberries from being an impulse purchase, to a grocery basket staple. The campaign has driven strong results so far, driving an increase in the number of households buying fresh blueberries.

## Organic Social

The management of the social media content and community engagement continues to drive strong reach across Facebook and Instagram.

The content continues to focus on recipes, blueberry facts and industry insights to ensure audiences remained engaged with a more consistent posting schedule. Industry insights and blueberry facts are the top-performing content with audiences frequently sharing positive sentiment regarding the content. All content continues to generate strong levels of sharing, saving and liking which has helped in increasing reach figures across the account.

User generated content continues to be re-posted across social platforms, and the higher-quality and engaging reels and static posts have generated great conversation and awareness amongst audiences who continuously comment positive commentary about Australian Blueberries.

## E-commerce

The retail budget has been split between Woolworths and Coles to effectively target grocery buyers shopping online. Both campaigns have been live since August 2022, generating strong and efficient sales volume.

## Woolworths

The Woolworths campaign has driven over \$31.1k in revenue from 7,289 sales of Blueberries. Overall, the campaign has delivered strong levels of awareness with a total of 47,684 impressions and healthy volume of consideration at 7,656 clicks to the products.

## Coles

Coles is the stronger performing retail campaign, from a revenue perspective, generating over \$43.9k in revenue from 10,948 sales.



## Creators

Creators continue to be engaged through the influencer marketing platform, Vamp. Creators have increased the awareness of blueberries whilst also inspiring usage occasions and ensuring Blueberries are a grocery basket staple. Creators have been strategically chosen to align with the campaign goals and 3pm slump strategy.

Further, the content created has helped illustrate how blueberries can be enjoyed as the perfect snack and incorporated into recipes and everyday meals. The influencer campaign was split into two bursts, with the second burst currently live.

**Instagram creators** have reached 75,377 Australians through their highly engaging and educational content. Reels have driven the greatest share of the unique reach, responsible for 88% (66,430) of the total unique reach, indicating that video content should be the preferred style of content created by influencers.

**TikTok creators** have generated 9 pieces of content, and have driven 627,035 views so far, demonstrating that by aligning with these influencers, we've been able to efficiently and effectively reach our target audience and inspire usage occasions and drive purchases.

### Top-performing Creators

The top-performing creators across this second burst are **@itslizmiu** from Instagram and **@bynessa\_** from TikTok.

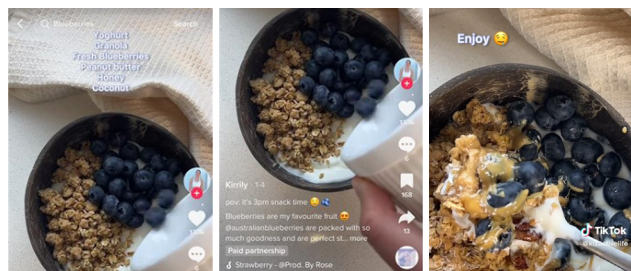
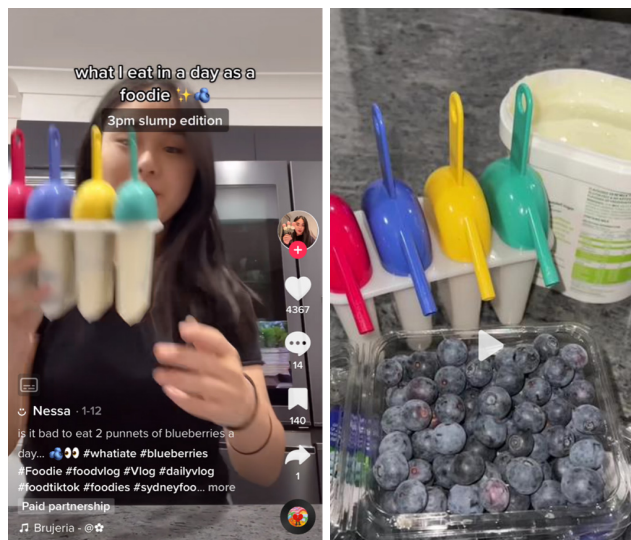
Both creators showcased how blueberries are the perfect, healthy snacking option, especially when experiencing that "3pm slump."



**@itslizmiu** was able to generate 67% of Instagram's total unique reach and her reel generated 155 saves, indicating that audiences were engaged by her content.



**@bynessa\_** post generated an impressive 4,332 likes, accounting for 37% of overall likes delivered through Tik Tok, demonstrating that audiences enjoyed her content.



## Wavemaker

If you have any questions about the current season or if you'd like to be a part of the grower content, please contact:

**berriesaustralia@wmglobal.com | www.australianblueberries.com.au | @australianblueberries**