

Australian Blueberries Marketing Update

Jane Richter & Magnum & Co

The Australian Blueberry marketing campaign is funded solely by the ABGA voluntary levy. If you are a blueberry grower and are not currently paying any levy, please SEE PAGE 90 to find out how you can contribute to the growth drivers of your industry. As we near the end of this season's Australian Blueberries marketing campaign, here is a recap on the season's plans and an update on how we are performing against the targets that were set.

JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Social Media activity & Paid Digital Advertising across 5 platforms (Facebook, Instagram, YouTube, Tiktok & Pinterest)								
Leah Itsines Influencer & Recipe book collaboration								
8 – 10 influencers generating & sharing content across all Australian Blueberry channels								
Public Relations (Earned) media activity								
Monthly e-newsletters to our 10,000+ Blueberry fans								
Promotion of the Recipe Book through all channels to attract new Blueberry fans								

SOCIAL MEDIA



To the end of January, we have achieved over 19 million impressions across our social media channels. Our post links have been clicked nearly 60,000 times, our content engagement rate exceeds the industry average at 3% and on our new channel – TikTok – we have achieved 560,000 impressions in a very short period of time.

Our best performing content throughout Summer (December –February) is extremely brand led, with our core colours beaming through, strong “oo” messaging both visually and in copy.

Interestingly, including the use of the blue heart emoji ❤️ has also proven eye catching, with these headlines the top performing in all paid placements.

Throughout the year we have continued to see strongly positive sentiment across all content, with the main conversations drawing from recipe inspiration with incredible food photography, with fans cooking up versions themselves, often sharing their tips and tricks and tagging us to show off their creations.

We also see quite a bit of love shown to any of our grower content, with support being a major factor in the sentiment across our community.



A row of six social media-style promotional cards for Australian Blueberries. Each card features a different recipe idea and includes a 'LEARN MORE' button.

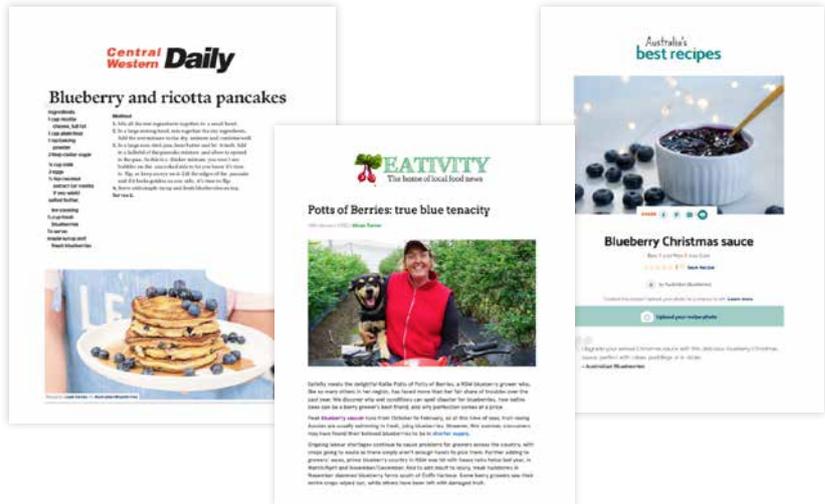
- Card 1:** "Nothing like snacking on a bowl of fresh blueberries! The only downfall is, can you stop at just one? Because we can't." Includes an image of a bowl of blueberries.
- Card 2:** "Low in calories and high in fibre, fresh b'berries are the most delicious and nutritious food topper for just about anything!" Includes an image of a blueberry pie.
- Card 3:** "Pip a punnet of fresh B'berries in your basket and boost your mood! So delicious on their own, or to sweeten up any of your favourite dishes." Includes an image of fresh blueberries.
- Card 4:** "Swap the sweets for a handful of fresh Australian blueberries! The season is in full bloom, there's no better time to add..." Includes an image of blueberries.
- Card 5:** "Blueberry season is now in full bloom! Pick up a punnet (or two) to snack on or use in your favourite dishes while they're at..." Includes an image of blueberries.
- Card 6:** "Add a handful of fresh b'berries" Includes an image of blueberry smoothies.



EARNED MEDIA



We have continued to receive good coverage from our PR campaign with the Central Western Daily piece syndicated across 19 regional mastheads.

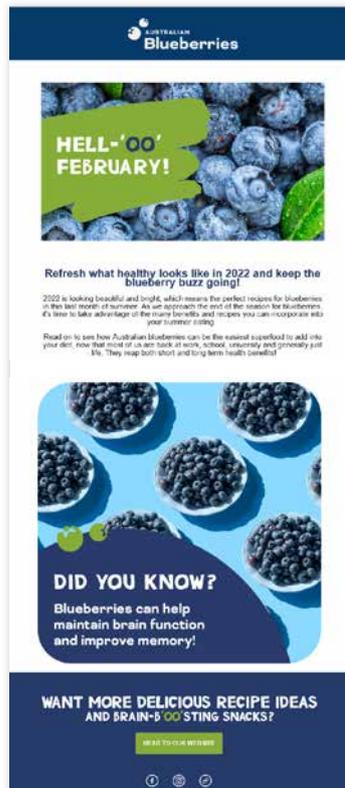


DIGITAL MEDIA



The Leah Itsines digital recipe book collaboration this season has attracted over 3,300 downloads.

From this, our newsletter subscription numbers have climbed to 11,625 and with an open rate of 37% it is clear that our readers are highly engaged with our content. The newsletters continue to share a mixture of health messaging, recipe inspiration as well as stories showcasing our growers.



DIGITAL AMBASSADORS



As well as our campaign season ambassador – Leah Itsines – we engaged with 8 other influencers to create new and imaginative blueberry content for us to share.

Here are some of the highlights from our influencer team.



@goodnessavenue



@dietitianrose



@veggiemaz



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

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www.australianblueberries.com.au

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