

Australian Raspberries & Blackberries Marketing Update

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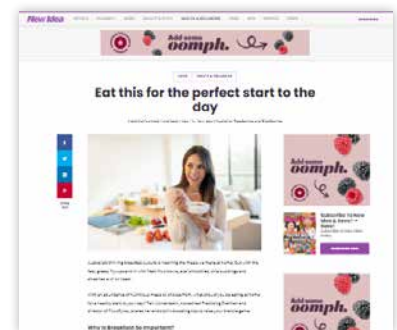
- As we reported in the last Marketing Update, the campaign continues to inspire Aussie consumers to 'add some oomph' to their day.
- The media partnership with *Are Media* continues and has delivered some great results already.
- Three major channels have featured articles; *Australian Women's Weekly*, *New Idea* & *Marie Claire*.

Attention-grabbing headlines like these have captured berry-lovers' imagination and provided a great way to introduce some of the key messages that raspberries & blackberries have to share...

" 5 most powerful things you can do to set the tone for a positive day "

" Healthy benefits you get from eating berries daily "

" Eat this for the perfect start to the day "



Social media success

To date, the Australian Raspberries and Blackberries activity has resulted in more than 3.8 million impressions and 160,000 engagements via social media, where we are sharing engaging content to educate, inspire and encourage purchase of Australian Raspberries and Blackberries.

As part of the FY22 campaign, we have developed new content with food photographer, Eats with Marie, who has created five new breakfast recipes with raspberries and blackberries, along with some stunning produce shots. Marie's recipes have been performing well on social media, with her Raspberry and Blackberry fondue platter and Blackberry Crumpets being amongst the best performing posts in the campaign to date.



Stunning recipe content continues to drive very strong engagement rates on Instagram, resonating with our foodie audience on the channel.

Australian Raspberries and Blackberries has partnered with three new creative foodie influencers, to create new content and share inspirational raspberry and blackberry recipes with their audience.

Anisa Sabet (26.7k Instagram followers) creating a raspberry and blackberry trifle; **Melanie Lionello** (124k Instagram followers) creating three new recipes and **@Gatherandfeast** (342k followers) two new delicious breakfast recipes with fresh raspberries and blackberries.

The influencer content commenced rolling out in January and will be spread across the peak season.



A divine trifle from @anisa.sabet

A social competition is going live in February on the @freshaussieberries Facebook and Instagram, encouraging fans to share their favourite ways to add some oomph with Australian raspberries and blackberries for the chance to win a SMEG mixer with a value of \$649.

This is a great way to get our consumers to interact with our brand channels and share their love of fresh Aussie raspberries & blackberries. This also will help develop new user generated content.



On Facebook an entrant must comment on and tag the competition post sharing their favourite way to add berries to their brekky or brunch.



On Instagram they need to follow @freshaussieberries, and comment on the competition post sharing their favourite ways to add berries to their brekky or brunch.



Delicious new recipe photography from Ashley @Gatherandfeast

Inspiration delivered through an Instazine

In our last report, we talked about the Instazine content that was planned, turning an Instagram post into a digital magazine to encourage social sharing. Here's the content which online is shown as a series of pages flicking from one to the next.



Hort Innovation
Strategic levy investment

RASPBERRY AND BLACKBERRY FUND

See more on our social media pages

  **freshaussieberries**