

Australian Blueberries Marketing Update

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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 107 to find out how you can contribute to the growth drivers of your industry.

Australian Blueberries continue to be supported by well respected Sydney agency Magnum & Co, who are delivering this years’ marketing programme based on the insights and learnings from the last three Seasons. This year’s marketing strategy will continue to focus on engaging existing buyers to maintain and increase purchase. Some new consumers will also be captured this season but the focus for activity is with existing buyers.

An integrated marketing strategy will be used to influence behaviour and the advertising spend will focus on social and digital channels whilst building upon the existing, successful campaign of “Bl’oo’berries” executed over the last three seasons.



What is different this season?

MORE & NEW	<p>Digital Channels</p> <p>Investing in the channels that have proven most cost-efficient, effective & measurable</p> <p>Exploring new digital channels to keep up with buyer behaviour – Tiktok, Pinterest</p>
MORE	<p>Production</p> <p>More new creative – more formats, more variety</p> <p>A new Grower video series was planned for production, but has been put on hold due to COVID-19 travel restrictions</p>
BIGGER	<p>Ambassador</p> <p>Go bigger and harder with our ambassador</p> <p>More PR opportunities with higher profile, better recipe book collaboration, new content angles, new digital channels</p>
REFINED	<p>Messaging & Elevated Design</p> <p>New facts, statistics & core messages</p> <p>Focus on what we know works</p> <p>New look and feel of all social creative for “fruit that makes you go “oo”” platform</p>

What will the campaign include in the 2021-22 season?

DIGITAL PAID ADVERTISING



A wider selection of digital channels will be used this season with two new channels being tested Facebook, Instagram, YouTube + new this season: Tiktok & Pinterest

SOCIAL MEDIA



Leveraging Facebook & Instagram stories to deliver our content and engage deeply with our blueberry lovers

DIGITAL AMBASSADORS



We've selected a key spokesperson to be the amplified voice for Australian Blueberries across health & inspiration this season plus a selection of 8-10 health, nutrition and mum influencers to create content that engages and builds credibility

DIGITAL MEDIA



Using a brand-new digital recipe book to attract and capture digital traffic to convert to subscribers for regular contact using our electronic newsletters

EARNED MEDIA



Leveraging the credibility of our spokesperson to partner with key media across printed media, online and broadcast channels and deliver health messaging to our target demographic

Who is our season spokesperson?

Leah's Instagram feed is all about good food and already features a number of blueberry recipes. Leah also has an Instagram business page called **@bareguide** with over 100,000 followers which is all about nutrition and fitness.

Leah has also developed a new set of blueberry recipes for us which have been turned into a digital recipe book available for download via our website.

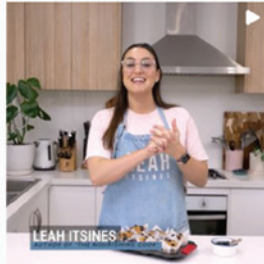
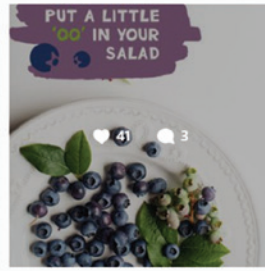
We will use this Recipe Book as a way to attract new subscribers to our monthly e-newsletters.

Leah Itsines @leahitsines has nearly 600,000 followers and is a Cook & Author



What does the new creative look like?

The creative has been refreshed with more brand cues in the colours and shapes used to frame the great food photos, creating a strong appeal and a very distinctive look.



What are the key messages for the season?

This season there is a renewed focus on the health benefits of fresh Australian blueberries leading with the immune support function:

- Fresh blueberries remain one of the most nutritious, **antioxidant**-rich fruits in the world with **immune supporting** properties.
- Promotes **gut health** - a natural source of prebiotics
- Recent research proves that a serving of fresh blueberries everyday can help **improve memory recall** in children
- Aids in **weight management** - low calorie, low on the glycemic index & high in fibre
- Eating a cup of fresh blueberries every day can help contribute to normal **blood pressure** levels

Digital advertising

In January 2021, 20.5 million Australians, were active users of social media. That's 79.9% of the overall Australian population with social media accounts.

YouTube (78.2%) and Facebook (77.7%) are tied for the most popular social media platform in Australia and Aussies spend an average of 1 hour 48 minutes per day on social media. The real benefit for using social media to reach our audience is the ability to use sophisticated targeting to be really cost effective in getting our key messages to our target audience.

CURRENT SOCIAL STATISTICS



67,165 Followers



9,275 Followers

What is happening when across the season?



This year 2 new channels are being added to the mix as a test:



TikTok

TikTok is a social media platform for creating, sharing and discovering short videos. Tiktok is no longer the exclusive domain of teenagers; there are now over 800,000 Australian users aged 25-54.

Pinterest

Pinterest is a social network that allows users to visually share and discover new interests by posting images or videos to their own or others' boards and browsing what other users have pinned. A board is a collection of 'pins,' usually with a common theme. Pinterest is a fully visual-led channel naturally saturated with recipe and food inspiration, consumed by those with similar cooking and creating interests.



If you have any questions about the upcoming 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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