

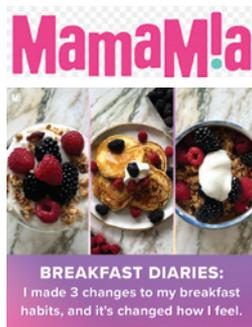
# Australian Raspberries & Blackberries Marketing Update — Mamamia Partnership

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The Australian Raspberries & Blackberries marketing campaign in 2020-21 encouraged families to eat the berries in everyday meals, with a special focus on breakfast meals. The key message of the campaign was to 'Add some oomph' with Australian raspberries and blackberries.

Key marketing activities to spread this message included the update of the creative branding, a strategic content partnership, social media activity and participation in the Good Mood Food campaign.

**A key highlight of the campaign was the strategic content partnership with 'Mamamia', a popular news and lifestyle website that appeals to the campaign's target audience of 'Creative Foodies', female grocery buyers with families and household income of greater than \$80,000.**



The partnership was negotiated to provide the brand with a total media value of \$402,000 for a \$90,000 investment – a 446% return on investment. Included in the partnership were these services for Australian Raspberries and Blackberries:

## Online Content

- Creation and posting of 3 x advertorials, or online sponsored articles

## Social Media

- Creation and posting of 15 x Instagram stories with popular social media influencers
- Creation and posting of 6 x Instagram posts with popular social media influencers

## Video and Audio Advertising

- Video pre-roll advertising – this includes showing the Australian Raspberries and Blackberries video advertisement before videos play on the website
- 2 weeks of sponsorship of the popular Mamamia audio podcast, The Spill
- Run-of-network podcast advertising – this is Australian Raspberries and Blackberries advertising in other podcasts across the Mamamia network

## Display Advertising

- Run-of-network display – this includes Australian Raspberries and Blackberries being advertised across the Mamamia website
- High impact display vertical takeovers – as the name suggests, this is advertising with high impact, with Australian Raspberries and Blackberries advertising across the Lifestyle homepage of the Mamamia website

## Consumer Insights

- Conducting a small consumer research study

## Advertorials

Three advertorials were created to demonstrate simple changes to breakfast, lunch, and dinner using fresh berries.

The tone of each article was light-hearted, and the suggested dishes were quick and simple, to portray the berries an easy addition to the readers' routines.

The website advertorials outperformed key performance indicators (KPIs) by over-delivering on the number of times the webpages were viewed, by +7%, +10% and +8%, respectively:

1. **Breakfast Diaries** ([www.mamamia.com.au/breakfast-ideas-healthy](http://www.mamamia.com.au/breakfast-ideas-healthy)): Live from 19 January 2021 - Page views: 16,030 as of end of FY21
2. **Lunch Diaries** ([www.mamamia.com.au/work-lunches](http://www.mamamia.com.au/work-lunches)): Live from 23 February 2021 - Page views: 16,453 as of end of FY21
3. **Dinner Diaries** ([www.mamamia.com.au/dinner-recipes-with-berries](http://www.mamamia.com.au/dinner-recipes-with-berries)): Live from 09 April 2021 - Page views: 16,230 as of end of FY21



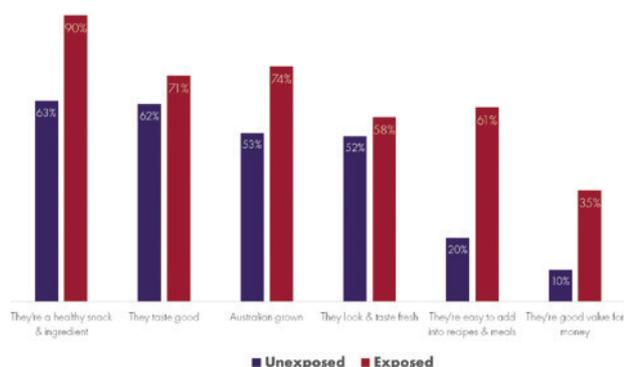
## Social Media Influencers

Three social media influencers were enlisted to illustrate the benefits of Australian raspberries and blackberries. The influencers, @svpearce, @the\_real\_dads\_of\_Melbourne and @laurenbrant, have a combined following of over 200,000 followers. Each influencer posted a mixture of Instagram posts and stories featuring themselves and their children using berries in easy to make snacks and meals.

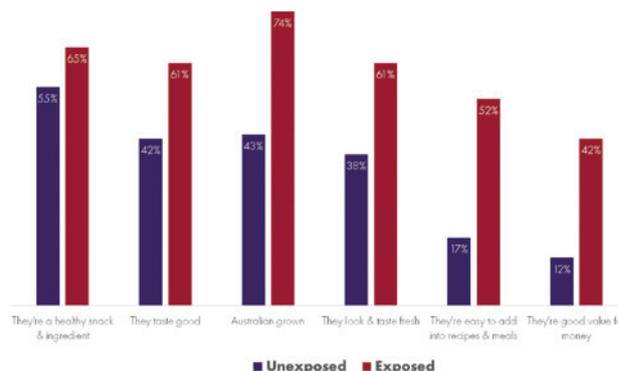
As part of the Mamamia package, selected posts from each influencer were boosted with paid advertising dollars to increase how many people the posts reached and to encourage online engagement with the post. As a result, the social media influencers' posts and stories reach approximately 750,000 social media users.



## AUSTRALIAN RASPBERRIES



## AUSTRALIAN BLACKBERRIES



## Video, Audio & Display Advertising

The new Australian Raspberries and Blackberries creative branding was advertised across the Mamamia network and was great exposure for the brand, delivering 1.6 million impressions for display and video.

Whilst awareness of Australian raspberries and blackberries was the priority of the digital activity, the ads generated 1,603 clicks through to brand's Facebook page ([www.facebook.com/freshaussieberries](http://www.facebook.com/freshaussieberries)), reflecting consumers' intent to look for further recipe inspiration and suggesting purchase intent.

As for the audio advertising, there were the 177,900 audio downloads and opportunities to hear the messaging.

## Consumer Research

A small consumer research study was conducted as part of the partnership, which surveyed 94 women on their attitudes towards the Australian Raspberries and Blackberries and the brand activity.

The research demonstrated that once the consumers had seen the brand advertising, they were more likely to feel positively towards the brand and more likely to purchase raspberries and blackberries. The content partnership with Mamamia was a success and the campaign messages resonated with the viewers. The activity delivered on the strategic goals of bringing the berries to the top of consumers' minds, encouraging consideration and encouraging consumers to put raspberries and blackberries on their shopping lists. The 'Add some oomph' with Australian creative campaign will continue in FY22 and continue to increase attitudes, consideration and conversion of Australian raspberries and blackberries.

## A summary of the key findings:

- **Attitudes:** Those who saw the advertising agreed significantly more than the group who had not seen the advertising, that the berries were: healthy, Australian, easy to add into recipes, and good value for money.
- **Purchase intent:** 77% of those who were exposed to the advertising were more likely to purchase the berries in future, compared to the baseline of 54%.
- **Breakfast use:** 74% of the exposed group were more excited to use raspberries and blackberries at breakfast, compared to the baseline of 65%.
- **Lunchbox use:** 90% of the exposed group believed the berries could be a lunchbox item, compared to the baseline of 39%.
- **Likelihood to recommend:** increased from 70% up to 84% for raspberries, and increased from 49% to 71% for blackberries
- **Better opinion:** increased from 70% to 81%

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**RASPBERRY AND  
BLACKBERRY FUND**