

# Australian Blueberries Marketing Update

Magnum & Co and Jane Richter

*The Australian Blueberry marketing campaigns and promotions are funded solely by the ABGA voluntary levy. If you are not currently a levy payer, SEE PAGE 53 to find out how you can contribute to the growth drivers of your industry.*

Australian Blueberries has now been working with Magnum & Co for two seasons to support the growth objective of getting more people, buying more fresh blueberries, more frequently.

**To build on the previous years' creative using Ivy-Mae, the campaign continued to use the imagery with an evolution of the advertising tagline to include more of a direct call to action.**

2018

**Bl'oo'berries**  
The fruit that makes you go 'oo'

2019

**Bl'oo'berries**  
Pick up a punnet and put a little  
'oo'  
in your basket

## OBJECTIVES

**MAGNUM & CO**

Do things that change things

**In 2019, we wanted to continue to bring consumers along on a journey with us with the specific objectives of:**

### Growing awareness

Mass reach keeping blueberries top of mind during the cluttered, peak season.

### Growing consideration

Communicating benefits, reinforcing blueberries are so much more than just another fruit option.

### Growing action

Driving purchase consideration and action through tactically placed activities in key regions of Australia.

### Growing loyalty & advocacy

Driving consumption and perceived value up by increasing consumer facing activity, including creatively using the key emotional purchase driver of 'wanting to support Australian farmers'.

## What did the campaign include in the 2019-20 season?

### PAID ADVERTISING



TV advertising and digital health media advertising

### SAMPLING EVENTS



Supermarket and event sampling to encourage consumer trial

### SOCIAL MEDIA



Driving awareness and action through owned channels – Facebook, Instagram and YouTube

### DIGITAL AMBASSADORS



Leveraging relevant social media users with influence to communicate our key messaging

### DIGITAL MEDIA



Email marketing to our growing network of subscribers during the peak season

### EARNED MEDIA



Traditional word-of-mouth and PR, including print and online publications

Paid Advertising was placed in programmes relevant to our target audience on Foxtel and using the new media channel of Doctors surgeries and Pharmacy waiting areas – the perfect environment to communicate some of the awesome health benefits of fresh Australian blueberries. The first wave of advertising took place across the month of August and the second burst followed up for 3 weeks from 20th October.

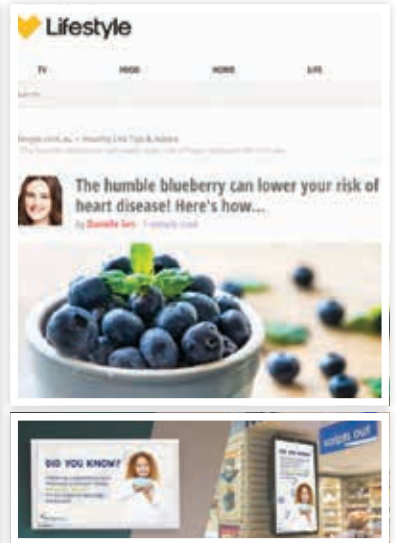
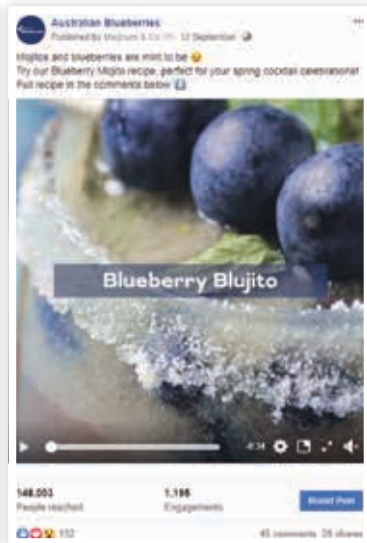
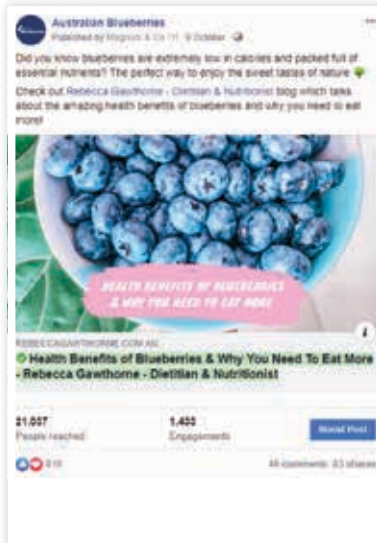
An extensive integrated social media campaign featuring messaging in the three content areas that performed so well in last years' campaign; educating consumers about the health benefits of fresh Australian blueberries, building provenance knowledge via real grower stories and inspiring the use of Australian blueberries with simple yet stunning recipe content.

We grew our digital subscriber network considerably by offering interested consumers on our social media channels a downloadable Recipe Booklet when they subscribed via our website. Our electronic direct mail campaigns have then provided another means by which we have influenced the purchasing and consumption of fresh Australian blueberries.


In conjunction with our reusable Blueberry snack pot, we have generated significant trial through both outdoor events and supermarket sampling.

Our digital ambassadors have provided a significant boost to the reach and credibility of our messaging – particularly with regard to the health research stories.

We have continued to build on the existing relationships we have with key media to achieve extensive free coverage of our major messaging for the season.



## What results have we achieved so far this season?

 <p><b>8.4 million Impressions</b> Our content on Facebook has been seen <b>8,401,254</b> times</p>	 <p><b>Over 6 million plays</b> of our Health messaging in just the first burst in August</p>
 <p><b>180K Interactions</b> Over 180,000 unique people engaged (like, comment, shared) with our content</p>	 <p><b>155% Uplift</b> In sales following the supermarket sampling across 66 stores</p>
 <p><b>28K Clicks</b> Over 28,000 unique users clicked on our content to visit the Australian Blueberries website</p>	<p>Visit <a href="http://www.australianblueberries.com.au">www.australianblueberries.com.au</a> &amp; follow:   <a href="https://www.facebook.com/australianblueberries">Facebook.com/australianblueberries</a>   <a href="https://www.instagram.com/australianblueberries">Instagram.com/australianblueberries</a></p>



In August, an emergency pitch was created in response to the very high supply and in just one week we achieved 20 pieces of media coverage with a combined opportunity to see of 5 million, 9 pieces of social media content which received 353,322 impressions and 3 additional pieces of influencer content with potential reach of 258,900.