

# Making Queensland strawberries Strawesome again

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*The funding for The Sweetest Thing and Strawesome marketing campaigns was provided by the Queensland Government as part of a broader investment to restore consumer confidence in Queensland strawberries.*

It's been over a year since the strawberry world was turned upside down in Australia by the deliberate tampering incident. In rapid response to the situation, the Queensland Government laid out a \$1 million package to assist the industry to re-build confidence in its fresh fruit. 60% of that grant was invested in two major consumer campaigns to help restore confidence and get consumers buying Queensland strawberries again.

## Summer Activities

The first campaign - **"The Sweetest Thing"** - was developed and executed in partnership with QSGA by News Corp through their considerable stable of metro and regional newspapers, online channels and magazines.

A special package was negotiated directly between the Queensland Government and News Corp to deliver a high impact press and digital media campaign across November 2018 designed to achieve these objectives:

- To provide an advocacy campaign that would showcase the amazing work of strawberry farmers, their innovation, pride and resilience
- To celebrate the industry, promote its wonderful workforce, promote the great product that is strawberries, and remind the public that strawberries should be on their shopping list with a bunch of great recipe ideas

The campaign generated a significant impact in a short period of time to give the summer strawberry season a boost to get sales and confidence flowing again.

The final part of the campaign that was negotiated with News Corp was the **'#berryloved Thank you'** from the growers to the public who had generated so much support for the industry.

Jane Richter and Amanda Roy from QSGA toured strawberry farms in the Beerwah area recording video snippets and collecting images of individual growers with simple signs showing their thanks. These images were worked up with an open letter of thanks to create a full-page advert in News Corp publications and the video snippets were edited together to make a social media video that was shared extensively throughout the QldStrawberry, NewsCorp and Queensland Government social networks. The video has been viewed thousands of times.



**If you haven't seen it,  
watch the complete video at:**  
<http://bit.ly/YTTYV>

PRINT

- More than 100 pages of print coverage across The Courier-Mail, Sunday Mail and 13 News Corp Queensland regional titles
- QWeekend three-page feature article and Queensland Business Monthly story

SOCIAL

- 3 social posts driving readers to the strawberry articles & Thank you video
- Reach achieved: 68,215
- Engagement Rate: 13% (or approx. 5x average)

ONLINE

- 10 online articles for paying and non-paying readers of couriermail.com.au totalling just under 10,000-page views at an average dwell time of 1 minute
- More than a dozen strawberry recipes

PR

- The campaign triggered television coverage of Senator Mark Furner's visit to Stanthorpe on Sky News Australia, and Taste editor Anooska Tucker-Evans discussed the campaign and the need to support the Queensland industry while being interviewed on 4BC radio.





## Winter Activities

The winter season represents by far the larger proportion of strawberry volume for Queensland growers and 70% of the total marketing investment was dedicated to ensuring the season was well supported and that consumers were given positive messaging about strawberries across the season.

With a view to a much longer-term activity, an experienced advertising agency was engaged to develop a new creative theme for strawberries that could be used across multiple seasons and be a platform to build upon for the future.

**The goal was to create a distinctive and ownable positioning for strawberries that encapsulates what strawberries are all about;**

Rich red, super healthy, super happy, everyday snack

**With a core idea;**

Every day is a little more awesome with strawberries



**The campaign used a selection of owned, earned and paid channels to spread the Strawesome message to consumers.**



**EARNED MEDIA** cannot be bought or owned. It is earned when content you put out receives recognition through publication in a magazine or on another's' social media pages.

**OWNED MEDIA** communication channels that are within your control, such as your own website or social media pages.

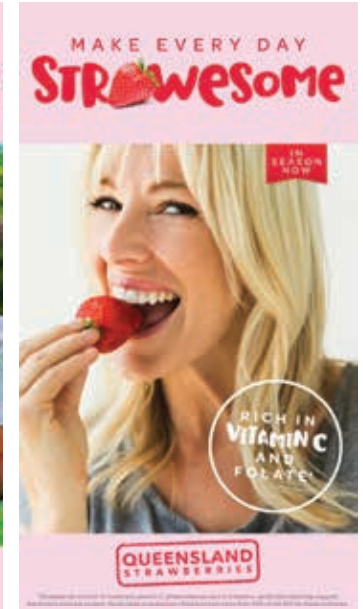
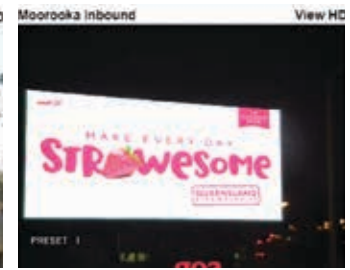
**PAID MEDIA** refers mostly to traditional advertising where you control the content and pay to display that through a recognised media channel like a TV advert or on an outdoor billboard.

## Earned

The marketing team developed an earned media program which included a comprehensive communications messaging hierarchy. They commissioned Accredited Practising Dietitian (APD) Lisa Yates to develop health messaging as a support to ensure full compliance with current legislation. The media program included a season media launch, tailored media pitching, farm familiarisation hosting the Sunrise TV show and influencer activity.

The media launch event took place in Sydney at The Rooftop on Tuesday 9th July where 15 key media and influencers were invited to officially launch the Queensland strawberry season. Guests included Woman's Day, Woolworths Fresh magazine and Australian Woman's Weekly for lunch featuring a bespoke strawberry-inspired menu, strawberry grazing table, and presentations from Queensland strawberry grower Brendan Hoyle and Accredited Practising Dietitian Lisa Yates.

The marketing team hosted national breakfast program Sunrise at Taste 'N See strawberry farm, which included a series of weather crosses (7 across the program), helping to take the audience on the strawberry journey from paddock to plate. The series of weather crosses allowed all key messages to be communicated – from seasonality, provenance, versatility and health – to its audience of over 500,000 people nationally.



## Owned

The marketing team managed the Facebook and Instagram channels for Queensland Strawberries, leveraging the strong positive sentiment for growers and surrounding strawberry lovers with inspiring ways to enjoy them throughout the season.

They developed monthly calendars, posting twice per week, using owned recipes and images supported by curated content.

They utilised an optimised Facebook and Instagram advertising strategy to ensure the right content was seen by the right people. Grower content and sweet recipe ideas drove the strongest engagement rates.

There were more than 1.19 million impressions delivered across Facebook and Instagram throughout the campaign.

SUMMARY OF PRINT, ONLINE, RADIO, TV & SOCIAL COVERAGE ACHIEVED FROM JUNE TO OCTOBER 2019

Total clips:  
361

Total reach:  
17,794,209

## Paid

There were **three** major groups of paid consumer advertising activity that took place in the winter campaign as well as consumer sampling and events.

**Outdoor supersite billboards** in the Brisbane area on high traffic roads

**Digital billboards across high traffic** outdoor locations in Brisbane

**Digital billboards inside Shopping Centres** adjacent to major food retail stores across Sydney & Melbourne

The purpose of the advertising was to achieve two key objectives:

- **Alert consumers that Queensland Strawberries were now in season and available**
- **Communicate key motivating health messages in the Shopping Centres close to the point of purchase**

With thanks to a Queensland based logistics company – Fruithaul – a brand-new refrigerated trailer was sign written on both sides to match the Strawesome campaign. The truck was brought into service in early July 2019. This trailer is part of the interstate fleet which travels between Brisbane, Sydney and Melbourne on a weekly basis throughout the year.



## Supporting the independent grocery sector

In conjunction with Brisbane Markets, an activity was put in the best independent fruit shops and grocery stores across southeast Queensland across August and September. The purpose of the activity was to:

- encourage consumers to taste and purchase Queensland grown strawberries from their local fruit shop
- educate consumers on different ways to enjoy strawberries
- encourage the growth of consumer confidence in Queensland grown strawberries

The programme included in-store point of sale posters, recipe leaflets and basket liners. In-store sampling activities took place in 55 stores with a dedicated sampling booth and staff uniform. The campaign was also supported through the social media channels operated for *Your Local Fruit Shop*.

## Supporting Strawberry events

A number of local Strawberry festivals and events were supported with merchandise and signage to reinforce the Strawesome message and bring a sense of coherence to the activities for consumers.



**Queensland  
Government**

*All of this activity was funded by the Restoring Consumer Confidence grant provided by the Queensland Government through the Department of Agriculture. The Queensland Strawberry Growers Association would like to thank the Queensland Government for their continued support on behalf of everyone involved in the Queensland Strawberry Industry.*