

Marketing Update – ABGA & Wavemaker 2022 Campaign

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Wavemaker Brisbane has continued to work with Australian Blueberries to shift Blueberries from being an impulse purchase, to a grocery basket staple. The campaign has driven strong results so far, resulting in increased household penetration.

Out of Home (OOH) advertising

The digital Out of Home campaign (DOOH) places digital adverts in locations close to grocery retailers and shows them at key times of the day to effectively reach the main household grocery buyers when they are just about to do their shopping to bring blueberries to the front of their minds.

The OOH advertising has incorporated a mix of digital creative formats in small and large sizes as well as bus shelters and billboards. This activity launched on 9 October to align with October's high supply season.



**Ready
to eat.**



Blueberries.
The super convenient super snack.

Creators

Third-party content creators were sourced through the influencer marketing platform 'Vamp' which has helped to increase awareness of blueberries and inspire usage occasions.

Creators for this campaign have been picked to align with the overall campaign goals and strategy. The content created showcases how blueberries can be incorporated into recipes and everyday meals.

Material created has then been shared with consumers using digital social media platforms. Instagram reached 1,164,681 unique Australians through the 11 creators, all of which produced eye catching and recipe inspiring content.

This unique reach was predominantly driven through Instagram Reels which pulled through 99% (1,164,150) of the total unique reach across Reels and carousel posts.

What are Instagram Reels?

Instagram Reels are short-form, vertical videos that can be up to 60 seconds long. Since their inception, Instagram Reels have been an amazing way for brands and businesses to add a visual experience beyond a static grid post.

What are Instagram Carousels?

An Instagram Carousel is a post containing more than one photo or video, which users can view by swiping left on a post through the phone app or desktop users can view by clicking on the arrow button on the right of a post. Think of it as a slideshow of posts that users can control manually.



Top-performing Creators

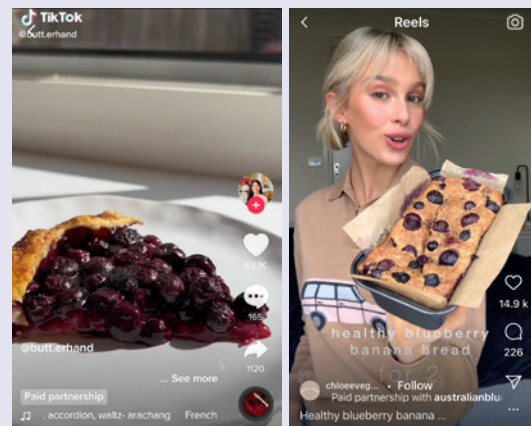
The campaigns' top performing creators from this first burst were @chloeevegan from Instagram and @butt.erhand from TikTok.

Both creators supplied raw and honest video assets of how blueberries can be easily used for the perfect, healthy, pick-me-up snack.

@chloeevegan was able to generate 34% of Instagram's total unique reach and her reel generated 19,427 saves.

@butt.erhand post views accounted for 98% of overall views driving 61,483 content likes.

These creators inspired usage occasions of a fresh snack, blueberries, and illustrated how to incorporate this nutritious ingredient into meals.



Instagram Reels elicited a great response from our audience, with 1,236,952 plays converting into 34,237 likes, 33,758 saves and 5,165 shares. These results offer great insight into how the 18-54 Grocery Buyer audience interacts with the content.

The TikTok component of this campaign had 3 content pieces produced from 3 creators. Their overall performance converted into a 3.5% engagement rate. The TikTok pieces delivered an impressive 1,813,289 views, 62,263 likes, 160 comments and 1,049 shares.

E-commerce

Retail budget has been split between Woolworths and Coles to effectively target grocery buyers shopping online. Both campaigns have activity running from August through to December 2022.



Woolworths

The Woolworths campaign has driven over \$31.1k in revenue from 7,289 sales of Blueberries. Overall, the campaign has delivered strong levels of awareness with a total of 47,684 impressions and healthy volume of consideration at 7,656 clicks to product.

Coles

The Coles campaign's budget split is the same as Woolworths with both Search and A&C campaigns being built into the platform. Coles is the strongest performing retail campaign delivering over \$43.9k in revenue and an impressive 10,948 product sales.

What are 'impressions'?

An impression is a measurement used to quantify the number of digital views of a piece of content, usually an advertisement, digital post, or a web page.

Radio

Radio across Brisbane, Sydney and Melbourne has so far reached 797K people. Radio was included to generate broad reach and drive brand awareness, at an efficient cost.

Activity was planned to align with the 3pm school pick-up to reach parents as they hit their afternoon slump, prompting them to purchase blueberries as the ultimate pick-me-up.

Social Media Channels

While managing the organic social media content and community engagement we have seen an increase in Facebook reach +50% up in September and up +12.3% across Instagram.

Content remains an assortment of recipes industry insights and blueberry facts. Recipes have always been very popular with our audience but they have really engaged with the industry insights and broader blueberry facts this season.

Consumers have shown really positive responses to this broader type of content, with healthy levels of sharing, saving, and story engagement in return. In addition, we have been re-sharing growers content to help build more awareness of the blueberry brands across the market.

From a content creator perspective, the material generated has been beautiful quality reels and posts to re-share which have achieved high engagement and awareness on the creators own platforms about Australian blueberries.

What is organic social media?

Organic social media refers to the free content (posts, photos, video, Stories, etc.) that all users, including businesses and brands, share with each other on their social media feeds. It is the content that does not have any paid advertising or post boosting spend behind it and is only shown in the feeds of its owned established followers.

The changing face of Media in Australia

The Australian Blueberries campaign has used a mix of digital and traditional offline channels to effectively advertise to the key grocery buying audiences. COVID-19 has driven some significant changes in buyer behaviour and the way in which we communicate with consumers has had to move in step.

Digital Out of Home

In the media landscape, Out of Home (OOH) is regarded as a resilient channel that is gaining momentum due to the accurate detail available around reach and frequency of digital sites.

The future of OOH is technology-focused with (Digital) DOOH increasing its percentage of total OOH advertising revenue to 59% in 2021 (Source: Outdoor Media Association).

Based on this insight we chose to place a large portion of media investment into Sightline, Wavemaker's chosen DOOH partner. This programmatic DOOH channel enables us to buy advertising with greater agility, measurement and targeting.

Sightline enables us to successfully reach audiences through access to their outdoor media partners' extensive range of advertising placement sites. Sightline has also provided us with detailed data that we can use to continually enhance our targeting abilities and deliver engaging content to the right consumers at the right time to influence their purchasing of blueberries.

Social Media

The social media world is ever-evolving with the landscape in Australia being dominated by Meta (Facebook & Instagram). Whilst these platforms have the largest audience, TikTok has seen major improvements in its products, placements and audiences with 7.4m Australians now using the platform.

The massive volume of users on these platforms offers opportunities to drive blueberry awareness and grow blueberry sales. Harnessing the power of foodie-oriented content creators, we have capitalised on this large, rapidly growing awareness opportunity and inspired people to actively consider buying and eating blueberries.

E-Commerce

Recent studies find that more Australians (84%) shop online than many other countries, and e-commerce continues to grow significantly in value with 24% growth year-on-year. This growth was strengthened through COVID, and although we saw a slight decline in online sales as we returned to a 'new normal', the habit of online shopping is now here to stay.

With the healthy rise of online retail food shopping, our investment has been strategically allocated to the Coles and Woolworths advertising platforms. This has allowed us to effectively reach and drive purchases through these online grocery buyer environments.

Audio Platforms

The dominate platform within the audio category is still traditional broadcast radio. It dominates in terms of the number of people listening and in advertising revenue as it still reaches 85% of Australians.

The most highly regarded network is ARN which is also the most listened to for all people nationwide (Source: Marketplace). The ARN network includes Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & Lauren, Adelaide's Mix102.3 with The Ali Clarke Show, Brisbane's KIIS 97.3FM with Robin, Terry & Kip and Perth's 96FM with The Bunch with Clairsy & Lisa. With broadcast audiences returning to normal post COVID, forecasts for traditional linear radio are back and strong. This insight is valuable and means our radio advertising activity is reaching our audience and gaining mass awareness from ARN listeners.

Wavemaker

If you have any questions about the current season or if you'd like to be a part of the grower content, please contact:

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