

Marketing Update — ABGA teams up with Wavemaker Brisbane

Claudia Neill, Delaney Lang-Lemckert & Sam Chadwick, Wavemaker

Australian Blueberries have teamed up with Wavemaker Brisbane for the 2022/2023 season. The media strategy will focus on shifting Blueberries from being an impulse purchase, into a grocery basket staple. A strategy that focuses on encouraging purchases amongst new and existing customers is key to building the number of households buying blueberries. Social media and other digital channels supported by offline activity will effectively reach consumers and help to get more Blueberries in more baskets.

Meet Wavemaker Global

Wavemaker Global is one of the world's largest media agencies that positively provokes growth for domestic and international clients. Shaping the decisions and experiences through media channels, Wavemaker can tap into online and offline content and technology to deliver impressive solutions.

Wavemaker Brisbane recently won the Australian Blueberries account and are extremely excited to be working on this amazing superfood.

The Wavemaker Team



Sam Chadwick
Social & eCommerce
Associate Director



Jake Whitten
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Kate Piercy
Client & Performance
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Client & Performance
Executive



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What will this years' campaign include?

With the support of market-leading data, tools and expertise, this campaign will get more blueberries in grocery buyers' baskets. The media strategy has been designed to build 'mental availability' of blueberries all year round – meaning we will attempt to make blueberries a staple item on the shopping list, rather than an occasional purchase.

This will position blueberries as being the answer to that 3pm energy slump and being the regular, ultimate super-snack, that all families and grocery buyers (still mainly Mums!) need.

This team of powerhouses – supported by Tracey Fawcett, Client Partner - will work to transform Australian Blueberries from an impulse purchase into a grocery basket essential and the ultimate super-snack.

What communication channels are we planning to use?

The campaign will be under-pinned by key, and high reaching channels.

Social Media Influencers

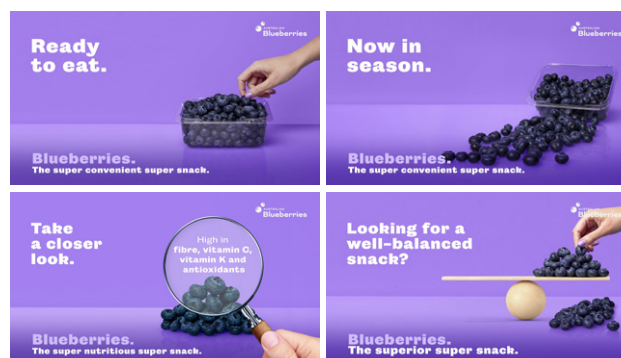
We know that many people look to trusted influencers that they follow in their social media feeds to get inspiration and ideas, and we will be leveraging this to highlight blueberries in a variety of recipes and snacking occasions. We will be using the VAMP influencer platform to access consumers on TikTok and Instagram.

Advertising that reaches people when they are out & about

We know that reminding people about a product when they are close to the place where they buy that item can be very effective. So, we will be using Out-of-Home (OOH) advertising in close proximity to key retail locations and we are working with specialist creative content production agency Hogarth – part of the worldwide WPP agency – who have designed the impactful new Australian Blueberries creative messaging, putting blueberries absolutely front and centre in consumers’ minds.

When will activity be visible?

PRE-SEASON		PEAK SEASON			LATE SEASON
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Lead up	Launch	"Always-on" Media			Christmas
Communicating with our existing social media audiences (organic) and using retail activity to lead into the new Australian Blueberries season	Season launch activity (radio, OOH, influencers) building on momentum created through organic social and retail	Influencer content – recipe creation and inspiring snacking occasions OOH activity within proximity to retail stores to capture customers at the point of purchase Radio activity reaching parents/mums during peak day parts (school pick-up and drop-off)			Wrap up activity before Christmas



Radio

Radio is an efficient, and high-reaching channel which aligns with our strategic direction of the ‘3pm slump’ Airing during School Pick Up times on key networks, radio is a perfect channel to support the other activity and reinforce our messaging about Australian Blueberries. Finally, retail activity across Coles and Woolworths will provide a direct platform to drive sales of blueberries.

Who are we talking to?

The core audiences for this campaign are Grocery Buyers and Mums. Through the above strategy and channels, the blueberries campaign will transform the ways in which blueberries are perceived and turn our humble blue balls of bliss into a grocery basket staple.

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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