

# Australian Blueberries Marketing Update

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The Australian Blueberry marketing campaign and promotions are funded solely by the ABGA voluntary levy. If you are a blueberry grower and are not currently paying any levy, please SEE PAGE 77 to find out how you can contribute to the growth drivers of your industry.

Australian Blueberries continues to work with renowned Sydney agency Magnum & Co to help drive sales of fresh Australian blueberries. With the impact of COVID-19 on shoppers' buying behaviour still emerging, early estimates for the fresh blueberry industry indicated there may be a shortfall in purchasing of up to \$30 million this season. In the light of those predictions, an integrated marketing strategy focusing on engaging existing blueberry buyers to increase their

purchasing has been selected for this season by the Blueberry Marketing Committee. Advertising will focus on social and digital channels, and shopping centres, and build upon the existing, successful campaign of "Bl'oo'berries" built over the last two seasons. The program will run in the market for six months from August to January 2021, with layers of activity that overlap on the peaks in supply volume.

## Let's take a quick look back at the last season

 <p>2.2 million plays of our Health advertising in GP clinics &amp; pharmacies in NSW, QLD, VIC &amp; TAS</p>	 <p>133,043 views of our YouTube videos showcasing bl'oo'berries</p>
 <p>6066 samples given away in supermarkets with a 155% uplift in sales volume reported</p>	 <p>659,198 unique people reached by our campaign</p>
 <p>36,815,273 Opportunities to See (OTS) our blueberry stories in the broader media of magazines &amp; online</p>	 <p>Our influencers posted 30 pieces of delicious blueberry content reaching 2,318,325 people</p>

## OBJECTIVES

# MAGNUM & CO

Do things that change things

**In 2020, the focus target market has shifted slightly; away from attracting new blueberry buyers in order to focus on our existing heavy and medium buyers to:**

Position blueberries as an everyday staple fruit

Continue to communicate the health credentials

Focus on the local, safe provenance of fresh Australian blueberries

Continue to share the versatility of fresh blueberries

The execution of this years' strategy will be all about staying top-of-mind amongst our existing blueberry buyers to drive regular purchasing, particularly in the heavily populated states of Queensland, New South Wales and Victoria. A detailed analysis has been carried out to identify the most cost-effective mechanisms to reach our existing consumers.

## What are our 4 key messaging areas?

- 1. Benefits** — Continuing to reach more consumers with the health, wellness and beauty benefits of fresh blueberries.
- 2. Versatility** — Making the blueberry a shopping basket staple and showcasing the multiple ways to enjoy them.
- 3. Provenance** — Bringing the growers to the fore and educating consumers about locality, varieties and understanding blueberries.
- 4. Convenience** — Encouraging consumers to always keep a punnet in the fridge at home and providing them with a quick go-to solution for how to use them.

## What will the campaign include in the 2020-21 season?

### PAID ADVERTISING



A range of platforms will be used to place our advertising against relevant keywords online – this includes YouTube and Woolworths, as well as a campaign on digital advertising panels in shopping centres in Sydney & Melbourne

### SOCIAL MEDIA



Using Facebook and Instagram to deliver our four messaging areas through both paid and organic content, focusing on the peak volume period

### DIGITAL AMBASSADORS



A three-tiered approach building long-term relationships to add credibility to health messaging and to both create new and restore lost usage occasions

### DIGITAL MEDIA



Use new recipes and a digital recipe book to capture new email subscribers, and use a monthly e-Newsletter to remain top-of-mind with current buyers by showcasing versatility

### EARNED MEDIA



Showcase the health benefits and versatility of blueberries through a range of recipes and data-led stories across a diverse range of media and audience demographics

## Who are we using as digital ambassadors this season?

For this season, we have created a three-tier strategy with influencers to enable us to maximise the reach and value of our messaging and enable us to put some serious credibility behind the all-important health benefits of fresh Australian blueberries.

### Tier 1 — KEY AMBASSADORS

Our key ambassadors will be used during peak season, as valuable experts and assets. With their nutritional accreditation, we can rely on our ambassadors to be the voices for fresh blueberry benefits and we will also leverage them for PR opportunities as these arise.



**@jshealth**  
Instagram: 307k



**@drjoannamcmillan**  
Instagram: 18.6k

### TIER 2 — PAID INFLUENCERS

To bring our content pillars to life (versatility, convenience, benefits, provenance) we will work with influencers to produce content that encourages and educates their audiences on how to incorporate blueberries into their recipes and shopping baskets. We will also repurpose their content for PR opportunities as those arise, making the most of our investment.



**@nourish\_naturally**  
Instagram: 152k  
YouTube: 2k



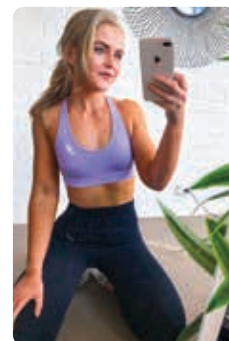
**@dusk2illdawn**  
Instagram: 59.8k



**@hazel\_and\_cacao**  
Instagram: 52.2k



**@panaceas\_pantry**  
Instagram: 317k



**@betterbeingsteph**  
Instagram: 85.9k



# WINTER 2021 ORDERS NOW OPEN

NEED PLANTS NOW?  
ASK US FOR REMAINING  
2020 STOCK NUMBERS



## MOONDARRA BLUEBERRIES

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Download an order form from our  
website for quick and easy ordering.

HAVING SUPPLIED THE INDUSTRY WITH BLUEBERRY PLANTS  
FOR OVER THIRTY YEARS, WE CAN OFFER A LARGE NUMBER  
OF VARIETIES BOTH NEW AND OLD INCLUDING *Southern*  
AND *Northern Highbush* AND *Rabbiteye* TYPES.



Our website has full variety descriptions  
**[moonblue.com.au](http://moonblue.com.au)**

## TIER 3 – GIFTING INFLUENCERS

We will work with influencers that have a smaller, but highly engaged following and send them free fresh Australian blueberries. This will allow them to create content and incorporate blueberries into different occasions and inspire their audience to do the same. Another highly cost-effective way we can generate high quality content.

### What will the paid advertising look like and when will it be in the market?

There are three main advertising vehicles being used for this season, as well as paid spend being put behind social media postings to increase their reach.

#### YouTube



Advertising placements will be bought against relevant keywords (such as “blueberries”, “healthy recipes”), with videos results served either ‘in search’ or as a 6-second video at the start of their chosen video – also known as a ‘pre-roll ad’.

The videos feature one of our Key Ambassadors, Jessica Sepel, showcasing the jointly developed Australian Blueberries JS Health Recipe Book available as a free download from [australianblueberries.com.au](http://australianblueberries.com.au) when a consumer signs up for the e-Newsletter.



#### Woolworths



Online shopping, especially for fresh produce, is up +37.2% and time spent online has significantly increased for new and existing blueberry shoppers.

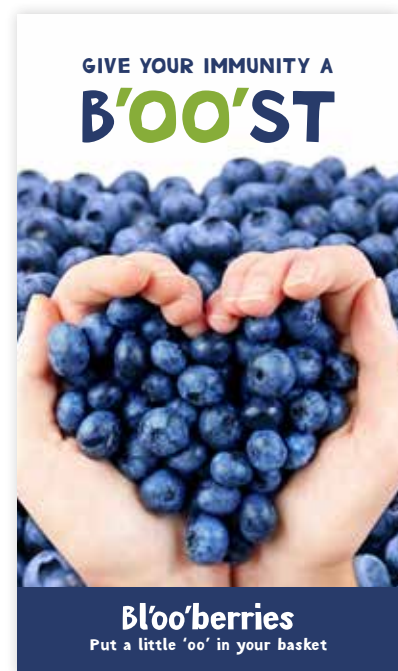
To help convert purchases at the point of order online, we have purchased display banner adverts with relevant search terms triggering them to appear both on the desktop ordering portal and the mobile one.



#### Shopping Centres

For eight weeks across August and September, 23 shopping centres in key areas where there is a high concentration of blueberry buyers will feature advertising on the digital portrait signs that are dotted around inside, close to major supermarkets and greengrocers.

The advertising is designed to tie in with the other creative and remind consumers about blueberries as they make their way to do their grocery shopping.



Visit: [www.australianblueberries.com.au](http://www.australianblueberries.com.au)   /australianblueberries

If you have any images from your farm that you would like to share, we'd love to use them in our Social Media channels.

Email: [blueberries@magnumandco.com.au](mailto:blueberries@magnumandco.com.au)