

# ABGA teams up with Wavemaker Brisbane again for the 23/24 season

Eliza Wilding, Client Coordinator, Wavemaker Brisbane

Australian Blueberries have teamed up with Wavemaker Brisbane again for the 2023/2024 season. The media strategy will focus on being loud launching the start of the blueberry season utilising Out of Home (OOH) and Radio media channels to reach as many consumers as possible in a short period of time.



The season will kick off with the same creative as last season with new material being developed as the season progresses.

## We are looking to make blueberries a more sought-after choice that will find their way into more trolleys more often.

Through 2023 we are putting together a plan that focuses on ensuring people are aware that Australian fresh blueberries are in season again – high quality and affordably priced – and ultimately get the product back onto the shopping list.

Wavemaker have worked with the AGBA for just over a year and are extremely excited to continue to work with the Association as well as partner with the award-winning creative agency Ogilvy to design the new creative.

Looking after the AGBA account is our Social & eCommerce Associate Director Sam Chadwick and Client & Marketplace Manager Brad Vickery, who are supported by Sam Melit (Performance Executive) and Eliza Wilding (Client Coordinator).

The team is supported by Technology & Strategy Partner Lily Nielsen and Group Business Director James Lever and will work to transform Australian blueberries from an impulse purchase into **a grocery basket essential and the ultimate super-snack.**

### Campaign Overview

With the support of market-leading data, tools and expertise, this campaign will create optimal awareness around Australian fresh blueberries coming back into season and straight into grocery buyers' baskets.

The media strategy has been designed to build optimal awareness and mental availability of the 'fresh in season blueberries' message and, in addition, position the fruit as a staple item on the shopping list. This will position blueberries as front of mind for the consumer on the path to purchase.

### Channels

The campaign will be underpinned by key high reaching media channels to launch the Australian Blueberries campaign and to make an announcement of the season.

We will be using Radio, OOH advertising and Retail advertising to highlight and create optimal awareness around blueberries coming back into season.

Retail OOH will also allow us to reach grocery buyers at scale and close to the point of purchase, reminding them that blueberries are now in season. Partnering with leading media company – Shopper Media – we will be able to reach 32% (approximately 1.7 million) of all grocery buyers (GBs) across the Eastern Seaboard at a frequency of over 15 meaning each of the 1.7m buyers will be exposed to the advertising over 15 times during the campaign.

Radio is an efficient and high-reaching channel which aligns with our strategic direction of creating optimal awareness for the new 2023 season of blueberries. Airing on key networks, we have worked to secure efficient reach across the high audience time slots of 'Breakfast' and 'Afternoon'.

Finally, retail activity across Coles and Woolworths will provide a direct platform to drive sales of fresh blueberries.





### When will the campaign activity be visible?

PEAK SEASON			LATE SEASON
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
Launch			"Always-on" Media
Season launch activity (radio, OOH, retail)			Messaging about blueberries will be shared on our own social media platforms like Facebook and Instagram
			Retail: Activity across Coles and Woolworths which provides a direct platform to drive sales of blueberries

## 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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