

Australian Blueberries Marketing Update

Jane Richter

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 38 to find out how you can contribute to the growth drivers of your industry.

The significant investment in promotional activities designed to grow the sales of fresh Australian blueberries continues in this latest season with a mixture of paid advertising close to the point of sale and engagement with consumers through digital channels.

The strategy for this season is focusing on existing blueberry buyers to increase their frequency and volume of blueberries purchased.

Getting close to the point of sale

This season, two mechanisms have been used to communicate with existing blueberry buyers as close to the point of purchase as you can get in a COVID-19 world; digital animated panels outside grocery stores in shopping centres and online at [woolworths.com.au](https://www.woolworths.com.au)

Digital panels in shopping centres



The creative was designed to catch the eye, show simple usage ideas and deliver the call to action of “put a little ‘oo’ in your basket”. The activity ran in August and September in key centres across both Sydney and Melbourne.

Online at Woolworths.com.au

With the restrictions placed on the café & restaurant trade, it won't surprise you to know that spending on food in the grocery channel is up over 10% against this time last year. In September, buying fresh produce online increased again with sales at double the same period a year ago.

To capitalise on this increase in online activity, Australian Blueberries advertised directly on the Woolworths online platform from 2nd September to 6th October, targeting fresh fruit purchasers and encouraging the sale of blueberries on every shopping occasion. Static and animated banners were applied on the screen whilst a consumer completed their shopping. These banners would appear when a user searched for “blueberries” and related terms.

Over the campaign period, 206,000 unique shoppers were reached, at an average frequency of 8.2 over the campaign period. \$770,000 of sales were attributed from shoppers exposed to the search display banners and keyword content cards over the campaign period. Units ordered calculated any unit ordered after a customer viewed the advert within the last 28 days and purchased blueberries online.



Engaging Australian blueberry fans online

Given the target market this season is existing buyers, we developed a strategy that would use multiple avenues to reach and influence their purchasing.

We engaged a key ambassador to be an additional mouthpiece for Australian Blueberries – Jessica Sepel from JS Health.

Jess is a three-times best-selling health author, and the creator of the JSHealth App and 8-Week Program. Jess is a strong advocate of nourishing your body naturally, using whole foods which make you feel fantastic, while still allowing occasional indulgences. She believes in health as a sustainable lifestyle choice, which can be enjoyed! She is all about balance.



The team at Magnum & Co worked with Jessica to create a digital recipe book and a series of videos which have been used across several platforms to engage with buyers and drive them to our website to download the recipe book.

Their email details are captured, and we have then been able to speak to them on a monthly basis through our electronic direct mail (eDM) campaigns which have achieved record results. We now have nearly 10,000 subscribers with 3775 of those attracted directly by Jessica's Blueberry recipe book.

There are a couple of key metrics that allow us to assess how well an eDM campaign is working.

Firstly, the % of people who actually open the email – also known as Open Rate. The industry benchmark for Open Rate is 19.3% and we have achieved 40.7% in the latest month.

The second important measure looks at how many readers actually choose to click on a link in the email showing they are interested to find out even more.

This is known as the Click-Through Rate and the Food & Beverage industry benchmark sits at 2.1% whereas our campaigns have achieved 11.7%.



Social media is playing a key role in our campaign this season as more and more time is spent there by consumers. Using YouTube, Instagram and Facebook, we have reached over 1.8m Blueberry buyers and have achieved over 1.8m engagements from them of some form, including likes, shares and video views.

Another major reason to use digital and social media is the cost effectiveness of the channels. With a relatively limited budget, we have closely measured our costs and have benchmarked them against industry averages to ensure that we are getting the best value for money invested. At the beginning of the season, clear key performance indicators (KPI) were set and each month we look at how we are tracking against those KPIs.

In the first 3 months of the campaign, we smashed all KPIs and so we raised the bar even higher for the second part of the season, and the great news is that we are still well on track to beat those stricter KPIs.

Measure 1 - Cost per Engagement (CPE): How much do you have to invest in order to receive one engagement of any kind (like/share/follow/video view)?

Our original target for this was 10c per engagement, revised down to 5c in October. We're consistently achieving 2c per engagement – so a fifth of the original cost planned.

Measure 2 – Cost per Click (CPC): You want to take someone from being interested (engaged) to the next step where they take some action, in this case clicking through to download our Recipe Book.

Our original target was 80c per click, and this was revised down to 70c. We're coming in at half that cost with a CPC of just 42c.

Recipes still perform the very best on Instagram – it's the home of inspiration after all – we're getting just under 50 saves on average of each and every recipe that has been posted.

On Facebook, our blueberry people absolutely love to hear direct from the growers and hear the stories behind the fruit, so if you have a tale about you and your farm that you'd be happy to share we are always listening. Drop us a line on blueberries@magnumandco.com.au

Three Tier Influencer Strategy pays dividends

You may remember from the Spring edition that we planned to use three tiers of influencers in our digital strategy this season, based on the insights that show credible, authentic influencers do just that – influence the purchasing and consumption behaviour of their followers. Our influencers have published over 140 pieces of blueberry centric content reaching the screens of blueberry buyers over 10 million times! Not only have we reached blueberry lovers lots of times, but we have achieved three times the average engagement with those people. You'll remember that Jessica Sepel and Dr Joanna McMillan were engaged as our key ambassadors, to bring reach and credibility to our messaging, particularly in the health space. We also brought on board seven influencers who were paid to create and share content, curated by us to ensure the messaging was exactly on point. And finally, we used the accepted tradition of gifting trays of fresh blueberries early in the season to a large group of influencers with smaller followings whose values were very aligned with those of fresh Australian blueberries. It's a very cost-effective way to encourage the generation of plenty of high-quality blueberry content, that can then be re-shared via our own digital channels.

Still making a splash through PR

Good old-fashioned Public Relations (PR) may have been re-born as Earned Media, but the energetic team at Magnum & Co have been relentless in trying to get every single piece of cost-free coverage for fresh Australian blueberries this season. They've been featured in a healthy breakfast segment on the TODAY show that was widely syndicated to regional TV, been touted by Jessica as the go-to superfood in the Daily Mail, five growers from across the country have been profiled in various media channels to boost the provenance of fresh local berries and we've lost count of the number of inspiring recipes that have been published across the media world in Australia. Marketing activity continues through the season until January 2021. Please SEE PAGE 38 for how to add your share to the campaign via a voluntary levy contribution.

Visit: 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