

Hort Innovation Raspberry & Blackberry Marketing Update Upcoming 2020/21 Campaign

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To investigate areas of opportunity for raspberries and blackberries, a consumer research study was undertaken via research agency FiftyFive5 in March 2019.

The objective was to better understand market dynamics, consumer behaviour and areas for target market segmentation. A comprehensive assessment of the unique opportunities for Rubus was completed, to define a unique and optimum marketing strategy.

Key implications from the consumer research data, that have shaped the 2020/21 marketing plans include the opportunity to:

- Expand usage beyond special occasions, to an indulgence that can be enjoyed more frequently as a part of everyday dishes
- Leverage the leading strength of taste beyond snacking, to increase the number of occasions Rubus is purchased
- Inspire consumers to consider Rubus during the meal planning stages, to become a more frequently planned purchase, reducing price sensitivity once in-store
- Drive further momentum leading into peak Rubus season pre-Christmas and maintaining strong momentum through to April, corresponding with the main growing season (November to May and peak volumes December to April*)

To introduce the advertising creative which taps into opportunities recognised, let us first set the scene:

Blackberries and raspberries add that little extra that can make a big difference to any meal.

Brekky a little bland?
Snack-time a bit underwhelming?
Blackberries and raspberries bring a lot, with a little.

Flavour-wise, they punch way above their weight. They'll add serious bling to your porridge, and a massive zing to your yoghurt.

Add some oomph, with blackberries and raspberries.



*Source: Rubus Strategic Investment Plan 2017-2021

The tagline 'Add some oomph' is a dynamic and vibrant expression of the benefits of Rubus and the excitement they bring. We will feature mouth-watering recipe images with headlines that stimulate the taste buds, awaken the senses and dial up flavour cues.

***Kick brekky
up a notch***
add some *oomph*

***They're little,
but they bring a lot***
add some *oomph*

Advertising recipe images are in development – above images are a sneak peak of the proposed headline and supporting tagline

Recipe inspiration will showcase usage occasions where only fresh not frozen would suffice. Examples include raspberries sprinkled on a bowl of muesli and blackberries with yoghurt. The advertising messaging, use of colour and fonts will all work cohesively to demonstrate that every bite is full of flavour, succulent and juicy.

The creative will be brought to life as videos and digital advertising. These will work in parallel to compliment the fresh berries website, Facebook and Instagram pages, which will highlight the myriad of ways Rubus can enhance everyday meals.



Follow @freshberries.com.au

 facebook.com/lovesfreshberries

 instagram/freshaussieberries

To support and promote the advertisements, a media content partnership with Australian news and lifestyle platform 'Mamamia' has been secured. Mamamia is a leading publication that reaches over five million Australian women each month. This loyal audience is an ideal fit with the Rubus target market which is described as 'creative foodies with a female skew'.

MamaMia

The partnership will feature articles profiling three social media influencers, showcasing their go-to quick meals that incorporate Rubus, starting with breakfast and moving through the day.

The influencer will amplify this content further via their social media accounts. Rubus will sponsor 'The Spill' podcast where the hosts will highlight how Rubus are a must-have to elevate everyday meals. To listen in, visit mamamia.com.au/podcasts/the-spill. Finally, Rubus will feature as part of digital display and video across the Mamamia network.

The partnership launches in January 2021 and will continue providing fresh Rubus content through to late April. The Good Mood Food is a bold marketing campaign motivating more people to consume more produce more often, with the message that when you eat better, you feel better.

In the lead up to Christmas, Rubus will be featured in a 15 second online video. The script promises to be a light-hearted, relatable, and memorable message that encourages consumers to eat more raspberries and blackberries. To read more about The Good Mood Food campaign visit thegoodmoodfood.com.au

THE GOOD MOOD FOOD

**Hort
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Strategic levy investment

**RASPBERRY AND
BLACKBERRY FUND**