

Berries Australia and Wavemaker launch 'Berry Basket' marketing campaign

MT23500 FY24 Berry Basket Marketing Campaign
Eliza Wilding, Client Coordinator, Wavemaker

Wavemaker and Berries Australia are building on their existing partnership to bring to life a broader campaign promoting the "Berry Basket".

Uniquely positioned after their previous work with the ABGA, the team have secured a recent tender to expand this work with Raspberries, Blackberries and Strawberries, uniquely positioning this campaign for Australia's first true all of Berry marketing campaign.

As seen in research from Nielsen, we know that shoppers who purchase all four berry categories make up almost 50% of total category spend and that a whole of category approach lifts sales across all berry types.

This model has been used effectively in the UK for many years and is also used globally by major berry marketing companies such as Driscoll's.

The team's ability to pull together all four berry categories into a cohesive campaign will allow us to talk to the Australian consumer throughout the year, with the right berry, at the right time for growers.

This approach holds great appeal for berry levy payers as many of them grow more than one type of berry and single berry marketing runs the risk of cannibalising other berry sales, rather than expanding the whole category.

Whilst the campaign is still in its planning phase, the team are working towards a January 2024 launch for this campaign, with the intention of covering the entire 2024 calendar year.

Campaign aims:

- Make fresh Australian berries a highly desired grocery purchase
- Get into more trolleys and on more shopping visits

Understanding why and how the strategy works:

To overcome price sensitivity, we must build emotional and functional needs in the minds of consumers before they reach the checkout, where they are most easily swayed by price.

- We will focus on the nutritional richness that Berries deliver in the fruit category
- We will seek to drive consumption in the two key occasions that resonate for Berries: Breakfast & Snacking

The channels that are in the mix:

Wavemaker have access to several proprietary planning tools, that give Berries Australia an unfair advantage when it comes to media planning, and enables us to plan media channels based on over 1.1m+ consumer purchase journeys, ensuring that we know which channels to book to reach Australian consumers at the right time.

Video: We intend on using Video to reach Australians at scale, which will require a new TV commercial to be created to promote the Berry Basket. This Video will then be placed in digital channels i.e., YouTube, as well as BVOD such as 9Now and 7Play.

Social + Creators: Influencers and social media both score incredibly highly in Wavemaker's planning tools when we look for channels that will influence purchasing behaviour and offer us a chance to introduce Australians to new ways to add berries into their everyday consumption, as well as reinforcing the 'why' behind the berries, with consistent messaging around health benefits.

We're also able to be incredibly efficient across social media, enabling us to build on the already substantial reach created through Video, and this will allow us to deliver different messaging based on supply fluctuations.

Out of Home (OOH): We know that reaching Australians as close to the point of purchase as possible leads to a higher propensity to purchase. As such, we'll look to place our OOH in shopping centres nationally aligning with the key supply period of each berry. The added benefit of going with a primarily digital panel approach means we'll be able to be flexible and responsive with our messaging based on berry supply flows.

Activation & Sampling: By creating engaging sampling experiences and activations, we can capture the attention of potential customers, provide them with a firsthand taste experience, inspire with new way to consume Berries and encourage them to incorporate Berries into their summer routines.

Retail Media: In the post-COVID world, we know more and more Australians are doing their grocery shopping online, with Coles experiencing a 48% lift in eCommerce sales through 2022, and Woolworths experiencing a lift of 39%. We've got to ensure that Berries are front and centre in the virtual shopping aisles. We currently use retail media across blueberries and will be able to use the learnings from these campaigns to create efficiencies when activating across the Berry Basket.

How the campaign will look:

Wavemaker have already begun working with creative agencies to produce to a new creative platform for this campaign, ensuring that we have consistent messaging across the Berry Basket, as well as across each individual berry. We'll be sharing the new look in January so stay tuned to your Berries Australia channels for more information.

The project 'MT23500 FY24 Berry Basket Marketing Campaign' is funded by industry levies through Hort Innovation and contributions from the Australian Blueberry Growers Association voluntary levy.

Wavemaker

If you have any questions or would like to be a part of the grower content, please contact:

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