

# Australian Blueberries Marketing Update

Magnum & Co

The Australian Blueberries season 2021 /22 marketing strategy will focus on engaging existing buyers to increase purchase rates. New consumers will be attracted by the strategy, however, the key focus is with existing buyers. An integrated marketing strategy to influence this behaviour is required with advertising focusing on social & digital channels to build upon the existing, successful campaign of Bl'oo'berries, built over the last three seasons.

## WHAT ARE WE DOING DIFFERENTLY THIS SEASON?

More &  
New Digital  
Channels

More  
Grower  
Content

Bigger  
Brand  
Ambassador

Refined  
Messaging  
& Creative

### More & New Digital Channels

Investing in the digital channels like Facebook and Instagram that have proven to be the most cost effective and efficient at reaching our target audience with our messages. We will also be exploring new channels like Tiktok and Pinterest to keep up with changes in buyer behaviour.

### More Grower Content

Back in 2019 we sent a camera crew to the Coffs Harbour region to capture images and video that helped us to bring the grower story to life for consumers. This material was our most popular by far on our social media channels and so we will be capturing a fresh set of content to help drive that emotional connection between consumers and our Australian farmers.

### Bigger Brand Ambassador

We're going to go bigger and harder with our paid Ambassador program this year with the goal of achieving more earned media coverage, a better recipe book collaboration and fresh new content angles.

### Refined Messaging & Creative

We will take the messages that we know work for us and refine them along with giving our creative a fresh new look throughout all the consumer touch points.

### What are the key messages for this season?

We will take a season-long approach to spreading our three main content pillars to try to achieve the largest volume of coverage both from our own paid activities and the free or 'earned' media opportunities.

THE THREE PILLARS OF FOCUS ARE

**Benefits**

Reaching consumers with existing & new health & wellness benefits of consuming blueberries

**Versatility**

Showcase the many different ways to eat, create with & enjoy fresh blueberries

**Provenance**

Bring the growers to the forefront & use their voices to educate consumers about locality, seasonality, varieties & tastes

**When will the marketing activity be visible?**

PRE-SEASON		PEAK SEASON			LATE SEASON
JUL	AUG	SEP	OCT	NOV	DEC
Long Lead	Launch	Always on Media Room			Christmas
Pitch out new & existing recipes to long lead media  Capture new grower content	Season launch activity and ambassador announcement	Recipes & events calendar Health benefits Grower profiles Leveraging grower / ambassador / influencer content			Round up of best recipes for summer celebrations



**If you have any questions about the upcoming season or if you'd like to be a part of the grower content, please get in touch:**

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