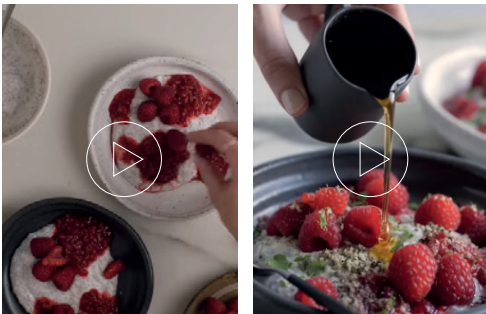


# Australian Raspberries & Blackberries Marketing Update

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- The Australian Raspberry and Blackberry marketing campaign continued throughout March and April inspiring consumers to enjoy delicious fresh berries
- Inspiring video content continues to appeal strongly to consumers on social media
- Sales volumes continue to grow for both Raspberries and Blackberries



## Video Content on Social Media

Amplified video content shared on social media in March achieved more than 1.7 million impressions whilst the content created by the influencers amassed 2,700 saves.

High quality engagement such as 'saves' are linked to intent to purchase berries and try the recipe.

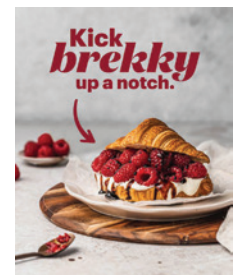
**Impressions:** the total number of times social media browsers have been showed your content.

## Branded Content

The visually stunning branded content drives traffic to the Australian Raspberry and Blackberry website which is a terrific resource for recipes and information about Australian Berries.

Native articles, which are a piece of brand-sponsored content that are commissioned or paid to look and feel like a natural piece of the publisher's website, are included as a part of the brand partnership strategy in this year's program.

They have been positioned in 'mood' and 'positivity' themed articles and syndicated across lifestyle magazines such as Marie Claire, New Idea and Better Homes and Gardens. These articles have reached 340,000 people in the target audience of Creative Foodies, Brunch Lovers and those seeking inspiration for healthy breakfasts, desserts and sweets.





**Facebook**, with its 18,500 followers is performing well and maintaining a strong engagement rate of 5%.



**Instagram** continues to grow with 1100 followers and an equally strong 5% engagement rate.



## RASPBERRIES

- the value of raspberry sales has grown significantly when compared with a year ago and the amount of raspberries sold has also increased
- on average, raspberries are being purchased more frequently although the amount purchased on each shopping trip is about the same, but with higher average prices the total category value has increased
- buyers who come back for more raspberries are doing so on average 2 days sooner than before

## BLACKBERRIES

- the growth in the value of blackberries has outperformed total Rubus and other berries
- there has been a slight drop in the number of households purchasing blackberries as compared to a year ago
- consumers are still buying about the same volume of blackberries each time they make a purchase
- buyers who come back for more blackberries are doing so on average 2 days sooner than before

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