

# Australian Blueberries Marketing Update

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The Australian Blueberry marketing campaign is funded solely by the ABGA voluntary levy. If you are a blueberry grower and are not currently paying any levy, please SEE PAGE 92 to find out how you can contribute to the growth drivers of your industry.

As the 2020-21 blueberry season draws to a close, we look back on the marketing investment made by ABGA to grow consumers' love and consumption of fresh Australian blueberries. Remember that the strategic focus for this season has been to target existing buyers and encourage them to buy more frequently and to consume more blueberries at more meal and snack occasions each week. All of the data represented here is to the end of January 2021. The campaign continues until the end of March, but the majority of the investment and activities are now complete for the season.

## Have we reached our targets for the season?

Social media continues to be a core part of our communication strategy to reach our existing blueberry consumers. With the change in consumer behaviour brought about by COVID-19, it remains the most cost-effective and reliable way to talk to consumers, especially when traditional retail channels can be limited or shut down with very little notice in response to new outbreaks. The low cost per activity and over-achievement of all our targets, shows a high level of content relevance and appeal for the blueberry audience. The original targets were raised to the above levels about 2 months into the season to stretch our achievement as far as we possibly could for the investment that was made. There continues to be differences between social channels as to what is the best performing content from our four content pillars of Convenience, Versatility, Health and Provenance.

In Facebook, convenience and versatility win, with consumers seeking simple messages about how easy blueberries are to grab and go, and super-quick ways to add blueberries to your everyday diet. Nothing complex or fussy.

On Instagram, it's almost as if consumers have more time to browse and engage more deeply. They are responding exceptionally well to provenance stories about growers showcasing their farm and their family.

Instagram is also home to the inspiring recipe accompanied by delicious photography, so versatility is a winner too. And not just with our own content, users are regularly posting their own blueberry inspired pics on Instagram and tagging us **#australianblueberries**.

Across the season, the monthly electronic newsletter has performed very well, both compared to our 2019/20 season and against industry benchmarks for food and drink.

The e-news has been a very effective mechanism to build a strong relationship across the season with blueberry lovers, reinforce fruit availability, inspire with recipe ideas, educate about health benefits and give consumers the chance to virtually meet growers.

This year we used the enticement of a free Jessica Sepel JS Health recipe book to capture users details via our website and this has helped to grow our total audience to over 10,000 subscribers. These are people who are actively interested to hear from us each month and are a very valuable set of consumers.

## Have we reached our targets for the season?

Social Media	Target	Achievement
Impressions	9.5 million	<b>18.5 million</b>
Reach	—	<b>2.2 million</b>
Total Engagement	1 million	<b>2.6 million</b>
Link clicks	—	<b>98,530</b>

Costs for Social Media	Target	Achievement
CPM – cost per thousand impressions	\$5	<b>\$2.99 or less</b>
CPV – cost per view	\$0.08	<b>\$0.08 or less for all months except January (\$0.10)</b>
CPE – cost per engagement	\$0.05	<b>\$0.02 or less</b>
CPC – cost per link click	\$0.70	<b>\$0.54 or less</b>



Electronic monthly newsletter	2019 averages for Australian Blueberries	Industry Benchmark *	Achievement
<b>New subscribers</b>	+1,000 new	N/A	4,271
<b>% of recipients opening the email</b>	29%	15.2%	32.9% – 41.7%
<b>% of recipients who clicked on any link in the email</b>	5%	1.7%	3.7% – 12.1%
<b>% of recipients who choose to unsubscribe</b>	0.4%	0.1%	0.6% – 1.2%

\*2021 Global email benchmark data from Campaign Monitor for Food & Beverages.

Earned & Influencer Media	Target	Achievement
<b>Earned Media pieces</b>	80	129
<b>Media Opportunities to See (OTS) *</b>	35 million	58 million
<b>Pieces of Influencer content published</b>	140	143
<b>Influencer Opportunities to See (OTS) *</b>	8.6 million	10 million
<b>Average engagement rate for influencer content</b>	1.2%	3.5%

\*Opportunity to See (OTS) indicates how often, on average, a person has come into contact with a certain piece of content.

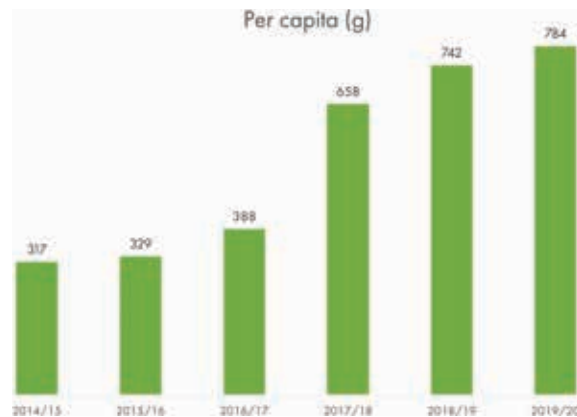


The third major pillar of our marketing activities is our Earned Media that used to be known as Public Relations. In this season, we have added a new focus of highlighting growers from around the country and generating both local and national media coverage to tell their stories, support the overall profile of the Australian blueberry

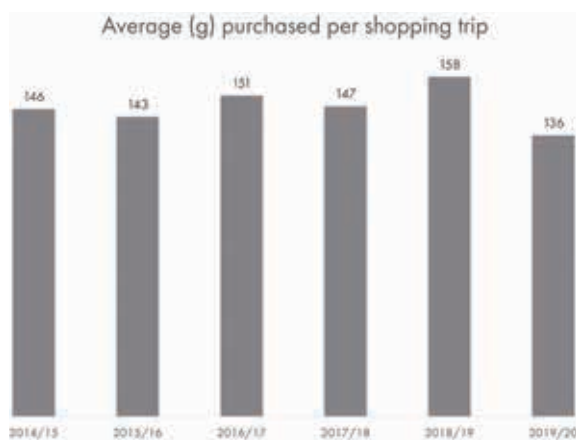
industry and inspire consumers to buy more blueberries. If you are willing to share any stories from your farm or be profiled for local and national media, please get in touch as we'd love to have more growers actively involved. Email the team at [blueberries@magnumandco.com.au](mailto:blueberries@magnumandco.com.au)



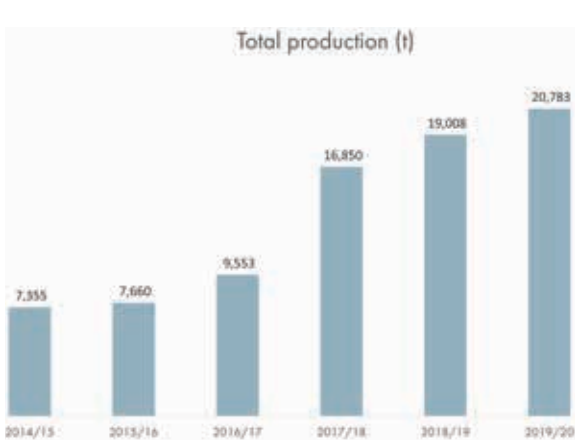
**Figure 1. Proportion of Australian households buying fresh blueberries at least once in the year.**



**Figure 2. Weight of fresh blueberries on average consumed by every person in Australia per year.**



**Figure 3. Average weight of fresh blueberries purchased on each shopping trip where blueberries are purchased.**



**Figure 4. Total production of fresh Australian blueberries per year.**

The latest Australian Horticulture Statistics Handbook has just been published by Hort Innovation and this allows us to take a look back over the last few years at what the impact of our marketing investment has been.



The three key consumer behaviour measures that are consistently reported on in the Handbook for the previous 12-month period are the:

- percentage of households buying blueberries
- average amount of blueberries in grams purchased on each shopping trip
- per capita consumption of blueberries calculated by production volume divided by total population.

### What are the trends over the last six years since the Handbook was first produced?

The average proportion of Australian households purchasing fresh local blueberries – also known as Household Penetration – has increased significantly from 40% in 2014/15 to 56% in the latest report period to June 2020 (Figure 1).

It is interesting to note that the figure leapt by 14% across the two years between 2015/16 and 2017/18 and the per capita consumption has followed the same trajectory (Figure 2).

When you add the total production in tonnes to the picture, you can see a large jump at the same time making the fruit far more available and likely more affordable (Figure 4).

The volume of blueberries produced more than doubled between 2015/16 and 2017/18, and per capita consumption also doubled.

When you also look at the amount that is being purchased on each shopping trip occasion you can see that this figure has trended down slightly but sits around 145g on average (Figure 3).

This reflects the dominant punnet size of 125g for fresh blueberries and indicates that most buyers are still buying just one punnet per purchase occasion.

### What is likely to be the strategy for the new season for Australian Blueberries?

Taking into account the current benchmarking measures discussed above, there are several opportunities that may guide the 2021/22 season marketing strategy and investment priorities:

- 44% of households still aren't buying fresh Australian blueberries so let's find them and help them discover blueberries
- Many people still seem to buy a single punnet when they shop so what will make them buy two each time? Let's understand that dynamic and build tactics into our marketing activities to raise the average amount purchased on each shopping trip
- A further opportunity with punnet size is open to growers and packers – why not increase your punnet size to 175 - 200g and then you are selling a significant amount more blueberries for each punnet purchased?

None of this marketing activity would be possible without the payment of the ABGA Voluntary Levy. To find out how you can contribute your fair share to the levy which drives growth in your industry, please SEE PAGE 92.

Visit: [www.australianblueberries.com.au](http://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](mailto:blueberries@magnumandco.com.au)