

Raspberry & Blackberry Marketing Campaign Update

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The new year is upon us and so too is the new raspberry and blackberry marketing program. With a strong digital media focus, the campaign calls on consumers to 'add some oomph' to their everyday meals with Aussie raspberries and blackberries.

Consumer research conducted via research agency FiftyFive5 highlighted breakfast as an occasion that is ripe for opportunity, representing only 15% of the occasions people currently consume raspberries and blackberries. The campaign taps into this insight with breakfast featured as the prominent occasion, to encourage more frequent and habitual everyday use.

If you're not already following **@freshaussieberries** on Facebook and Instagram, now is the perfect time to do so. Fresh new recipe ideas and snack inspiration is shared on social media throughout the year, to educate and inspire consumers about the versatility and ease of adding raspberries and blackberries to everyday dishes.

In January, a mouthwatering raspberry-themed video went live, showcasing how raspberries add that little extra, that can make a big difference to any meal.

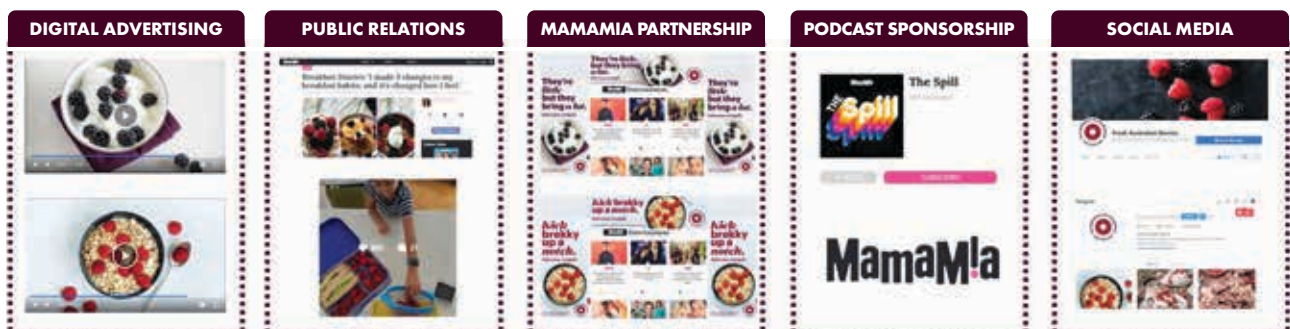
In February, the focus turned to a vibrant blackberry video, demonstrating how flavour-wise, blackberries punch way above their weight and add serious bling to your porridge or a massive zing to your yoghurt.

To view the campaign videos, go to bit.ly/FAB-YouTube

The media content partnership with Australian news and lifestyle platform Mamamia is now live. The opportunity we have tapped into with Mamamia is to make raspberries and blackberries the solution to meal preparation fatigue. The partnership allows us to leverage Mamamia's expertise as a storyteller and true friend of Australian women, to place raspberries and blackberries at the heart of quick and easy, achievable, everyday food inspiration.

Highlights of the partnership include:

- Articles profiling 3 social media influencers, showcasing their go-to meals that incorporate raspberries and blackberries, starting with breakfast and moving through the day
- Sponsorship of 'The Spill' podcast where the hosts highlight how raspberries and blackberries are a must have to elevate everyday meals
- Digital display and video advertising across the Mamamia network



Below are current live examples of the partnership, which will run through to late April.

