


# Australian Blueberries Marketing Update

Jane Richter & Magnum & Co





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 54 to find out how you can contribute to the growth drivers of your industry. Let's take a look at how the season is tracking based on the overview given in the last edition of the Australian Berry Journal. Firstly, here's a quick reminder of the timing of activity between July & March:

JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Social Media activity & Paid Digital Advertising across 5 platforms (Facebook, Instagram, YouTube, Tiktok & Pinterest)								
Leah Itsines Influencer & Recipe book collaboration								
8 – 10 influencers generating & sharing content across all Australian Blueberry channels								
Public Relations (Earned) media activity								
Monthly e-newsletters to our 10,000+ Blueberry fans								
Promotion of the Recipe Book through all channels to attract new Blueberry fans								

**SOCIAL MEDIA**



To the end of October, we have achieved over 14,000,000 impressions across our social media channels, with reach of 5,450,510 and active engagements by our target audience of 1,067,978. Over 41,000 interactions have ended up in a click through to our website.

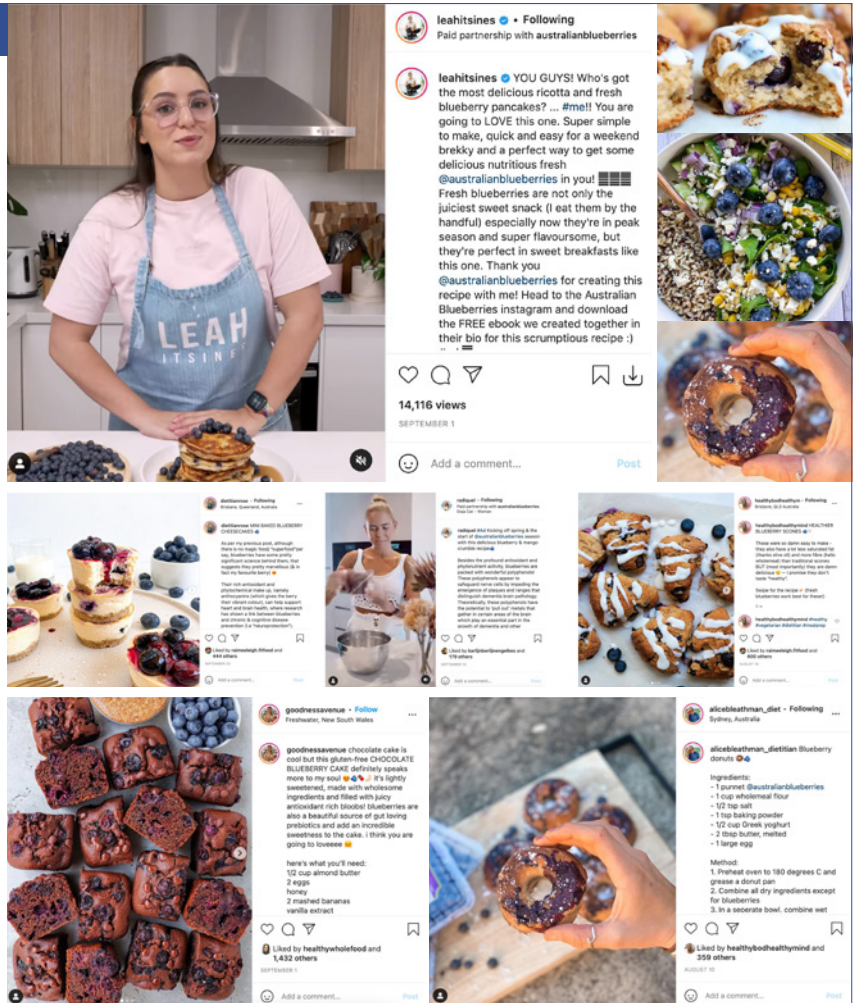
## DIGITAL AMBASSADORS



Our season ambassador, Leah Itsines, is the author of *The Nourishing Cook* and is an expert in eating well and enjoying food. Leah has created a series of recipe videos and still images for us to use across our social media and press campaigns throughout the season.

We have also engaged a further 10 social media influencers to produce and share incredible blueberry content, backed up with key health and seasonal messaging curated by us to deliver a varied but integrated campaign.

To date, we have 28 live pieces of social content created by our influencer group that have delivered 458,000 OTS.

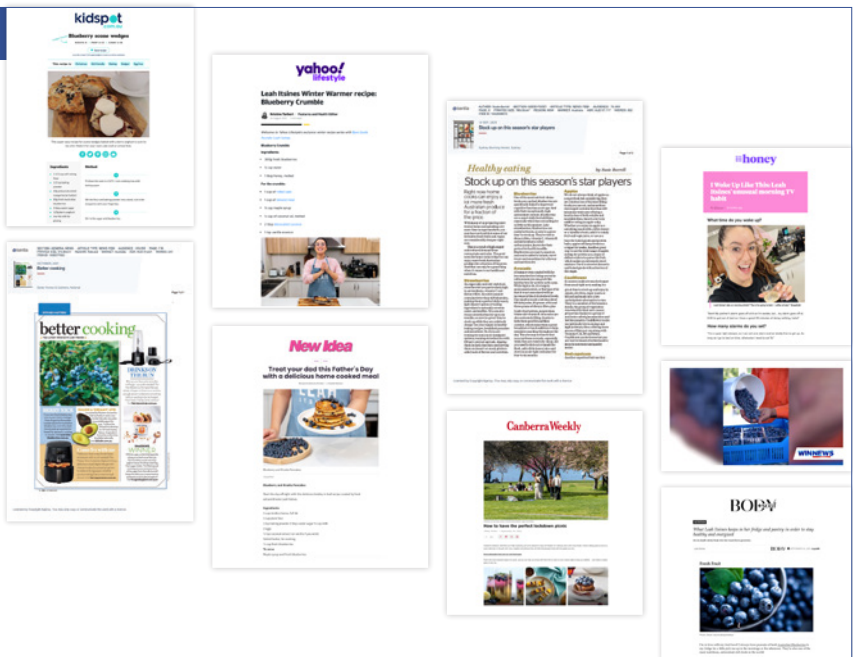


## EARNED MEDIA



As part of our partnership with Leah, she has provided us with a series of quotes that we can use in pitching stories to the more traditional media channels like magazines, health & lifestyle platforms or websites.

To the end of October, we had already achieved 32 pieces of media coverage with a combined OTS of 34.2 million.



## DIGITAL MEDIA



In partnership with Leah, we have created and shared a digital Australian Blueberries recipe book which can be downloaded from our website in return for joining our monthly e-newsletter subscription list.

To the end of October, the recipe book has been downloaded over 3,000 times and generated over 3,200 new subscribers taking our total e-newsletter audience to over 13,500.

We also have a very high open rate for our e-newsletters, averaging 36.7% compared with the food industry average of just 21.3% demonstrating that our fans are highly engaged with the material we include in our e-newsletters.

## Australian Blueberries & Leah Itsines RECIPE BOOK



### LEAH ITSINES RECIPE BOOK



Our FREE Australian Blueberries & Leah Itsines Recipe Book is Here!

Thanks to our fantastic growers, the blueberry season has kicked off to an incredible start. And guess what? Now is the perfect time to put a little love in your favourite food with our Australian Blueberries & Leah Itsines recipe book.

This season, we have teamed up with Leah Itsines, a fitness and wellness expert. Leah is the author of 'The Nutrition Coach' and is owner of a health and wellness community called 'BAM!' and her goal is to empower people to become healthier and more confident in the kitchen.

Lucky for us, Leah has created 10 mouth-watering fresh food recipes that your bodies and taste buds will absolutely love!

[DOWNLOAD LEAH'S RECIPE BOOK HERE](#)

### OUR TOP RECIPE PICKS

From Blueberry & Vanilla Chia Pudding to a mouth-watering Avocado & Cucumber Muesli, here are some of our top recipe picks for you.



### BL'OOBERRIES FUN FACT

EVER WONDERED WHERE BLUEBERRIES COME FROM?

Blueberries belong to the Ericaceae family genus Vaccinium - a large family of woody shrubs that make edible acids and can be found throughout the world.

[READ MORE](#)

### WANT MORE DELICIOUS RECIPE IDEAS AND BRAIN-BLOWING SNACKS?

[HEAD TO OUR WEBSITE](#)

## IMPRESSIONS

Impressions are the number of times your content is displayed, no matter if it was clicked on or not.

## REACH

Reach is the total number of people who see your content.

## ENGAGEMENTS

Engagements is any interaction a fan has with your social media content that shows they are interested in your post, for example a 'like', 'comment' or 'share'.

## OPPORTUNITIES TO SEE (OTS)

OTS is a measure in media which indicates the number of times the viewer is most likely to see the piece of content or advert. So it is basically a measure of the frequency of media exposure.

Back in 2019, we spent a few days in the Coffs Harbour area creating a series of videos that we used in both the 2019 and 2020 marketing seasons.

This year we spent a long day filming at two additional farms, and the material that was captured will form part of our Earned media pitching and be used in our social channels.

A big thank you to Kellie Potts from Sandy Beach and Brad Hocking at Costa for giving up their time to assist us – grower stories are really popular with blueberry lovers and form an important part of our overall strategy.



If you have any questions about the current season or if you'd like to be a part of the grower content, please contact:

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