

# Australian Raspberries & Blackberries Marketing Update

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- The key message to Australian consumers continues to encourage them to 'add some oomph' with fresh raspberries and blackberries, and this season is focussing on the breakfast opportunity.
- A new partnership with lifestyle and food network – Are Media – will deliver significant benefits for this years' campaign in reaching the right consumers cost-effectively.

## RUBUS STRATEGY

The strategy driving the execution of the campaign this year focuses on 3 simple steps in the consumer journey:



### 1. SEE

The campaign seeks to use multiple means to create an awareness of the availability of fresh Australian raspberries and blackberries, and how adding these luscious berries to your morning can elevate the everyday experience to something next level.



### 2. THINK

Knowing that fresh raspberries and blackberries are available is then built upon by messaging that seeks to inspire consumers, with a focus on the breakfast occasion, with the fruit added to dishes.



### 3. DO

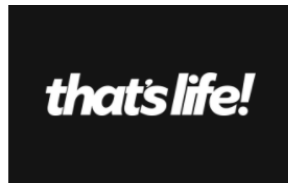
Both of the above steps are turned into positive action in this last step turning desire into planned purchase (on the shopping list) and then usage.

## New media partnership with Are Media

To bring the strategy to life and reach the most relevant consumers in a cost-effective way, a new partnership has been formed with Are Media.

Are Media was created in 2020 after consolidation and divestment activities in the magazine publishing industry in Australia. Are Media operates most of the major food and lifestyle magazine titles both in their printed and cross-platform digital formats, giving them access to a huge proportion of the target consumer audience for raspberries & blackberries.

Through their networks, Are Media reach 6.3 million women monthly and over 7 million main grocery buyers.



Are Media has been selected as it is a female-centric lifestyle network with multiple brands that aim to inspire, influence, connect and reach Aussie consumers.

The role of the media is to communicate the 'add some oomph with Australian raspberries and blackberries' message and engage the audience through multiple brands and formats, meaning a consumer is just as likely to find raspberry and blackberry content in their Instagram feed through the Australian Women's Weekly food channel as they are to see targeted messaging when catching up with all the celebrity gossip in Who magazine.

The partnership collectively reaches over one quarter of all women aged between 35-44 years of age who are the main grocery purchasers in their household.



FOOD CREDENTIALS



LIFESTYLE CREDENTIALS

## New messaging tailored to the media context

The new campaign will find multiple ways to highlight the benefits of raspberries and blackberries as well as demonstrate how adding these berries to a dish can take it from ordinary to extraordinary.

A series of different content articles will be tailored to the different media brands, with examples like these:

- **Australian Women's Weekly Food:**  
*'5 best brekkies to elevate your morning'*
- **Better Homes and Gardens:**  
*'Easy ways to add some oomph to your mornings'*
- **Woman's Day:**  
*'Happier, healthier, stress free: How to master your family's morning routine.'*
- **Marie Claire:**  
*'Make your mornings extraordinary! 5 Simple tweaks we swear by'*

To take the messaging out to the audience, these content articles will be shared through each media's Facebook and Instagram posts, as well as highlighted in direct e-newsletters.

The approach is planned to deliver an estimated 40,000 page views as well as 2 million page teasers to encourage consumers to directly engage with the Australian raspberries and blackberries' messages.

## Video takes it up a notch

The program leverages video content as a simple yet effective way to inspire and educate consumers.

A video article will be created from the Marie Claire content, taking the key points into video from the article, adding an estimated 42,000 consumer engagements to the reach of the campaign.

## Inspiration delivered through an Instazine

An Instazine is a proprietary Are Media format that turns an Instagram post into a digital magazine that encourages social sharing.

The Instazine is brought to life through multi-frame social content that reads like a magazine to inspire consumers to **'add some oomph with raspberries and blackberries'** to their morning routine.



## Breakfast inspiration competition

To generate consumer interest via our Facebook and Instagram social program, a competition will be run through social media to drive audience engagement and confirm the link between raspberries & blackberries and breakfast meals. We'll be asking our audience to think about how they could add **'oomph to their day'**.

The competition will require consumers to answer in a '25 words or less' format: 'What's your favourite breakfast to add raspberries and blackberries to and why?'

Prizes will be valued at approximately \$500 each with four sets available to give away. The prize packs will include morning inspired prizes such as yoga mats, activewear & headphones, for example.

## Engagement through a social poll

Another tool – the simple Q&A poll – will be used across Australia's Women's Weekly Food and New Idea social media pages, to ask our audience what their favourite breakfast is to add raspberries and blackberries to.

This type of activity gives our berry lovers a voice and provides valuable real-time data about what consumers are thinking, that can identify trends and provide learnings for us to reflect back to our audience in future content messaging.

## Raspberry & Blackberries owned social channels

The role of our owned social media channels is to consistently remind, educate and inspire Australians to **'add some oomph'** to meals with fresh raspberries and blackberries.

We will drive awareness of availability and increase the consideration of raspberries and blackberries, with the goal of shifting the fruit from an occasional purchase to an integral purchase, increasing the number of occasions the fruit is purchased throughout the year.

The social media program will utilise a variety of engaging formats that is 'thumb-stopping', such as carousels, Instagram Stories, Instagram Reels, animations and videos. We will also leverage trusted influencers to extend inspiration with raspberry and blackberry content creation.

Across our own Facebook & Instagram pages we will leverage the following content themes:

### ADD SOME OOMPH TO YOUR PLATE

Delicious recipes that go from simple to super with berries, recipes for everyday mealtimes made better with berries, with a focus on breakfast.

### ADD SOME OOMPH TO YOUR HEALTH

Nutrition unique benefits, functional benefits, simple ways to boost nutrition with raspberries and blackberries, healthy usage ideas

### ADD SOME OOMPH TO YOUR TROLLEY

Tips on selecting and storing raspberries and blackberries, simple snacking ideas and super flavour pairings



**Waffles with raspberries & blackberries.**

Photo credit: Megann Evans

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