

# Industry-first 'Berry Basket' marketing campaign now live

*MT23500 FY24 Berry Basket Marketing Campaign*

Jane Richter

In an industry first, berry growers across the country have joined forces to encourage Aussie shoppers to put more berries in their baskets. Delivered through Hort Innovation and led by Berries Australia, the collaboration sees blueberries, raspberries, blackberries and strawberries all promoted under a 'berry basket' banner.

Hort Innovation chief executive officer Brett Fifield said the aim is to promote buying all berries individually, and together. "Aussies love berries, and this campaign celebrates that while helping local growers raise the profile of their produce," he said. "Research shows that consumers who purchase all four berries make up almost 50 per cent of the total category spend, and that a whole-of-category approach lifts sales across all berry types."

"This new collaboration not only leverages these insights but also gives berry growers more bang-for-their-buck when it comes to their investment in promoting their delicious produce."

Following insights unearthed by key consumer research commissioned by Hort Innovation in 2023, the collaboration is using social media and influencers to highlight the standout features of berries including key health benefits and a 30 second commercial to showcase the taste appeal to make Australian Berries a highly sought-after choice, that find their way into more trolleys, more often.

Berries Australia and media agency Wavemaker are building on their existing partnership to bring to life the broader campaign promoting the 'berry basket'. As part of the planning process, we have identified key insights from the recent Hort Innovation funded consumer research which has highlighted that:

- Shoppers are 43% more likely to buy what's on special than the same time last year reflecting the 'cost of living' crisis

- People need more inspiration to show them new meals and ways to use berries
- All fruits are seen as healthy and in reality 'deliciousness' is a bigger driver of love and therefore sales than just 'health'

To sell more berries, we are trying to persuade existing buyers who buy berries relatively infrequently to buy berries more often when they are shopping for groceries. And we are looking to achieve this by building their love of the taste of berries and their emotional connection with berries, whilst educating them about the specific health benefits that only berries can deliver.

The target audience we are 'talking' to with all of our marketing activity has been identified through market research as quite broad; main grocery buyers who are typically 25-34 years old and interested in fresh food. Many are in the 'young family' life stage and are facing pressures on the family budget, but like to choose 'healthy' where possible.





The activity is planned to take place across the year until the end of January 2025 (Figure 1) in line with the peaks in supply of each of the individual berry crops (Figure 2). Each crop has contributed 1/3 of the cost and will receive 1/3 of the value.

The funding has come from the Hort Innovation managed Raspberry and Blackberry Marketing Fund, royalty monies in the Strawberry Fund and the voluntary Blueberry Marketing Levy collected and managed by the Australian Blueberry Growers' Association.

Figure 1. Activity is planned across the 12 months from February 2024 to January 2025

2024-25	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
BVOD		█								█	█		█
OOH		█	█					█	█	█			█
Social		█	█					█	█	█		█	█
Influencers		█			█			█	█				█
Online Retail		█	█		█		█	█	█	█	█	█	█

Figure 2. Activity has been programmed to coincide with the peaks in the forecast supply of crops by month

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	4	3	3	3	1	1	2	4	3	2	3	3
	4	2	1	1	1	1	2	4	4	4	2	3
	4	3	3	3	3	1	2	2	2	3	3	3
	4	2							1	2	4	4

## Planned Activities

### Broadcast Video on Demand (BVOD)

When you watch TV through a ‘catch-up service’ like 9Now or 7Plus that is known as BVOD. It is a relatively new way to consume content that used to be broadcast through free-to-air (FTA) TV, but is rapidly becoming the dominant way that households watch programming. Other VOD services include YouTube, Netflix and Prime, but we are only using the channels owned and operated by Australian TV networks to be the most cost-effective. A creative agency called Media Merchants have produced a 30 second TV commercial that will be shown in programming relevant to our target audience.

The commercial was filmed in Brisbane in mid-January and is based on the idea that berries are made for sharing. Unlike larger 'single serve' fruits like apples and bananas, when you eat berries you typically have a few making them an easy fruit to share. The creative idea of 'One for me, one for you' is designed to bring the sharing idea to life through four different sharing scenarios; a young girl & her baby brother, an older couple enjoying a snack, a pair of girlfriends eating breakfast and young boys sharing their lunchbox at school (Figure 3).

Visit [bit.ly/BBM-TVC](http://bit.ly/BBM-TVC) to watch the 30 second commercial

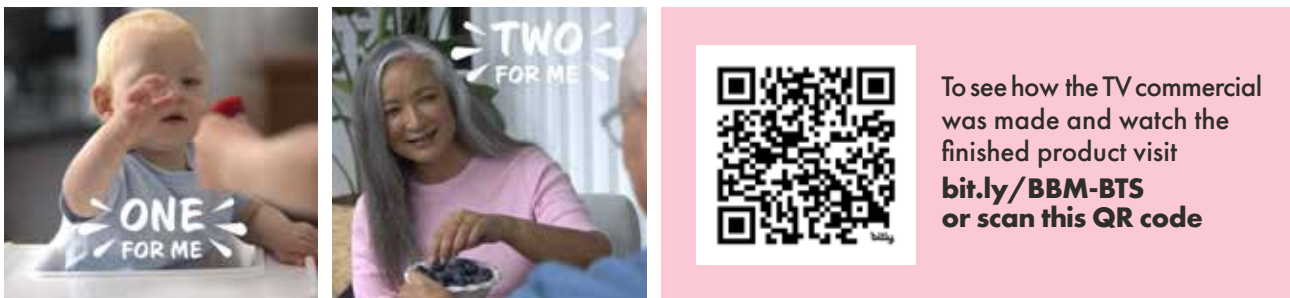


Figure 3. Still images from the 30 second commercial

### Out of Home (OOH)

Media agency Wavemaker have negotiated a single provider agreement with Val Morgan Outdoor (VMO) to make the most of the money we have available to spend on our out of home advertising. The purpose of this advertising is to reach consumers with our messaging when they are close to a point of purchase for fresh berries. 70% of the sites that have been selected to display our advertising are close to either a Coles, Woolworths or Aldi supermarket reminding consumers about fresh berries when they are on the way to do their grocery shopping. The creative material is a mixture of shorter (7 second) versions of the commercial (Figure 4) and static images which each support a single crop (Figure 5).



Figure 4. The 7 second version of the commercial has been produced in a range of sizes to suit the large range of digital advertising locations owned by VMO



Figure 5. Each crop has a static OOH creative which will be shown when that crop is in peak supply

### Social Media

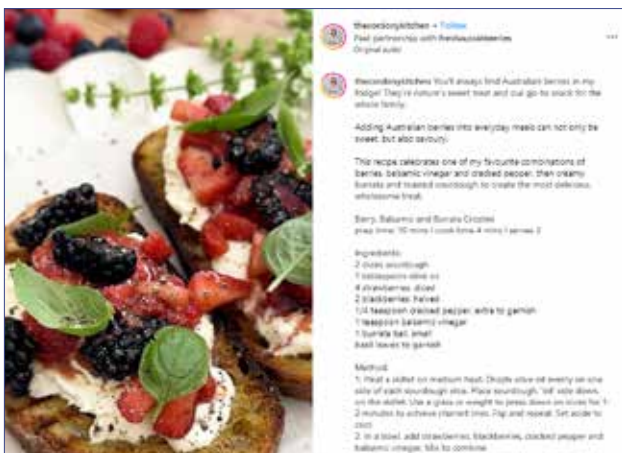
With permission from Hort Innovation, we have re-purposed the existing 'Fresh Aussie Berries' social media accounts in Facebook and Instagram (Figure 6) that have previously been used exclusively for Rubus materials. This is enabling us to share a range of engaging content with the 18,000 existing followers, whilst using paid boosting of posts to expand the reach even further.

During the peak of the winter strawberry and blueberry harvests (Aug-Oct), dedicated crop posting will also go out on the existing crop social media channels - @AustralianBlueberries and @QldStrawberries to ensure that those existing audiences are also reached with the campaign messaging.



**Figure 6. The existing Facebook and Instagram pages have received a brand overhaul to tie in with the creative Influencers**

Through the GOAT influencer platform, we will be working with key Australian creators to build a range of content showing berries being a part of all the moments that matter, for special occasions & everything in between. The content is being created to a strict brief to ensure that all berries are represented equally and the content is designed to inspire consumers to take berries into meal occasions that they would not have considered before. Broadening the usage of berries is a key long term strategy to increase consumption and grow the category. The material created by the influencers will be broadcast on their owned channels on Instagram and TikTok, and will later be boosted to extend the reach to even larger audiences.



**Figure 7. Initial Influencer posts from @thecordonykitchen (156,000 followers) and @mirandabradylife (308,000 followers)**

## Online Retail

Online grocery shopping has traditionally lagged behind other forms of online retail shopping in terms of adoption and sales as it is generally so convenient to visit a physical store. According to IBISWorld, the COVID-19 outbreak and significant investment in delivery infrastructure by the major online grocers has led to strong industry growth over the past five years, although levels of online grocery shopping have dropped back slightly from the peak of the pandemic. Much like the physical store market concentration, Woolworths has 44.7% and Coles 28.8% of all online grocery spend in Australia (Source: UBS Consumer Survey, Q3 2023) so it makes sense for us to invest with both major retailers through their online sale portals. The purpose of advertising in the online portals is to reach consumers whilst they are in a purchase mindset to help drive online sales. Further updates on the progress of the Berry Basket Marketing campaign will be provided in the Spring and Summer editions of this journal.

*The project 'MT23500 FY24 Berry Basket Marketing Campaign' is funded by industry levies through Hort Innovation and contributions from the Australian Blueberry Growers Association voluntary levy.*

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