

# Berry Basket Burst One

## MT23500 FY24 Berry Basket Marketing Campaign

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- Late last year in an industry first, berry growers across the country joined forces to create a year-long consumer marketing campaign 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
- Burst one of the planned activities has now been completed and a review conducted to enable the team managing the activity – guided by the Marketing Sub-Committee – to recommend changes to the remaining bursts planned for later in the year

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 has been planned to take place across the year until the end of January 2025 and the first burst was live in the market from February to May (Figure 1).

**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		Dark Blue								Dark Blue	Dark Blue		Dark Blue
OOH		Red	Red					Red	Red	Red			Red
Social		Pink	Pink					Pink	Pink	Pink		Pink	Pink
Influencers		Dark Blue			Dark Blue			Dark Blue	Dark Blue				Dark Blue
Online Retail		Green	Green		Green		Green	Green	Green	Green	Green	Green	Green

## How did the campaign perform in burst one?

### 30 Second TV Commercial featured on Broadcast Video on Demand (BVOD) channels

If you watch Married at First Sight or Australian Survivor on one of the BVOD channels then you will definitely have seen our TV commercial during February and March. The advertising placement was optimised to reach main grocery buyers (MGB) in both city and regional locations across the country and delivered 832,817 impressions.

**Impressions:** Indicate the number of customers who could have seen the advert



To see how the TV commercial was made and watch the finished product visit [bit.ly/BBM-BTS](https://bit.ly/BBM-BTS) or scan this QR code

### Out of Home digital advertising panels in shopping centres and outside grocery stores

Berries Australia has a partnership with Val Morgan Outdoor (VMO) which incorporates a 70% Metro and 30% Regional buying program for the advertising placements. VMO's mix of Retail screens, Large Format and Large Format Platinum screens in retail centres were used to generate awareness and VMO's Shop Reach screens directly outside grocery stores were used to target consumers on their immediate path to purchase.

After the first burst of activity, VMO Metro reached 23% (1,584,746) of MGB audiences, beating the KPI benchmark by +9%. This activity saw 17,690,962 impressions at a 11.2x frequency. The VMO regional panels reached 19% (640,789) of the MGB audience also beating the KPI benchmark. This activity saw 9,417,562 impressions at a 14.7x frequency. During Burst One of the campaign, VMO delivered an additional 77 bonus (free) digital panels across both Metro and Regional areas which help to drive further reach to boost the first burst of activity for this campaign.



**The Berry Basket creative on the digital advertising screens across the country.**

Photo credit: VMO & Wavemaker

## Harnessing the power of influencers to spread the berry basket message

Through the GOAT influencer platform, we worked with four prominent influencers to build a range of content showing berries being a part of all the moments that matter, for special occasions and everything in between. The content was created to a strict brief to ensure that all berries were represented equally and the content was designed to inspire consumers to take berries into meal occasions that they would not necessarily 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 was broadcast on their owned channels on Instagram and TikTok, and then boosted to extend the reach to even larger audiences using paid advertising spend.



**Our influencers created berry interesting uses for fresh berries from dressing up the everyday muffin to exciting brunch burrata toast and crunchy weekend salads.**

Photo credits: Jack Rock, Tori Falzon and Amanda Cordony

## Organic social media with paid boosting across our Facebook and Instagram channels

Using the 'Fresh Aussie Berries' social media accounts in Facebook and Instagram we have been sharing a range of engaging content with the 18,000 existing followers, whilst using paid boosting of posts to expand the reach even further.

We are efficiently reaching Aussies on Facebook and Instagram to build awareness and prompt the purchase of fresh berries at their next shopping trip. Boosted advertising is targeting those users interested in Australian Supermarkets like Woolworths, Coles, Harris Farm Market, IGA, and Costco. In the campaign to date, a reach of 3.3m unique users has been achieved for a relatively low investment of \$1.84 per thousand users.

**f** @freshaussieberries  
facebook.com/freshaussieberries

18,293 followers

**i** @freshaussieberries  
instagram.com/freshaussieberries

1214 followers

## Influencing the purchase of berries on Coles and Woolworths online shopping portals

In burst one, we invested with online shopping platforms Citrus (Coles) and Cartology (Woolworths) to reach consumers whilst they were in a purchase mindset to help drive online sales of berries.

The campaign delivered a strong return on ad spend (ROAS) achieving up to \$11.39 return for each dollar invested against a KPI of \$5.84 (Citrus) and \$5.54 (Cartology).

## What is planned for bursts two and three?

The team managing this activity has reviewed the campaign results from burst one and is recommending some small changes to the forward plan including a reallocation of budget within the different activities to focus on our out of home advertising.

There is also the potential for some additional funds to be available to boost activity further and a full update on the revised plan and budget will be provided in the Spring edition of this journal. The out of home advertising and boosted social media activities will run again in late July and throughout August and September to support the peak of the strawberry and blueberry seasons.

*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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