

Berry Basket 2.0: Growing Demand, Growing Opportunity

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Australian berries have long held pride of place in the shopping baskets of consumers, and the Berry Basket Marketing Campaign for 2025–27 will ensure they remain front of mind. Led by Berries Australia in collaboration with Wavemaker and Project Studio, the campaign will build on the strong foundations laid in previous years, using a unified and coordinated approach to promote strawberries, blueberries, raspberries, and blackberries under a single, compelling message.

The next iteration, multi-channel campaign is designed to increase household penetration, strengthen emotional connections with consumers, and remind Australians to choose fresh, locally grown berries at every opportunity. By pooling resources from across the berry categories, the Berry Basket Campaign stretches levy funds further, maximising impact and ensuring each berry type benefits from the collective promotion of the category.

The 2025–27 campaign will continue this collaborative model, with strawberries and blueberries contributing 40% each and Rubus berries 20% to the marketing budget. This combined investment allows for consistent presence across key channels, innovative content production, and strong retail engagement.

Campaign Objectives

The overarching goal is to grow the berry category by encouraging more frequent purchases and attracting more households to buy berries. Specific objectives include:

- **Raising awareness** of berry availability at peak supply times
- **Building emotional connection** between consumers and the story of Australian berry farmers

- **Positioning berries as everyday essentials** for snacks, recipes, and healthy lifestyles
- **Triggering purchase intent** when consumers are shopping

The campaign is underpinned by a principle of consistency: maintaining visibility year-round, with additional bursts of activity around seasonal peaks.

Out-of-Home Advertising

Out-of-home (OOH) media proved to be the most cost-effective element of earlier campaigns, and Wavemaker will once again lead this activity. The focus is on reaching Australia's main grocery buyers aged 18+ who do the household shopping and are increasingly seeking fresh, chilled food options.

Key components include:

- **High-impact digital billboards** in metro and regional centres, with a planned reach of up to 2.2 million Australians per campaign period
- **A staggered flighting approach** across multiple months, ensuring consistent exposure and flexibility to respond to supply fluctuations
- **Partnerships with leading OOH providers** such as Cartology, Val Morgan, and oOh! media, securing the best rates and coverage

OOH activity will run for a minimum of two weeks each month, with the schedule reviewed bi-monthly by the Marketing Subcommittee to align with supply trends.

Social Media and PR with Project Studio

Recognising the need for more agile, engaging digital content, Project Studio joins the partnership for 2025–27. Their role will be to lift Berries Australia's social media presence, drive engagement, and deliver a stronger Public Relations (PR) profile.

Social Media Strategy

Project Studio will deliver:

- **Instagram highlights** and stories that showcase farmer stories, recipes, and user-generated content (UGC)
- **Quarterly content shoots** providing fresh photography and video, tailored to seasonal berry supply
- **Content pillars** including Farm-to-Plate storytelling, lifestyle and UGC, health education, and community engagement
- **Influencer partnerships** with food bloggers, nutritionists, and family lifestyle creators to broaden reach

Public Relations

PR will play a key role in positioning berries as a staple of Australian life. Media outreach will focus on:

- **Health and nutrition benefits** of berries, tapping into consumer wellness trends
- **Seasonal updates**, ensuring Berries Australia is seen as the authoritative source on berry availability
- **Newsjacking opportunities**, linking berries with cultural moments and national conversations—similar to how Lamb Australia tied lamb to Australia Day
- **Farmer-led storytelling**, highlighting the people and families behind the produce

A Responsive, Data-Led Approach

Given the natural variability of farming, flexibility is built into the campaign. Both Wavemaker and Project Studio will provide ongoing analytics, with campaign adjustments made quickly – sometimes within 48 hours – to reflect supply realities.

Consumer behaviour will be tracked using Nielsen data, digital analytics, and media reporting, with KPIs covering reach, impressions, engagement, and sentiment. Lessons learned from earlier campaigns are guiding investment decisions to maximise the return on investment.

Timeline and Seasonality

The Berry Basket campaign will run continuously across 2025–27, with activities ramping up in line with seasonal peaks. For example:

- **Winter–Spring:** Strong focus on strawberries from Queensland and blueberries from northern regions
- **Spring–Summer:** Raspberries and blackberries come to the fore, supported by social content and PR
- **Year-round coverage:** Out-of-home ensures berries stay top of mind, while social media provides ongoing inspiration for usage in recipes, snacks, and celebrations

Quarterly photo and video shoots will align with these seasonal peaks, ensuring fresh, relevant content is always available.

Industry Collaboration

Central to the campaign's success is the Marketing Subcommittee, chaired by strawberry grower and Berries Australia Board Member Nathan Baronio. The subcommittee brings together representatives from across berry categories and major marketing companies, ensuring the campaign reflects industry priorities and resonates with levy payers.

Meetings will occur bi-monthly, with a smaller working group convening fortnightly to liaise with Wavemaker and Project Studio. This structure ensures close oversight, responsiveness, and strong grower input.

Expected Outcomes

The campaign's performance criteria are clear:

- **Increased purchase frequency:** encouraging consumers to buy berries more often
- **Broader household penetration:** reaching new consumers and growing the proportion of households buying berries
- **Higher emotional engagement:** forging stronger consumer connections with Australian berry farmers and their stories
- **Category growth:** lifting the entire berry sector rather than individual brands, ensuring long-term sustainability for growers

Previous campaigns already demonstrated positive results, including increases in purchase occasions and household spend. With refinements and stronger social and PR integration, the 2025–27 campaign is expected to deliver even greater returns.

The Berry Basket Marketing Campaign represents the next stage in building a strong, resilient, and growing berry category in Australia. By uniting the industry under a single, consistent message, leveraging proven channels like OOH, and enhancing digital engagement through fresh content and PR, the campaign is set to deliver lasting impact.

For growers, the campaign means better visibility and demand for their fruit. For consumers, it means fresh inspiration, trusted information, and a deeper connection with the farmers who grow their berries. And for the industry as a whole, it ensures that berries remain a staple in Australian shopping baskets for years to come.