

The Berry Basket Story: Reaching Shoppers, Showcasing Growers, Strengthening Our Industry

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The latest Berry Basket Marketing project is in the final stages of contracting and has been live in the market since August this year. As we highlighted in the last edition of the journal, the campaign will now run every month until July 2027, providing year-round support to every crop harvested and sold from every region.

Funded by a mix of Strawberry royalty funds, voluntary Blueberry levy and Rubus industry contributions, the campaign helps shoppers choose local, fresh berries every time they shop.

In the first two months, our out of home advertising reached 2,403,386 people in our target demographic of main grocery buyers through just under 450 different digital screens across the country.

When our Berry Basket ads appear on digital screens outside supermarkets, we only have about seven seconds to make an impact, and that's exactly why we have upgraded our Berry Basket creative to feature animation instead of just static graphics. Movement naturally catches the eye; it's just how people are wired. A gentle pan across fresh berries or a quick burst of colour instantly pulls attention towards the screen, even in busy retail environments. In those few seconds, animation allows

us to show freshness, colour and seasonality all at once, instead of relying on a single still image to do all the work.

Animated vision also builds appetite appeal in a way a static picture simply can't. When berries tumble, glisten or appear to bounce, shoppers instinctively associate them with freshness and flavour. This helps spark the "I might grab some berries" impulse right before they enter the store. And because digital screens rotate through multiple adverts, animated content stands out far more than static graphics, improving recall, recognition and ultimately the likelihood that berries end up in someone's trolley.

Our new social media campaign has also got underway with new agency partner Project Studio. Hopefully you'll have tuned in to @FreshAussieBerries and been seeing our posts. If you have been following along, you'll see that we have been out and about on berry farms capturing video and still images to use in the campaign.





There's something powerful about showing real Australian berry farms: the rows and rows of lush green plants, the hands that harvest the fruit, the landscapes that make our regions unique. That authenticity can't be faked, and it's one of the strongest tools we have in the Berry Basket campaign. When we use genuine imagery captured on local farms, we're telling the real story behind fresh Aussie berries. Consumers respond to that honesty. They want to know where their fruit comes from, who grows it, and what goes into producing the berries they buy each week. Real farm content gives them that connection.

Using our own material also ensures the campaign represents the diversity of Australia's berry industry, our different regions, varieties, seasons and growing styles. Stock images simply can't reflect this. By capturing video and photography on farms, we can highlight the quality and care that goes into every punnet while showcasing the

scale and professionalism of Australian berry production. This not only builds trust with consumers, but it also strengthens the identity of our industry as a whole.

Most importantly, authentic farm imagery helps bring growers to the forefront of their own story. People love seeing the faces behind their food. When our social media shows real berries grown by real Australians, it adds credibility and pride to the campaign. It also creates long-term value and we're building a library of high-quality, uniquely Australian content that can be used across future seasons, promotions and platforms.

We'd love to be able to feature your farm in our campaign, so if you have great pictures or videos that you have captured and are willing to share, then please let me know. Contact me at jane@teres.com.au or 0431 700 258