

Getting Berries to Cut Through in a Crowded Social World

Jane Richter, Marketing & Communications Manager, Berries Australia

An update from the project 'Berry Basket Marketing Campaign 2025-27 (BR25501)'

The Berry Basket marketing campaign is entering its next stage, with a new Brisbane-based team - Bespoken Agency - appointed to manage social media activity following a competitive pitch process. Our out-of-home digital advertising continues through Brisbane agency Wavemaker, and this year we will be investing again as close to the point of purchase as possible to remind consumers to visit the berry fridge as they enter grocery stores across the country.

Bespoken brings valuable fresh produce experience to the campaign, including its work with Australian Pineapples. The appointment comes at an important time for the Berry Basket campaign. Social media is becoming an increasingly significant part of how Australians discover, investigate and form opinions about the products they consume. However, being present in someone's feed is very different from earning their attention.

Some of the clearest guidance for how to grab attention comes from new Hort IQ research released in April 2026 using NielsenIQ Homescan data. Looking specifically at Australia's enormous snacking market, the research found that fresh produce isn't competing on health credentials alone. Taste, convenience, value and ease all influence choice, and taste remains the strongest driver. Health remains important, but the research recommends using it to reinforce the decision rather than always making it the headline, and this is particularly relevant for berries.

Our opportunity on social media is not simply to repeatedly tell consumers that berries are good for them. We need to remind them just how delicious berries are and show them how easily they fit into everyday life. It also means real people. Consumers have unprecedented amounts of highly produced and increasingly AI-generated content competing for their attention. At the same time, trust online is under pressure. ACMA research found that 72% of Australian adults using digital platforms believed they had encountered misinformation during the first half of 2025.

There is consequently an important role for truly authentic voices: growers standing in their paddocks explaining why the season has started early; a picker

showing how raspberries are harvested; a scientist answering a genuine consumer question; or a family explaining what happens on their farm when several weeks of ideal growing weather suddenly produce an abundance of fruit. These are the stories that put a human face behind the punnet, and this style of content is a key strength that Bespoken bring to the party.

Another new face you'll see in our feeds over the next few months is Eliza, also known as *The Veggie Scientist*. The campaign is partnering with plant scientist and science communicator Eliza Seymour to explain why Australian strawberries and blueberries can suddenly become very plentiful and super-affordable at certain times of the year.

Eliza has built a community of more than 115,000 followers across social media by making the science and stories behind fresh produce easy to understand. Her strength is her authenticity: rather than delivering an advertising message, she brings horticultural knowledge and an accessible style that helps consumers understand what is happening on farms and why it matters.

For this season's berry campaign, Eliza will turn seasonal abundance into an engaging consumer story, encouraging people to make the most of great value by buying extra berries to eat fresh, freeze, bake with, or use however they enjoy them. Her broad reach gives the campaign an opportunity to take that story beyond our existing audiences and will help to build a broader understanding of how and where our fresh berries are grown. Filming took place in mid-August, and the posts will be live during August and September.



To boost our digital advertising activity, 3 extra large-scale digital sites will feature our creative messaging in September, November, and December. This example shows Mall 88 in Sydney, which will be live in week 3 of September. Photo credit: VMO

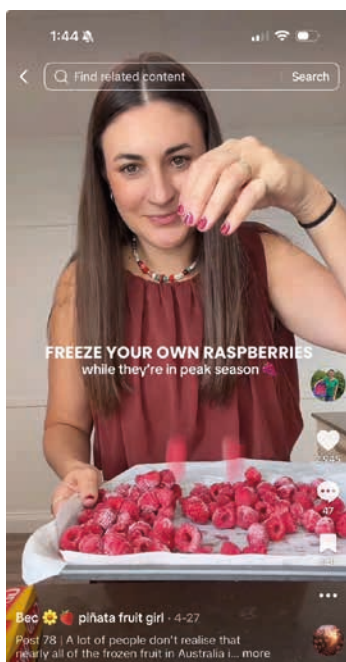


The new post style created by Bespoken is video-heavy and generating real engagement from consumers, backed up by a large investment in digital boosting and advertising spend on Facebook and Instagram

This next phase of our berry basket marketing campaign will also sharpen how we judge social media performance. Reach remains important. If consumers don't see our content, it cannot influence them. But reach alone doesn't tell us whether the message has landed; cut-through and engagement are the critical next measures. Did somebody stop scrolling to watch the video? How long did they watch? Did they save a recipe? Share a post with a friend? Ask the grower a question? Comment on the content? Follow the channel 'Fresh Aussie Berries' because they wanted to see more?

A post reaching 500,000 people may look impressive on a report, but content that prompts people to watch, save, share, comment and ultimately think about berries differently is demonstrating something more valuable: it has cut through.

That is the opportunity ahead for Fresh Australian Berries: to move beyond simply putting messages into consumers' feeds and create content good enough that Australians choose to engage with it, because in today's social media environment, earning attention is the first step towards earning another place for berries in the shopping basket.



Authenticity connects consumers with the farm

Rebecca (Bec) Scurr, Marketing Manager at Piñata Farms, is showing just how powerful authentic storytelling can be in building consumer interest in fresh produce.

What began as a maternity leave hobby two years ago has grown into the TikTok account @pinatafruitgirl, now followed by nearly 40,000 people. Bec's videos average about 35,000 views, while a behind-the-scenes look at raspberry picking at Piñata's Oriellon farm in Tasmania has attracted more than 11 million views. Rather than highly polished content, Bec shares the reality of life in fresh produce — visiting farms, working in the packing shed, checking fruit quality, explaining the supply chain and even searching supermarket shelves for Piñata fruit. Her approach is deliberately personal and spontaneous.

"I'm not trying to build a separate business – I'm sharing my life. People look for 'Bec's babies' in-store because they care about the person behind the produce."

That connection is translating into action. During the 2025–26 mango season, more than 2,000 followers told Bec they had tried a Honey Gold™ mango for the first time after seeing her videos. Bec's success demonstrates the opportunity for growers to build trust and interest by simply showing consumers the real people, places and stories behind Australian fresh produce. You can view Bec's content on TikTok at www.tiktok.com/@pinatafruitgirl and Instagram at www.instagram.com/pinatafruitgirl

