



## AVOACTION – VOL V, No. 6

### GAME DAY ENTERTAINING 2009 MARKETING CAMPAIGN YIELDS STRONG RESULTS

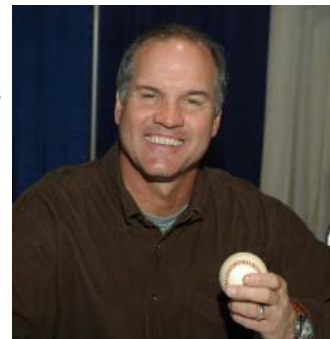
The integrated 2009 Game Day Entertaining program was successful and created substantial marketing results.



#### **Strategic Communications Campaign Features Chef Curtis Stone and Former MLB® All-Star Ryne Sandberg**

In early fall, while professional baseball was in post-season and both professional and college football was just beginning, the Hass Avocado Board's communications team executed a strategic media outreach effort to promote Hass Avocados as an essential ingredient for game day entertaining. HAB tapped celebrity chef Curtis Stone and former Major League Baseball All-Star Ryne Sandberg to serve as spokespeople for the program.

Stone, the culinary advisor on the NBC® program "The Biggest Loser®," host of the TLC® program "Take Home Chef®" and author of multiple cookbooks, worked with HAB to develop four avocado-centric recipes perfect for game day entertaining. The recipes were distributed to consumer media nationwide. He also promoted Hass Avocados as a delicious component of game day menus in media interviews with 13 broadcast outlets in top-tier markets throughout the country, including Houston, Phoenix and Minneapolis, as part of a satellite media tour. Chef Stone also recorded video podcasts for Hass Avocados, which are posted on HAB's Web site at <http://www.avocadocentral.com/videos>.



Sandberg also promoted Hass Avocados as a key ingredient for game day meals during interviews with 19 national and regional sports radio outlets, including the ESPN® program "The Herd with Colin Cowherd" and the Sirius® program "MLB Home Plate," as part of a radio media tour leading up to the professional baseball playoffs.

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[www.avoHQ.com](http://www.avoHQ.com) is the most comprehensive resource for U.S. Hass Avocado market information.

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Lastly, the HAB communications team conducted radio promotions with six stations in the Los Angeles, Philadelphia and St. Louis areas to promote Hass Avocados as a key ingredient for professional baseball play-off game parties. The radio promotions ran between the weeks of Oct. 19 and Nov. 9.

Comprehensive media results were secured through these broadcast, print and online initiatives. Total consumer impressions still are being tabulated.

### Online Campaign Delivers

The 2009 Game Day Entertaining online component performed exceptionally well for the duration of the campaign and particularly well the last three weeks.

HAB's 30-second spot on Food Network® and Fine Living® drove people to [avocadocentral.com](http://avocadocentral.com) where they clicked through to the HAB Game Day Entertaining micro site to find recipes and more information.

HAB's banner ads on [foodnetwork.com](http://foodnetwork.com) and [fineliving.com](http://fineliving.com) were also a success. The campaign delivered 1.5 million total impressions and over 4,400 total clicks.



HAB's integrated online banner ad campaign drove people to HAB's micro site. The campaign targeted consumers viewing sports Web sites— including football, NCAA® and NFL®-- in addition to Yahoo!® Mail users and food and entertaining Web sites.

The total campaign click-through-rate was .22 percent, more than double the industry average for banners at .10 percent. The lion's share of click throughs— about 71 percent — came from users interested in entering the Hass of Fame Sweepstakes.

The Game Day Entertaining micro site attracted plenty of viewers with over 59,900 visits and over 273,900 page views. Top search keywords that drove traffic to the Micro site were “guacamole recipes,” “avocado recipes” and “guacamole dip recipes.”

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Participation in the sweepstakes was also very strong this year. The micro site featured the Food Network® tailgating spot, recipes, entertaining tips, spokesperson content and offered visitors a chance to win the grand prize of a SONY BRAVIA® TV and a home theater system, as well as nine runner-up prizes that included a box of Hass Avocados and a recipe book autographed by spokesperson Curtis Stone. HAB received more than 14,800 valid entries in the sweepstakes, up from last year's 5,088 entries. Most importantly, new subscriptions to the recipe e-mail newsletter totaled 2,854 compared to 500 last year.

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### ROBUST MARKETING ACTIVITY TO SUPPORT PLENTIFUL CALIFORNIA AVOCADO SEASON FORECAST

On the heels of the smallest California Avocado crop since 1979-80, the California Avocado Commission anticipates a normal crop in 2009-10. With a pre-season crop estimate of 470 million total pounds, CAC is ramping up plans for demand-building activities from March through September.

The Commission is directing more funds into marketing programs. The California Avocado grower marketing campaign with *Hand Grown in California* thematic, now in its third year, will be amplified and more focused on California branding. Strong, national print and online advertising, regional radio and other targeted media will deliver CAC's marketing message throughout the California season.

In addition to its demand-building advertising campaign, CAC will expand its reach to more consumers through social media and extensive public relations outreach. Foodservice marketing, including operator menu promotions and culinary education, will be used to encourage California Avocado demand during away-from home eating occasions. Retailers will be armed with demand-building promotional support to drive sales at point of purchase. With the combination of consumer and trade marketing, the Commission plans to keep California Avocado consumers engaged and California Avocados top-of-mind all season long.

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### REGISTERED DIETITIANS, RETAILER PARTNERSHIPS BUILD CHILEAN HASS AVOCADO AWARENESS AND SALES

The Chilean Avocado Importers Association educated more than 9,000 dietitians and healthcare professionals at the Food and Nutrition Conference and Expo—the annual conference in October hosted by the American Dietetic Association®. The Chilean Avocado exhibit booth featured CAIA’s two registered dietitian consultants: Cynthia Sass, M.P.H., M.A., R.D.,



Cynthia Sass

C.S.S.D., and co-author of “The Flat Belly Diet,” and David Grotto, R.D., author of “101 Foods That Could Save Your Life” and the upcoming “101 Optimal Life Foods.” Both dietitians have been presenting the message about the “good” monounsaturated fats found in avocados, through their books and media appearances. At the CAIA booth, Grotto and Sass distributed samples of CAIA’s own *Easy Avocado Spread* and CAIA’s new all-inclusive media kit with recipes, photographs, information about Chile, and complete nutrition information on a convenient DVD.

Additionally, CAIA exhibited at the Food Marketing Institute® Consumer Affairs, Communications and Social Responsibility Seminar in September, where Sass talked about the nutritional benefits of avocados to more than 60 retail dietitians at a breakfast session and at the CAIA booth. The registered dietitians who work for major retailers were also provided with CAIA’s new media kit to use for in-store nutrition programs or in their brochures and newsletters.



Another key component to CAIA’s success to increase U.S.-based consumer demand and consumption of Hass Avocados from Chile is building strong relationships with retail supermarkets to help drive sales figures.

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To do so, CAIA has developed innovative in-store display point-of-sale materials for campaigns targeting different shopper demographics and even a retailer display contest. CAIA's "Grab Some for the Game" promotion targets sports fans and their families, while the Chilean Avocado Lovers Club campaign targets adults over 18 hoping to win one of 60 grand prizes of \$250 in free groceries.

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### Coming Next Issue:

Look forward to the Big Game marketing blitz!

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