

# Hass Avocados from Chile 2010-2011 PROMOTIONAL CALENDAR

## Marketing Programs Months

### Consumer Advertising

- TV (English & Spanish)
- Radio (English & Spanish)
- Consumer Online
- Trade Print
- Trade Online
- Outdoor Billboards

Fall Sports Entertaining "Kick Off" Promotion

### Public Relations (Latino/General Market Outreach)

- Ingrid Hoffmann
- Chilean Avocado Lovers Club
- Healthy Lifestyles
- AYSO
- College Football
- Chivas USA
- RDs and Consumer Affairs
- News Bureau
- Recipes and Photos
- Culinary Student Recipe Outreach

### Retail Specific Programs

- Pink Ribbon Produce
- In-Store Newsletters
- In-Store Demonstrations
- Sports Sponsorships/Events:
  - Chivas USA/AYSO Night
  - Insight Bowl
  - Fiesta College Bowl
  - BCS College Championship Bowl

### So Good. So Many Ways. In-Store Promotions

- Grab Some for the Game
- Chilean Avocado Lovers Club

	June 2010	July 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	March 2011
TV (English & Spanish)						█	█	█		
Radio (English & Spanish)						█	█	█		
Consumer Online						█	█	█		
Trade Print			█	█	█	█	█	█	█	
Trade Online			█	█	█	█	█	█		
Outdoor Billboards						█	█	█		
Fall Sports Entertaining "Kick Off" Promotion				█	█	█	█			
Ingrid Hoffmann					█	█	█	█	█	
Chilean Avocado Lovers Club					█	█	█	█	█	
Healthy Lifestyles			█	█	█	█	█	█	█	
AYSO	█	█	█	█	█	█	█	█	█	
College Football				█	█	█	█	█	█	
Chivas USA				█	█	█	█	█	█	
RDs and Consumer Affairs			█	█	█	█	█	█	█	
News Bureau		█	█	█	█	█	█	█	█	█
Recipes and Photos										
Culinary Student Recipe Outreach				█	█	█	█	█	█	
Pink Ribbon Produce					█	█	█	█	█	
In-Store Newsletters				█	█	█	█	█	█	
In-Store Demonstrations					█	█	█	█	█	
Sports Sponsorships/Events:										
- Chivas USA/AYSO Night				(Sept. 19 <sup>th</sup> )						
- Insight Bowl							(Dec. 28 <sup>th</sup> )			
- Fiesta College Bowl								(Jan. 1 <sup>st</sup> )		
- BCS College Championship Bowl								(Jan. 10 <sup>th</sup> )		
Grab Some for the Game				█	█	█	█	█	█	
Chilean Avocado Lovers Club				█	█	█	█	█	█	

\*Plan subject to change based on media availability.



Billboard



TV Spot



Kick Off



Ghoulish Guacamole



Chivas



Ingrid Hoffmann



Signage



Contests



College Football



College Football



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