



SEDA AUS Summerfruit Campaign, 2021/22

Anika Dobbie, Feb 2022

Campaign Objectives

To increase
awareness of
Australian
Summerfruit with
consumers

To generate grower
awareness among
consumers

To reduce time
between repeat
purchase

To increase
consumption of
Australian
Summerfruit

Campaign Inclusions

Phase 1: Research

Ensure a deep understanding of our audience

Phase 2: Strategy

Develop a clear strategy based on research

Phase 3: Build

Build a portfolio of assets required for campaign promotions

Phase 4: Execute

Execute a clear and effective strategy

Strategy

The challenge

People do not know when Australian Summerfruit is in season, nor do they know what to do with it (outside snacking).

Those who enjoy it, buy it for snacking, but there is opportunity to increase purchases and convert those who buy other fruits.

Many people do not know about the industry, the growers who work tirelessly, or the growing locations

Year 1

Lay the foundations and build the assets

Promote seasonality, taste, and usage occasions

Year 2

Develop a larger advertising campaign, inclusive of new tactics, with associated footfall study in-store

Add health and wellbeing push

Year 3

Build on Yr 2 advertising and generate greater opportunity for education

Add varietal developments and communications

Execution



Social media
(Paid)



Social media
(Organic)

Reaching people in the
right place, at the right
time, with the right
message

Influencers
(Paid & Organic)



Print

POS



The Why - Social

Social platforms are an incredibly important traffic source for advertisers.

Facebook and Instagram have 2.8 billion and 1.3 billion monthly active users respectively. The scope for audience growth across both platforms - and subsequently, referrals to your website is phenomenal.

A two-pronged approach is vital ...



FACEBOOK

Essential for driving engagement, click through and content-sharing

Video increasingly important, along with groups

Facebook better satisfies audience need for empowerment, recognition and connection

Audiences go to Facebook for exposure to new ideas and new ways of thinking



INSTAGRAM

Essential for growing brand loyalty, product awareness

'A place people go expecting inspiration and an insider's perspective'

Instagram more strongly fulfils audience desire for fun, relaxation and discovery

People follow celebrities, get DIY inspiration and are visually transported to new places

(Source: [Facebook IQ](#))

The Why – Print

Australians are engaging more with print



+24%

Increase in
average issue readership



+14%

Increase in
readership frequency



+1%

Increase in
weekly time spent

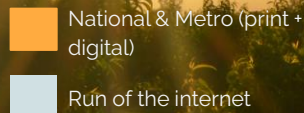
Increased readership + frequency + engagement = better advertising outcomes

Source: Roy Morgan Single Source, June 2021.

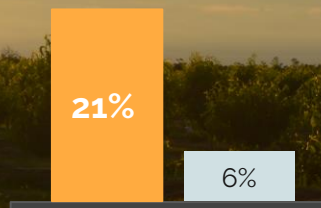
SEDA End of Campaign Report, 2022.
Anika Dobbie

Combining print and digital advertising increases effectiveness

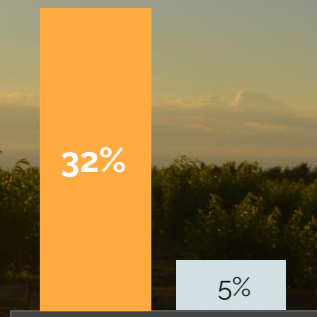
Advertising across newspaper and digital news platforms generates **3.5 x greater brand lift** than the run of the internet



Print + digital news (x2)
(Brand Lift: 16 - 39)



Print + digital news (x2)
(Unprompted Recall: 16 - 39)



Print + Digital combinations provide even stronger memory effects

Fast Facts

Advertising across print and digital news platforms generates **3.5 x greater brand lift** than the run of the internet

Print ads are **3x more trusted than radio and 8x the trust of TV ads.**

Print is proven to have a positive effect on businesses, driving an increase across brand loyalty, customer acquisition and profit.

Using print and digital together at once, delivers **greater audience engagement**, with average uplift of 17%

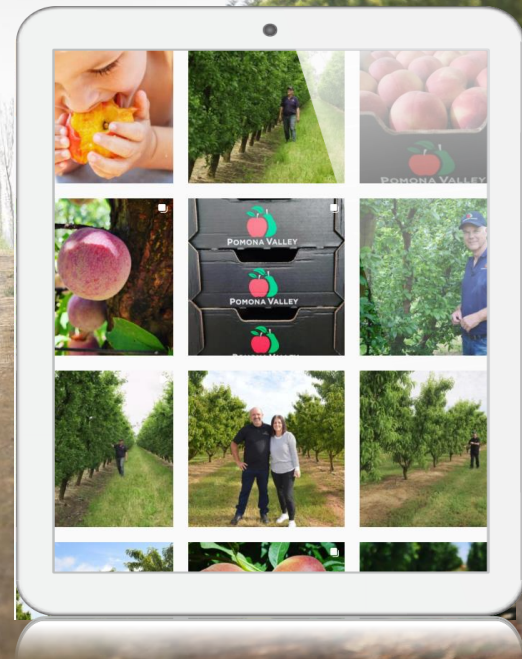
Print is the most trusted media in Australia and **readership has increased by 26% compared to January 2020**

Performance – Social Organic

Starting a social media presence from scratch, two new pages were created @AUSummerfruit across Facebook and Instagram.

Over 14 weeks, across these pages we:

- Promoted 12 growers (one each week)
- Published daily organic posts (posting directly on the social media channels)
- Posted over 88 times per platform - **176 times combined**. This is significantly above the original proposal at 42 posts (3 per week)
- Established a significant **audience of over 3654 people** across Facebook and Instagram (people that now continue to follow the pages)
- Our organic content was **viewed over 330,540 times** (Impressions)
- Our average **engagement rate was 27% on Facebook and 11% on Instagram**. This is significantly above industry averages, thus showing us our new audience was very engaged with our posts (liking, commenting, and sharing).

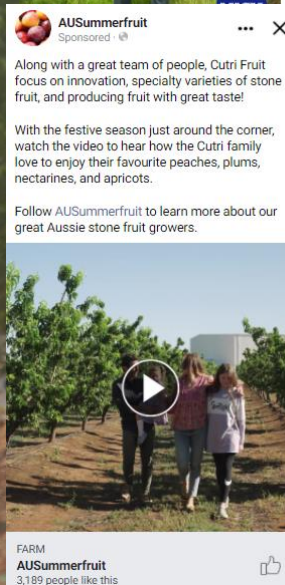
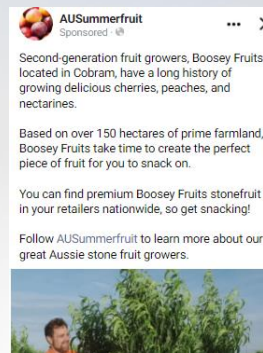


Performance – Social Paid

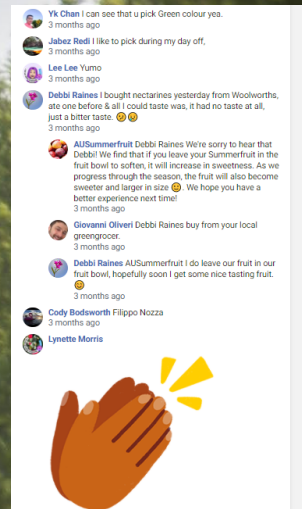
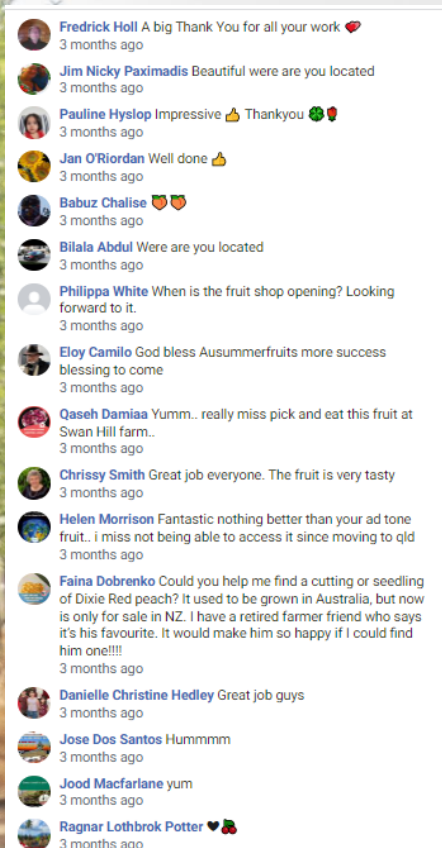
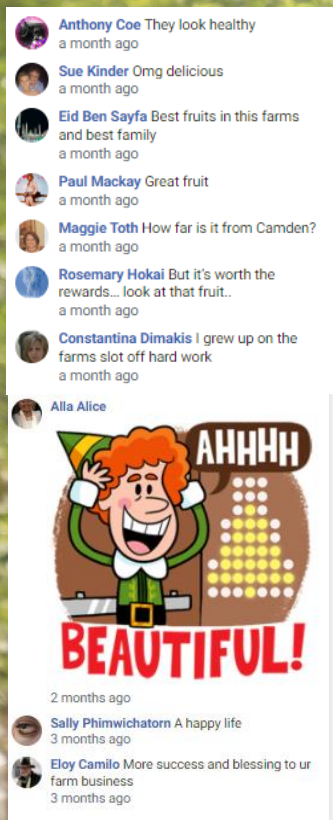
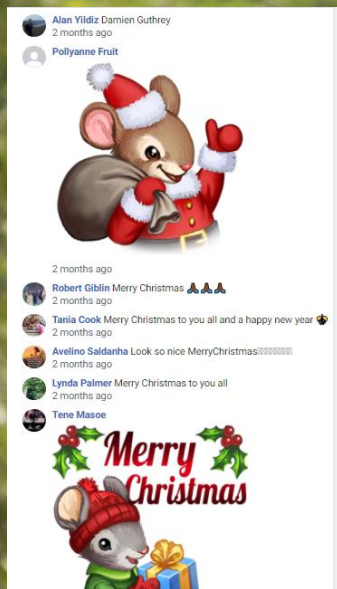
Through paid advertising across Facebook and Instagram, we:

- Promoted 12 growers
- Ran weekly paid advertising, promoting growers across social media, targeting people in Australia between the ages of 18-65.
- **Grower video ads were seen over 374,645 (impressions)**
- **Percentage of people that watched the full video = 26% on average.** This is in-line with what we would hope to see.

Some examples of the paid content



Performance – Some comments across social media



Performance – Influencers Paid

Utilising two paid influencers, with significant audiences, we promoted:

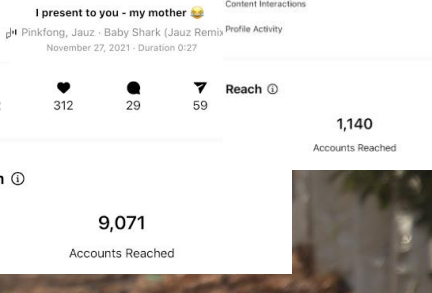
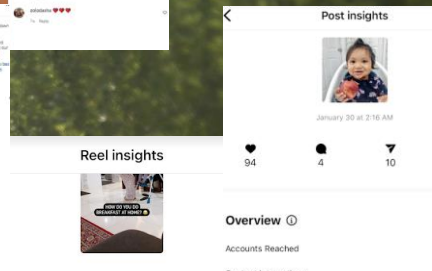
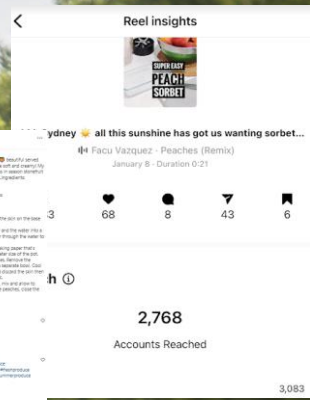
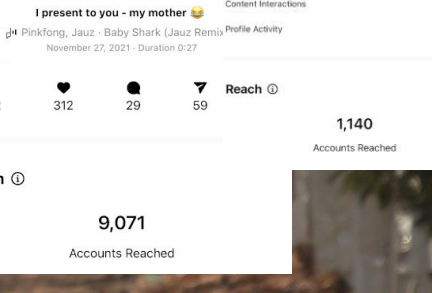
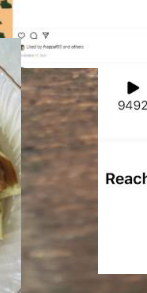
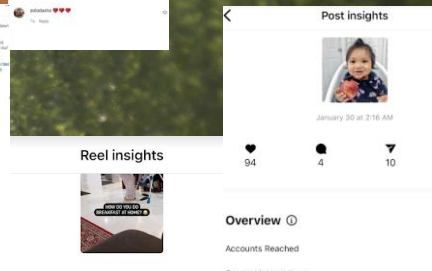
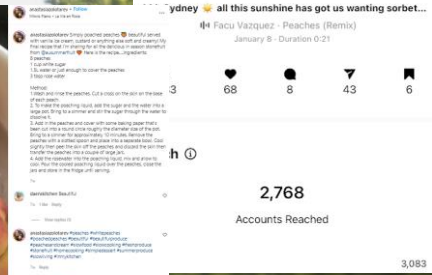
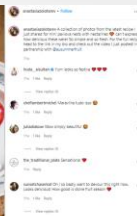
- Recipe ideas and different ways to use stone fruit
- Highlighted snacking with families and kids
- Shared tips on flavour and health benefits

● **Influencers included:**

- @Sydneyescapades who has **40.7k followers**
- @anastasiapolotarev who has **11.3k followers**

Both of these influencers reached appropriate audiences, with @sydneyescapades speaking to main grocery buyers/ families, and @anastasiapolotarev speaking to foodies and home cooks.

Posts remain on their accounts meaning people can continue to view the content and be directed to @AUSummerfruit social media channels.



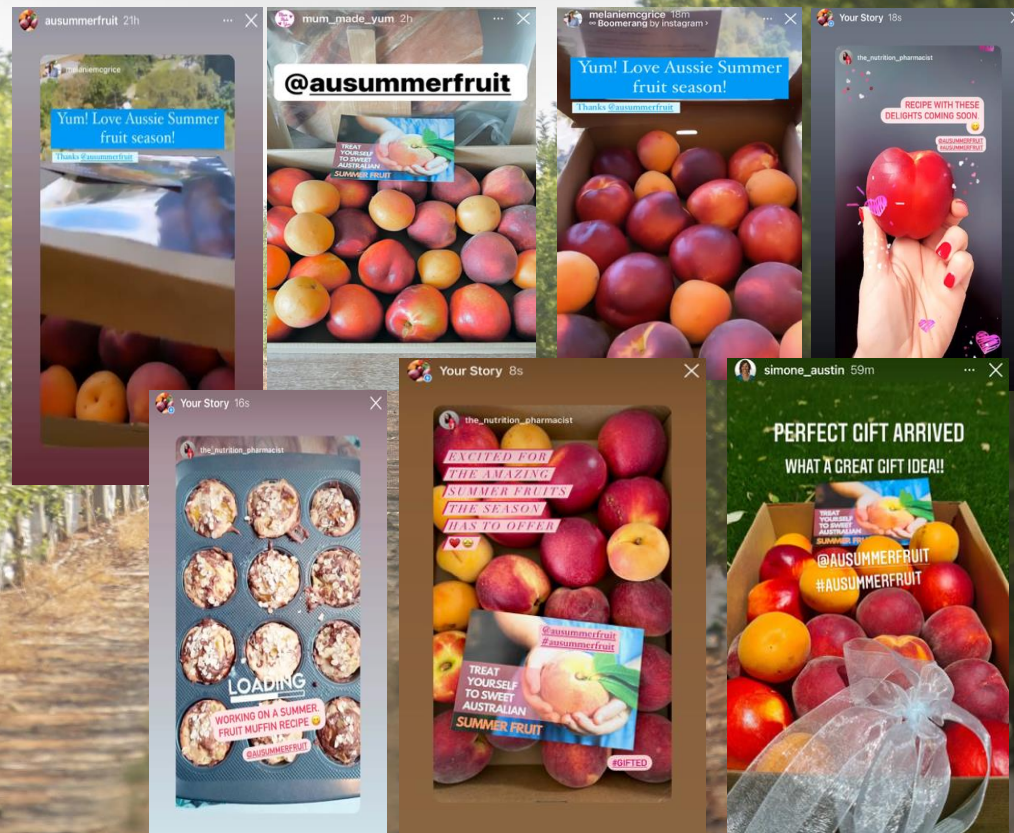
Performance – Influencers Organic

Reaching out to influencers at no cost, we further promoted stone fruit and @AUSummerfruit across the following accounts.

Instagram Account	Followers
boho.and.cub	7.3K
the_nutrition_pharmacist	4.5K
mum_made_yum	15.3K
melaniemcgrice	10K

Organic influencers posted story and in-feed content, that was further shared across our channels.

Ultimately, both the paid and organic influencer strategy increased following across the @AUSummerfruit Instagram and Facebook pages and drove conversation around seasonality, flavour, and usage occasions.



Performance – Print

Partnering with The Australian Women's Weekly, we promoted stone fruit and drove people back to @AUSummerfruit through the use of QR codes on print advertising pages.

Editorially, TWW inspired shoppers with new recipe ideas, snacking ideas, seasonal information and beautiful imagery.

Throughout the advertising period, we were given:

- **Over 4 editorial mentions** free of charge (valued @37k each) (Original proposal was only 1 editorial mention)
- **A full page back cover spread** (valued at 26k min – this is a better placement than originally proposed)
- **Front cover recipe** including stone fruit & double page recipe feature (valued at 70k)
- **Total audience reach = over 1.4 million per month**



Performance – POS

Printed 1000+ posters to supply to retailers in-store.

These were distributed via SEDA to various partners.



Result Overview – Key points

Social media

- In total, @AUSummerfruit grower stories and **content was seen over 719,000 times.**
- Engagement rates were extremely high, 27% on Facebook and 11% on Instagram, showing that people were interested in our content.
- Social media pages were built from scratch, allowing us to form long-term relationships with thousands of people.

Influencers

- In total, our paid and organic influencers **reached an audience of over 89,000 people.**
- Together, they promoted new recipe ideas, usage occasions, snacking content, and fresh, flavourful, seasonal messaging.
- All of their posts drove traffic back to the @AUSummerfruit pages on social media and were reshared across our social content.

Print

- In total, our print activity reached an audience of over 1.4 million people nationwide.
- Editorially, The Woman's Weekly promoted new cooking ideas, snacking tips, and seasonality.
- Paid placements not only highlighted seasonality and growers, but directed people back to online channels through the use of QR codes.

Recommendations

Social media

- Maintain social media channels throughout the year. Publish content around season ending, season prep, and stay in touch with our new followers.
- Continue to optimise next season and post frequently to maintain momentum.
- Social media remains a key driver for online engagement and sharing of content. Opportunity to include LinkedIn and TikTok.

Influencers

- Consider an organic influencer strategy in the lead up to the season, along with peppering them through.
- Potential to include a health ambassador.

Print

- Continue with print activity.
- Potential to review other publications where audience may be relevant.
- Print is absolutely still a strong vessel for communications and remains effective.

New considerations

- Partner with a larger media provider for digital activity. This does come at a greater cost but there is opportunity to tap into a body of data, targeting possibilities, and footfall attribution studies. These will be increasingly important to secure larger budgets and reach people in premium content environments. Digital news continues to increase in readership and it is important SEDA take advantage of that growth to optimise sales growth and education.
- Spend the next few months developing a consumer facing website for @AUSummerfruit. This will allow you to house grower information, videos, social posts, recipes and more. Could consider adding a portal for job applications as many people enquired on social media.
- Start planning for next seasons advertising strategy ASAP.

The value

Total Costs	Cost
Research & Analysis	\$ 5,500.00
Creation of grower videos and print assets	\$ 7,527.00
A3 Posters	\$ 424.00
Campaign management	\$ 20,400.00
Influencers	\$ 2,400.00
Paid Social Media	\$ 1,960.00
Womans Weekly	\$ 25,000.00
Total Paid	\$ 63,211.00
Total Value	\$ 281,211.00
Total reach (Not including in-store POS)	2,202,000