



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 ampaign 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







time, with the right message









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.

4

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

Increase in average issue readership



+14%

Increase in readership frequency

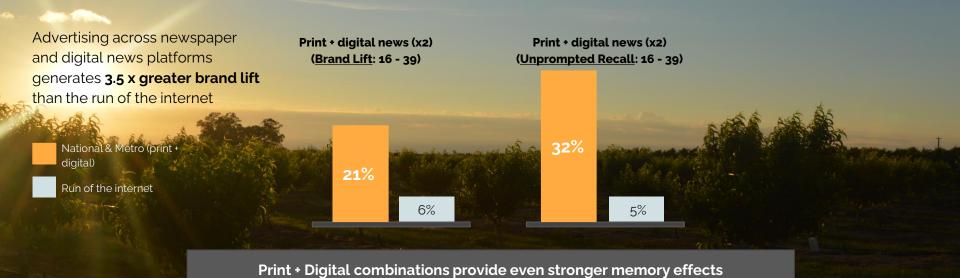


+1%

Increase in weekly time spen

Increased readership + frequency + engagement = better advertising outcomes

Combining print and digital advertising increases effectiveness



Emma CMV December 2020, with Nielsen Digital Panel calibrated to Nielsen DCR December 2020.

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.

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

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

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



Meet Tony, Bruno, and Fred Siciliano, from VF Siciliano and Sons.

Together with their families, they've been

Together with their families, they've been growing fresh peaches, plums, nectarines, and apricots in Woorinen, Victoria, for almost three generations.

Their delicious stone fruits are available in local retailers all season!

Follow AUSummerfruit to learn more about our



AUSummerfruit 3,189 people like this





Meet Jack and Davey Cathels, cousins and thirdgeneration business owners of The N & A Group in Sydney, Australia.

The N & A Group specialise in growing premium peaches, nectarines, cherries, apricots, and plums, and has been supplying your Australian retailers for over 65 years!

Watch the video to learn more about the fan business.

Follow AUSummerfruit to learn more about great Aussie stone fruit growers.



AUSummerfruit

Proudly Australian owned & operated, Montague is a family business growing and supplying premium quality stone fruit since 1948.

Along with their family of growers, they nurture, love, and grow over 4.6 million trees and distribute fresh Australian summerfruit nationally and internationally.

Now is the perfect time to snack on fresh, Australian-grown stone fruit!

Follow AUSummerfruit to learn more about our great Aussie stone fruit growers.





Second-generation fruit growers, Boosey Fruits, located in Cobram, have a long history of growing delicious cherries, peaches, and nectarines.

Based on over 150 hectares of prime farmland, Boosey Fruits take time to create the perfect piece of fruit for you to snack on.

You can find premium Boosey Fruits stonefruit in your retailers nationwide, so get snacking!

Follow AUSummerfruit to learn more about our great Aussie stone fruit growers.



AUSummerfruit
Sponsored · @

Introducing two of the 'SHARPest' growers in town - Mick Young and Dean Morpeth of SHARP fruit.

Mick and Dean say you can expect your stone fruit to be tasty and crisp right now, and only getter sweeter as the season continues!

SHARP is a family-friendly business supplying wildly delicious peaches, plums, nectarines, and apricots to Australian retailers.

Follow AUSummerfruit to learn more about our







From our families to yours, we wish you a Merry Christmas!

Follow AUSummerfruit to learn more about our great Aussie stone fruit growers.





Along with a great team of people, Cutri Fruit focus on innovation, specialty varieties of stone fruit, and producing fruit with great taste!

With the festive season just around the corner, watch the video to hear how the Cutri family love to enjoy their favourite peaches, plums, nectarines, and apricots.

Follow AUSummerfruit to learn more about our great Aussie stone fruit growers.



FARM AUSummerfruit 3.189 people like this



Performance - Some comments across social

media

Alan Yildiz Damien Guthrey 2 months ago





Robert Giblin Merry Christmas & & & 2 months ago

Tania Cook Merry Christmas to you all and a happy new year

Avelino Saldanha Look so nice MerryChristmas

Lynda Palmer Merry Christmas to you all 2 months ago





Anthony Coe They look healthy a month ago

Sue Kinder Omg delicious a month ago

Eid Ben Sayfa Best fruits in this farms and best family a month ago

Paul Mackay Great fruit a month ago

Maggie Toth How far is it from Camden? a month ago

Rosemary Hokai But it's worth the rewards... look at that fruit... a month ago

Constantina Dimakis | grew up on the farms slot off hard work a month ago

Alla Alice



Sally Phimwichatorn A happy life 3 months ago

Eloy Camilo More success and blessing to ur farm business 3 months ago

Fredrick Holl A big Thank You for all your work @ 3 months ago

Jim Nicky Paximadis Beautiful were are you located

Pauline Hyslop Impressive 📥 Thankyou 🍪 🔮 3 months ago

Jan O'Riordan Well done 👍 3 months ago

Babuz Chalise 😈 😈 3 months ago

3 months ago

3 months ago

Bilala Abdul Were are you located 3 months ago

Philippa White When is the fruit shop opening? Looking forward to it.

Elov Camilo God bless Ausummerfruits more success blessing to come

Qaseh Damiaa Yumm.. really miss pick and eat this fruit at Swan Hill farm... 3 months ago

Chrissy Smith Great job everyone. The fruit is very tasty

Helen Morrison Fantastic nothing better than your ad tone fruit.. i miss not being able to access it since moving to qld 3 months ago

Faina Dobrenko Could you help me find a cutting or seedling of Dixie Red peach? It used to be grown in Australia, but now is only for sale in NZ. I have a retired farmer friend who says it's his favourite. It would make him so happy if I could find him one!!!! 3 months ago

Danielle Christine Hedley Great job guys
3 months ago

Jose Dos Santos Hummmm 3 months ago

Jood Macfarlane yum 3 months ago

\\ Ragnar Lothbrok Potter 🗸 🗟 3 months ago

Daniel Wayne Smith Thank you 3 months ago Suzanne Glozier I would love to pick fruit fresh from the tree at fa know that its going to fresh 3 months ago Faye Wittwer Heads up to Aussie fruit!! 3 months ago Marilyn Clifton Thank you.... △ △ △
3 months ago GJ Murrell Hello tony.....
3 months ago Rocco Romeo Beautiful fruit. 3 months ago

Yk Chan I can see that u pick Green colour yea.

Jabez Redi I like to pick during my day off,

Lee Lee Yumo 3 months ago

> Debbi Raines I bought nectarines yesterday from Woolworths, ate one before & all I could taste was, it had no taste at all. just a bitter taste. 😥 😡

AUSummerfruit Debbi Raines We're sorry to hear that Debbi! We find that if you leave your Summerfruit in the fruit how! to soften it will increase in sweetness. As we progress through the season, the fruit will also become sweeter and larger in size (a). We hope you have a better experience next time! 3 months ago

Giovanni Oliveri Debbi Raines buy from your local greengroper. 3 months ago

> Debbi Raines AUSummerfruit I do leave our fruit in our fruit bowl, hopefully soon I get some nice tasting fruit.

3 months ago Cody Bodsworth Filippo Nozza

Lynette Morris





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
- @anastasiazolotarev who has 11.3k followers

Both of these influencers reached appropriate audiences, with @sydneyescapades speaking to main grocery buyers/ families, and @anastasiazolotarev 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 though 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







Pick peaches & nectarines







Peach & pork burger with smoky nectarine relis

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bakes
beat the heat 24 Cooking on the Associate Market Mar

SEDA End of Campaig Anika Dobbie

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, snaking 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	
6	A3 Posters	\$	424.00	
	Campaign management	\$	20,400.00	
	nfluencers	\$	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	