

Marketing Modules Series

Marketing Module 8: Promotion Example

Promoting Avocados in the US Market: Cooperation is deemed key to the Avocado Industry's Marketing Success!

For the first time in 2009 the Hass Avocado Board, the Mexican Hass Avocado Importers Association and the Chilean Importers Association joined efforts to conduct a Promotional Campaign for Hass avocados under the slogan:



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EB 2013-09i --- June 2013

Complete Marketing Modules Series available at: <http://hortmgt.gomez.dyson.cornell.edu/Marketing-Modules.html>

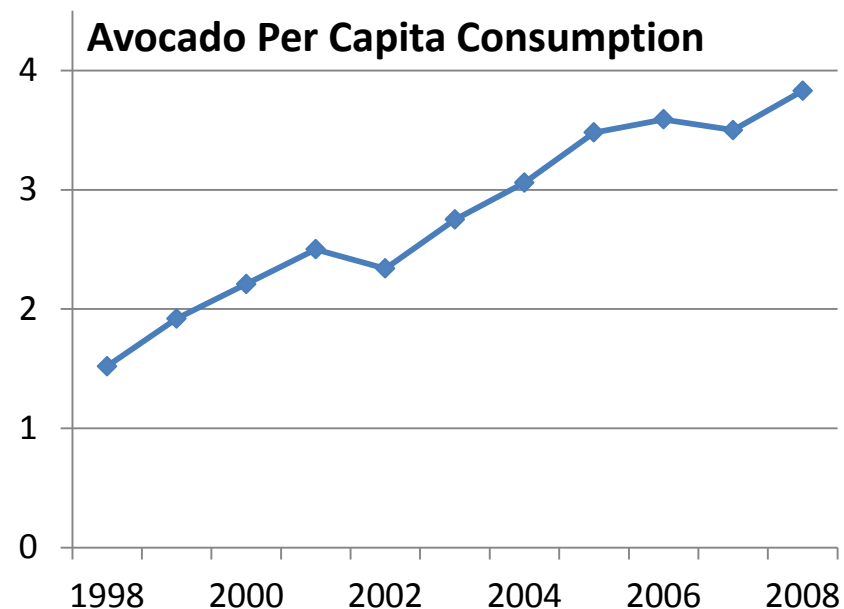
Consumption Trends for Avocados in the US Market



Source: Hass Avocado Board

The Hass variety represents the bulk of avocados consumed in the US market!

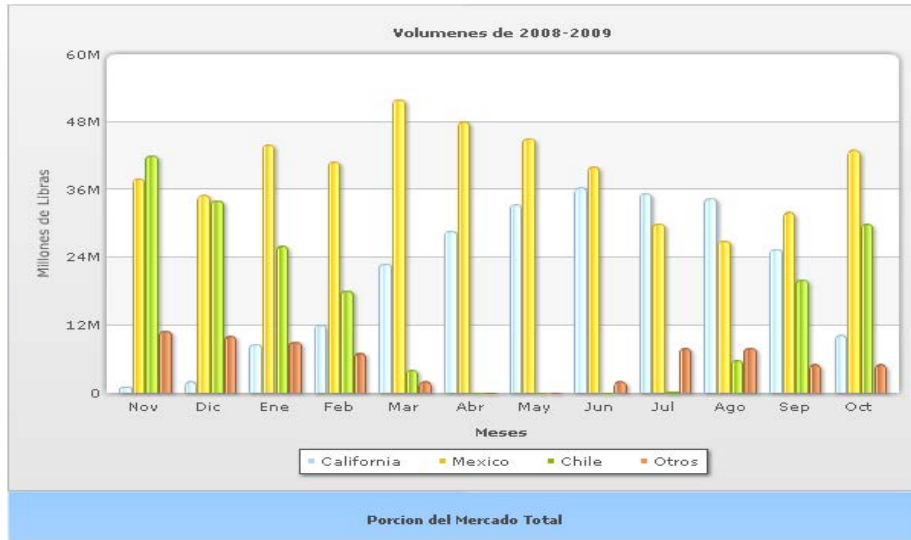
- Per capita consumption of avocados in the US more than doubled between 1998 and 2008, from 1.52 lbs to 3.83 lbs
- Year-round availability of good quality avocados and promotion have played a key role in this consumption trend!



Source: USDA-ERS

Avocado Availability in the US Market

Datos del Mercado



Source: Westpak Mexico

- California avocados are in peak supply from February to September
- Chilean avocados are available between September and February
- Mexican avocados are available year round

- In 2008/2009 about 25% of avocados consumed were produced in the US (mostly in California), the rest was imported mainly from Mexico (approx. 50%) and Chile (approx. 20%)



Organizations that promote Hass avocados in the US market:

- The Hass Avocado Board <http://www.avocadocentral.com>
- California Avocado Commission <http://www.avocado.org>
- The Mexican Hass Avocado Importers Association <http://www.theamazingavocado.com>
- The Chilean Avocado Importers Association <http://www.chileanavocados.org>

These organizations use a variety of promotional strategies mainly focused on:

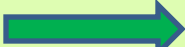
- *Informing avocado consumers about new ways to enjoy the product and*
- *Educating non-consumers to induce them into becoming avocado lovers*

Check out their websites for recipes and entertaining tips, nutrition facts, information on how to pick, ripen and use avocados, cool stuff for kids, videos, and more...



Characteristics of the Promotional Campaign:

Objective: to increase avocado sales during the fall when there is strong supply of Hass avocados from multiple countries in the US market

- **Timing:** to coincide with Major League Baseball playoffs, the promotion began in late September and was scheduled to continue through late October, a time when significant volumes of Hass avocados from both Mexico and Chile would be in the U.S. market.
- **Budget:** involves “a media buy of \$2.1 million”
- **Key Promotional Tools:** avocado spots ran frequently during the National League playoffs aired on cable TV outlet TBS, multiple retail display contests, 30-second radio advertising spots and billboard plugs
- **Other:** promotional efforts executed by each association in support of the Big Hit, including sweepstakes, public relations through spokespersons, games, recipe contests and entertaining tips through their websites. Take a Look 

The Hass Avocado Board

<http://www.avocadocentral.com>

The Hass Avocado :: Hass Avocado Recipes, Avocado Nutrition & Guacamole Recipes - Mozilla Firefox


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http://www.avocadocentral.com/


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Featured Recipe

Hass Avocado and Red Potato Salad

Avocados add a tantalizing twist to traditional potato salad.



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Ryne Sandberg's Homerun Sandwich

The Hass Avocado Board “Big Hit” Promotional Strategies

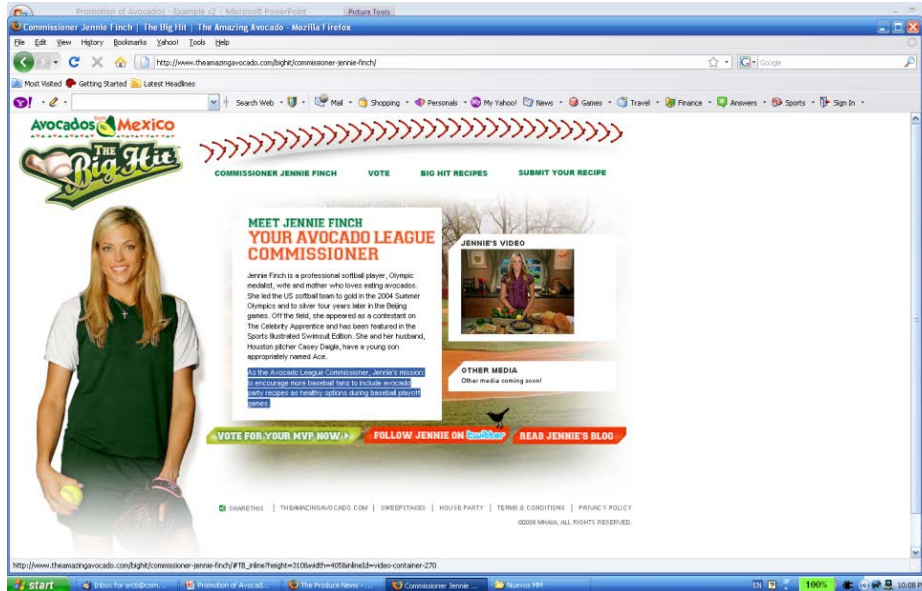
- **Game-day Entertaining Marketing Campaign:** to encourage consumers to further incorporate Hass avocados into their gameday meals
- **Public Relations - use of Spokespersons for the Program:**
 - Star Chef Curtis Stone, host of the TLC's “Take Home Chef” author of multiple cookbooks and developer of four avocado-centric recipes for gameday
 - Major League Baseball All-Star Ryne Sandberg: promoted use of Hass avocados in gameday meals through radio in a media tour leading up to the professional baseball playoffs
- **Strong Retail Component:** point-of-sale materials "all relating to baseball" as well as a display contest relating to baseball

The Mexican Hass Avocado Importers

<http://www.theamazingavocado.com>

The screenshot shows a Mozilla Firefox browser window displaying the website 'The Amazing Avocado'. The browser's address bar shows the URL 'http://www.theamazingavocado.com/'. The website's header includes the logo 'Avocados from Mexico the amazing avocado' and a navigation menu with options like 'Search Web', 'Mail', 'Shopping', 'Personals', 'My Yahoo!', 'News', 'Games', 'Travel', 'Finance', 'Answers', 'Sports', and 'Sign In'. The main content area is divided into a left sidebar and a right main section. The sidebar contains 'top stories' with a photo of 'amazing salads', a 'content' menu with links to 'nutrition', 'recipes', 'tips and hints', and 'promotions', and a 'professionals' section with links to 'trade / importers', 'retail', 'media', and 'chefs / food service'. The main section features a large advertisement for 'Avocados from Mexico THE Big Hit' with the headline 'endless possibilities in every one'. The ad includes a photo of a woman in a baseball uniform, a baseball bat, and a baseball. Below the ad, the text reads 'the votes are in meet your new Avocado League MVP and see great playoff recipes'. A blue arrow points to the advertisement. At the bottom of the browser window, the taskbar shows several open applications and the system tray displays the time as 7:43 PM.

The Mexican Hass Avocado Importers – Promotional Strategies in support of the “Big Hit”



Public Relations – Spokesperson:
Avocado League Commissioner, Jeannie Finch (professional softball player and Olympic medalist).
Jennie's mission: to encourage more baseball fans to include avocado party recipes as healthy options during baseball playoff games.

For consumers:

- Favorite Avocado League Player
- Big Hit Recipes
- Submit Your Own Avocado Recipes



Chilean Avocado Importers Association

<http://www.chileanavocados.org>

The screenshot shows the homepage of the Chilean Avocado Importers Association. The browser window title is "Home Page - Chilean Avocado Importers Association - Mozilla Firefox". The address bar shows "http://www.chileanavocados.org/". The website features a navigation menu with links for Home, Chilean Avocados, Recipes, About Us, Nutrition, Retail, Foodservice, and Press Room. A large banner image displays "CHILEAN HASS AVOCADOS SO GOOD. SO MANY WAYS." with a scenic landscape and avocados. Below the banner are three main sections: "CHILEAN AVOCADO RECIPES" with a "GET RECIPES" button, "AYSO AND CHILEAN AVOCADOS" with a "GET MORE" button and an AYSO logo, and "CHILEAN AVOCADO LOVERS CLUB" with a "GET INFO" button. A yellow arrow points to the "CHILEAN AVOCADO LOVERS CLUB" section. The footer includes the text "Read www.chileanavocados.org" and a taskbar with various application icons and system information.

Home Page - Chilean Avocado Importers Association - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.chileanavocados.org/

Member Entranet Log-in

CHILEAN HASS AVOCADOS

Search the Site

Home Chilean Avocados Recipes About Us Nutrition Retail Foodservice Press Room

CHILEAN HASS AVOCADOS
SO GOOD. SO MANY WAYS.

CHILEAN AVOCADO RECIPES

Make everyday meals sensational with Chilean Hass Avocados.
GET RECIPES

WEATHER IN CHILE

SANTIAGO 11/14/09 SUN MON TUE WED THU
79°F

AYSO AND CHILEAN AVOCADOS

The AYSO and Chilean Avocados, a winning combo for tasty meals and happy kids.
GET MORE

AYSO

CHILEAN AVOCADO LOVERS CLUB

Beginning September 1st, enter to win \$250 in free groceries or an official Chilean Avocado Soccer Ball. And sign up for our "Avocado Love Letters" e-newsletter, with great recipes, nutrition information and promotions.
GET INFO

CHILEAN AVOCADO LOVERS CLUB

Read www.chileanavocados.org

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The Chilean Avocado Importers Association – Promotional Strategies in support of the “Big Hit” effort

CHILEAN AVOCADO LOVERS CLUB

Chilean Avocado Lovers Club Contest

Enter to win a \$250 Supermarket Gift Card or an AYSO Soccer Ball. 60 lucky winners will receive one of these Grand Prizes, and 200 other winners will receive an official Chilean Avocado/AYSO Soccer Ball. (Some restrictions apply).

60 Grand Prizes of a \$250 Supermarket Gift Card

200 Runner Up Prizes of an Official AYSO Soccer Ball

[Click Here To Enter](#)

[Home](#) [Entry Page](#) [Rules](#)

CHILEAN HASS AVOCADOS

© 2009 Chilean Avocado Importers Association

Use of Social Networking:

- Inviting consumers to join the “Chilean Avocado Lovers Club”: use of Facebook and Twitter to communicate with fans

• Partnerships with retailers:

- Sweepstakes “So Good, So Many Ways”:
- Random drawing (\$250 in free groceries or an official soccer ball) Sept 1/09 – Feb 15/10
- In-store displays including ripening bags and sweepstakes entry pad

California Avocado Commission



Although the California Avocado Commission didn't participate in the 2009 "Big Hit" promotional campaign, it expressed its intentions of participating in joint promotional efforts starting in 2010!