



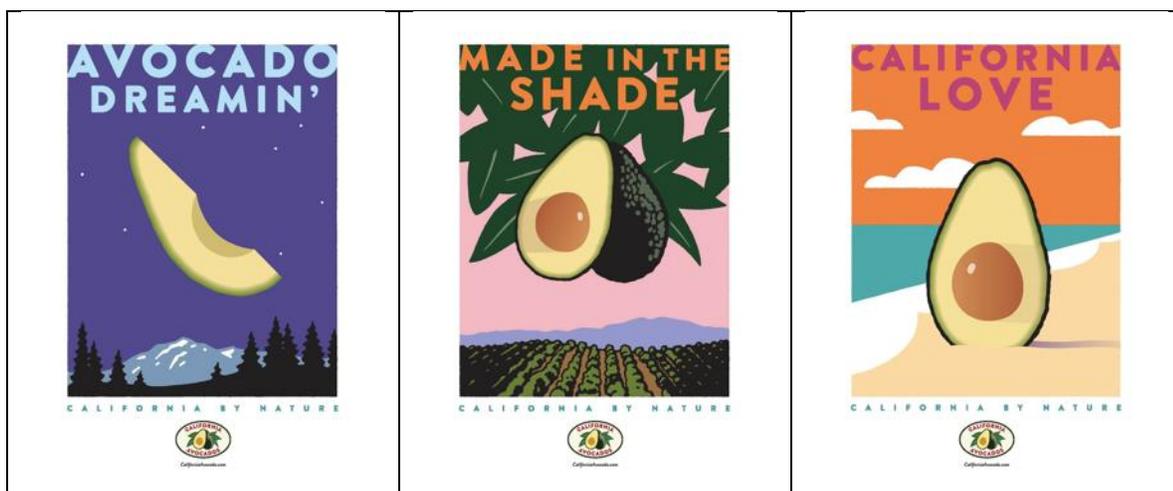
Contact:
Marji Morrow
323-456-6751
MMorrow@avocado.org

CALIFORNIA AVOCADO COMMISSION LAUNCHES NEW MARKETING CAMPAIGN

IRVINE, Calif. (April 26, 2016) – Building on the success and equity of the California Avocado Grower Campaign (2008-15), the California Avocado Commission (CAC) is running a new campaign that positions the California avocado as the perfect symbol of the California lifestyle.

“It’s a celebration of everything that is endemic to the Golden State, from a climate that’s unlike any other to its diverse people, ideas and interests,” said Jan DeLyser, CAC vice president marketing. “Our new campaign aims to engage with current California avocado consumers and expands the target audience to include younger Millennials.”

MullenLowe, the Commission’s advertising agency of record since August 2015, developed a media strategy with a hypertargeted, creative and interactive approach. They called on Michael Schwab, the California-based artist and designer of CAC’s *Hand Grown in California* logo, to create a series of compelling print ads that form a connection between California avocados and California culture. Working closely with CAC, Schwab expanded on the world he captured in his original logo design. Set in the pages of local lifestyle publications, the new ads evoke the natural beauty of the state, from the mountains in the north to the beaches in the south and all the picturesque avocado groves in between. The essence of this communication is expressed in a new themeline, “California by Nature.”



“In addition to print ads, murals will be painted in Los Angeles, Sacramento, San Diego and San Francisco. We expect these colorful creations to generate opportunities for consumers to show and share the murals with their content hungry social media followers, extending the campaign’s reach and serving as another vehicle to keep California avocados top of mind,” said DeLyser.

The new campaign will have an online component as well, with targeted digital ads, custom content on websites and visually stimulating, delicious recipes and imagery shared on social media platforms such as Facebook, Twitter, Instagram, Snapchat and Pinterest.

In addition, CAC will continue to support retailers with targeted radio spots, mobile ads, social media and store locator activations that drive consumers to the nearest point of purchase for California avocados. In-store radio ads will encourage shoppers to buy the locally grown fruit.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state’s nearly 4,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For nutrition information and recipes visit CaliforniaAvocado.com, or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and [@CA_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CaliforniaAvocadoCommission/), [Pinterest](https://www.pinterest.com/CaliforniaAvocadoCommission/) and [Instagram](https://www.instagram.com/CaliforniaAvocadoCommission/) for updates.

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