



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

## **CALIFORNIA AVOCADO MARKETING BEGINS FOR 2017** *Commission Blends Traditional Media with Targetable Tactics*

**IRVINE, Calif. (March 31, 2017)** – Beginning in April and continuing into summer, the California Avocado Commission (CAC) will continue its “Made of California” campaign, blending traditional media with innovative media tactics. The campaign utilizes some of the “look” of last year’s program, with the addition of fresh materials. California receives market-wide advertising, including engaging outdoor, radio and digital programs. In addition CAC will conduct customer-specific marketing where California avocados are in distribution, both within and beyond the Golden State. Both aspects of the campaign are designed to let consumers know when and where they can find the fruit.

“This year’s advertising campaign, while including traditional media tactics, takes advantage of highly targetable digital and social tactics that specifically reach California avocado shoppers,” noted DeLyser.



*California avocado growers and Commission Board members, from left, Ryan Rochefort (board alternate), Jason Cole (board secretary) and Jessica Hunter (board member), view a new gatefold ad with Jan DeLyser.*

At well-attended annual meetings with California avocado growers held March 28-30, DeLyser remarked that marketing for California avocado growers was “not your parent’s marketing campaign” because media options and consumer behavior have changed significantly in the past few years. She quipped that her new mantra was “CAC be nimble, CAC be quick.”



Digital and social geo-targeting and geo-fencing are among the marketing tactics CAC is employing, along with in-store radio and participation in customer programs. Merchandising programs, including California avocado display bins, signage and contests, as well as demos, customized promotions and co-marketing with complementary brands highlight the Commission’s retail activities. In the foodservice arena, customer-specific promotions and branded limited time offers have begun and will continue throughout the California avocado season. CAC’s public relations activities focus on the origin of California avocados and seasonal availability, while encouraging avocado consumption through unique chef and influencer recipes.

“Creativity and getting in front of changing marketing conditions and consumer attitudes are hallmarks of the California Avocado Commission marketing campaigns,” said DeLyser. “The way we need to market now is very different than it was just a few years ago, and far removed from twentieth century marketing.”

At the California avocado grower meetings, DeLyser unveiled a series of custom videos, digital and social content and radio, print and outdoor advertising. A web-based store locator tool that helps consumers find where California avocados can be purchased was very well received by the growers.



### **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](http://CaliforniaAvocado.com), or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and @CA\_Avocados on [Twitter](https://twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

# # #