

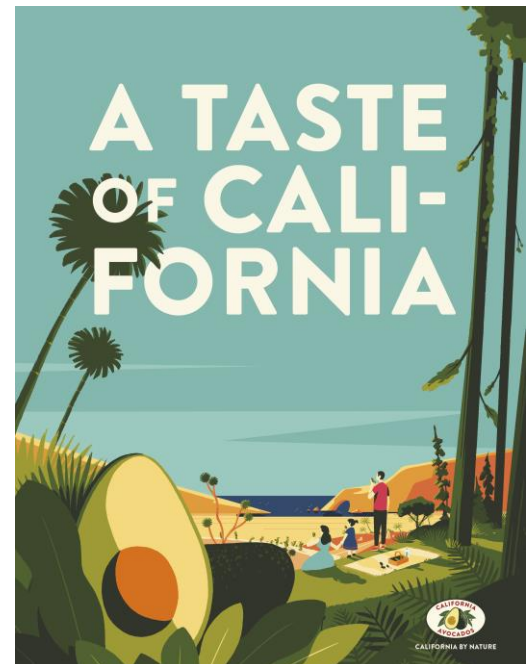


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FRESH CONSUMER ADVERTISING CAMPAIGN FOR CALIFORNIA AVOCADOS *Commission ads promote close-to-home California avocados*

IRVINE, Calif. (March 19, 2018) – This year’s California avocado season is underway and the California Avocado Commission (CAC) has prepared fresh advertising creative and innovative media plans to support the harvest. With California avocado volume building into April and expected to continue through summer, CAC’s marketing activities are about to kick into high gear.

The Commission will continue its *Made of California* marketing campaign with new creative and customized marketing plans. Print and outdoor ads have a fresh look with illustrations specific to the market they will appear, showcasing how close fresh California avocados are grown to the consumers in those areas. Within California the creative emphasizes that locally grown California avocados come from close to home, and in other areas CAC’s ads promote “A Taste of California”. Complementary content with multiple digital partners, including the very popular *Tasty*, features “Iconic California” recipes that emphasize the connection between California avocados and the Golden State.



“CAC’s advertising is focused to reach avocado consumers and customized for retailers who merchandise California avocados,” said Jan DeLyser, California Avocado Commission vice president marketing. “The messaging is designed to increase the value and preference for, and loyalty to California avocados in season.”

The Commission’s media plan focuses on key markets and retailers where California avocados are in distribution, and targets super users of avocados who drive category sales. Blending traditional media tactics, such as print, outdoor and in-store radio with digital and audio advertising, online content and social media, the plan is flexible and customizable to support participating retailers. Outdoor “wild postings” are optimized to

encourage consumers to engage by taking selfies with the graphics and for sharing on their social channels.

“This year’s campaign has multiple firsts: the first retail produce activation with *Tasty* branding on California avocado display bins, a custom California mixtape on Pandora and branded playlist on Spotify as well as sponsorship of premium events such as Disney California Adventure’s Food and Wine Festival,” said DeLyser.

Other key activities this season include California Avocado Month in June, promotions for American summer holidays from Memorial Day through Labor Day, targeted events and co-marketing programs. CAC also continues to work with chefs, bloggers and dietitians to encourage consumers to take full advantage of the abundance of fresh fruits and vegetables, like California avocados, that are grown in the region. Their content promotes the dynamic flavors and texture that come from fresh produce at its peak.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are commercially cultivated with uncompromising dedication to quality and freshness, by more than 2,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit CaliforniaAvocado.com, or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and [@CA_Avocados](https://www.instagram.com/CA_Avocados) on [Twitter](https://www.twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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