

Pears 2008 Domestic Marketing Plan



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Introduction

2007 was the second year that Australian Pears used their low GI status to promote their usage and using outdoor advertising was used to promote taste and meal cue occasions.

Whilst the marketing plan for 2007 has achieved some of its objectives – an average retail price (based on scan data from a major retailer) of \$3.78kg (Packham \$2.84kg) against a target of \$2.70kg, increased consumption at the start of the season, we continue to fall short of certain goals – 2007 per capita consumption was 2.39kg compared to the goal of 4.3kg and whilst striving for the number 3 position in the fruit category, they continue to trail around number 8.

In planning for 2008, it is recognized that the low GI and sustained energy messages are positive ones that can be of great benefit moving forward, but not a unique identity that Pears can claim.

Whilst 86% of households purchase Pears, only 20% buy Pears weekly. The greatest opportunity to increase Pear sales lies in driving the 86% of people who purchase pears to purchase more often, therefore increasing the current weekly purchase rate of 20%. Therefore the communication within the 2008 plan is aimed at increasing weekly consumption and sales.

The domestic marketing budget for 2008 is down 30% on 2007 therefore certain activities within the plan have been scaled back when compared to the promotional plan for 2007.

A plan has been developed that will form a platform that leads to increased daily/weekly consumption and provides consumers with new ways to consume Pears (especially cut up) with an aim to increasing relevance and shifting their old fashioned image.

In summary the plan includes:

- Eastern Seaboard Radio campaign on Mix and WS networks
- Sampling program in Independent and Woolworth's stores
- A range of new point of sale to be distributed in independent stores and where possible, Coles, Woolworths, IGA and Foodland stores
- Public Relations program that incorporates a season launch
- Continued partnership with Glycemic Index Ltd

Overall Objectives

- Increase per capita consumption to 4.3kg
- Maintain average retail price of \$2.70/kg
- Increase position within fruit category to number 6

2008 Marketing Strategies

- Increase weekly consumption
- Create an ownable identity for Pears (cannot claim ownership of low GI message)
- Build on the sustained message and incorporate into proposition
- Continue to build Australian into all communication

Key Target Audiences

- Female grocery buyers 30-55 years of age, 2 plus household, with an interest in health and nutrition

Creative Theme

Pear O'Clock

Any time is Pear O'Clock. Pear O'Clock brings the essence of daily and regularity to Pears, allows us to use it in other forms of communication and activities thereby maximising budget, it is a call to action

Strategy

- Use radio – allows us to talk to consumers daily/weekly, at home near meal times, the time based audio cues and frequency and repetition really needed to support the pear o'clock message. Provide consumers with serving suggestions
- Maximise opportunities with Glycemic Index Ltd
- Leverage Pear O'Clock identity in all forms of communication
- Incorporate Australian

Campaign Theme – Pear O’Clock

- Pear O’Clock is the daily reminder to eat pears – targeted consumption prompting
- The concept provides the opportunity to talk to consumers on a daily/weekly in line with the desired purchase cycle
- It also ties in nicely to the GI sustained energy message as well as to the versatility of pears

Campaign

Radio

- Radio as a channel means that we can talk to the consumer when they are in the home, around meal times
- Radio provides the time based audio cues and frequency and repetition really needed to support the pear o’clock message
- Partnership with Mix and WS Networks across Sydney, Melbourne and Brisbane
- Campaign across Eastern Seaboard to allow for more weeks in market to target weekly purchase and consumption
- The plan utilises their Information Zone placement - an exclusive commercial opportunity integrated into the programme environment – a solus break between our News and the music that would normally follow
- Communication across the day consisting of 10 sec prompters, 30 second profile messages, and as a bonus component of 30 second Victoria Hansen Bite Size cooking segments to include Pear recipe suggestions as well as coverage on her website (valued at \$87K)
- *BiteSize Cooking* radio segments are currently aired daily on 60 regional Australian radio stations and this year Victoria also launched *BiteSize Cooking TV*, a 5-8 minute weekly cooking segment on the "Susie Show" weekdays on WIN.
- Victoria is a regular presenter on talkback radio in Sydney, and in the past has co-produced and presented the Woolworths "Fresh Today" segments, along with releasing her first cookbook "First Principles - The Basic Cooking Handbook" in 2003 through Woolworths stores.
- Radio listeners will be driven to the radio’s website where they can download recipes and Pears promotional leaflet

Point of Sale

- A range of point of sale will be produced that can support activities in store
- The point of sale is distributed through the central markets and state associations
- Point of Sale in 2008 will become a vital tool not only in keeping Pears top of mind for the shopping consumer, but to deliver their sustained energy story with impact and ease
- It is anticipated that the point of sale developed for 2008 will include a nutritional leaflet, posters, wobblers
- Horticulture Australia will liaise with Independents (through the central markets), Coles, Woolworth's, IGA and Foodland stores in a bid to maximize opportunities of getting point of sale erected in store



FRONT



BACK

Example of Poster

Sampling – 'Is it Pear O'Clock'

- The 2008 sampling program will be held in Independent stores and Woolworths and will either talk about the fuel voucher promotion or offer a pear slicer as a gift with purchase.



Sampling stand (please note pear slicers will not be offered as a gift with purchase)

Public Relations

- In 2007 the Food Media Club event was extremely successful. It provided a great opportunity for the media to meet members of the industry and find out more about Pears
- In 2008 there will be a launch event which builds on this success further. The launch will be an intimate affair in which key media are directly invited.
- The launch will feature talks from :-
 - An expert from the GI program (for example Jennie Brand-Miller) to talk about the benefits of a low GI diet
 - The executive chef of the chosen venue to talk about the recipes being sampled and the versatility of Pears
 - A celebrity mother to talk about the pressures of a busy lifestyle and how Pears can provide sustained energy
- During the Pears season, a further two media kits will be sent to food, health and consumer media
- New and exciting recipes will be developed to support suburban and regional media

