

Apples 2008: Original 'Superfood' Campaign update.

SEASON LAUNCH

Since launch, media coverage has exceeded all expectations

The public relations campaign has reached more than 10.5 million viewers. This was more than double the target for the total six-month campaign and was achieved in the first month alone.

The report was distributed broadly to health professionals including 5,500 general practitioners, 3,500 dietitians and key health associations. General practitioners and dietitians have requested more than 8,000 consumer brochures for their patients and clients since the campaign began.

APPLES ON TV

Dr Joanna McMillan Price featured in three 30 second TV commercials, all promoting the various health benefits of eating apples. Joanna is a popular media spokesperson and is the resident nutrition expert for the *Today Show* on channel 9. These spots went to air throughout the month of May and were placed within *National Nine News*, *Today Show*, *Fresh* and *Mornings with Kerri-Anne*. In addition Joanna also recorded a four-minute television advertorial for *Mornings with Kerri-Anne*.



Television advertorial

APPLES IN MAGAZINES

A total of 12 full page colour adverts were placed in a variety of ACP magazines - *Burke's Backyard*, *Table*, *Woman's Day*, *Mother & Baby*,

APPLES ONLINE

A comprehensive two-month online campaign began in mid May with ninemsn. Banners featured on a range of pages including *Today Show*, *News*, *Gourmet Traveller*, *Health*, *Woman's Day*, *A Current Affair* and *Messenger*. This has generated more than 10 million impressions alone. In particular Aussie Apples featured on the ninemsn homepage on 4 June, serving seven million impressions, and more than 11,000 users clicking through to www.haveanaussieapple.com.au.

Results from this online campaign exceeded any previous campaign booked by our media agency and illustrates how compelling the apples message is.

APPLES ON SUNDAY

In addition to our media partnership with PBL, Aussie Apples also joined forces with News Limited, with four advertorial columns in *Body & Soul*, the national insert with a circulation of 3.8 million and three full-page colour adverts in the *Sunday Magazine*, which is inserted into *The Sunday Telegraph* (Sydney) and *Sunday Herald Sun* (Melbourne).

SEARCH FOR AUSTRALIA'S HEALTHIEST SCHOOL

No doubt many of you will have seen this promotion on the *Today Show* on channel Nine and read about it in the July issue of *Australian fruitgrower*.

Aussie Apples received a huge amount of coverage during the promotion particularly on 2nd June, when Steve Jacobs filmed the weather crosses from the winning school, Koorlong Primary near Mildura.

Australian Women's Weekly, Good Health and Medicine, Slimming & Health, Diabetic Living, with a three page advertorial featured in the August issue of Fernwood magazine (Fernwood is a women's gymnasium chain).

With such a huge investment by Aussie Apples in Australian Consolidated Press (ACP) magazines, we have seen an extensive amount of bonus coverage.



Koorlong Primary, Australia's Healthiest School

Anti-rust for humans.

The truth is, we don't actually age, we oxidise. The same oxidative stress that can turn your juice and you into a red tomato of a car can also leave your body's defences feeling, well, rather overwhelmed. The subjects are free radicals - reactive and unstable compounds that attack our body's cells. And while the human body has its own protection against these invisible little nasties, a shot behind line of defence involves dietary antioxidants.

One of the easiest ways to bolster your antioxidants is to eat an apple. Apples have the highest antioxidant content of Australia's most popular fruits. They also contain more antioxidants than traditional superfoods like green tea, fermented the antioxidant power of young sprouts, the good fatty oils and more antioxidants than a 1000mg megadose of vitamin C. So, if you don't want to end up a smelly, grubby apple and visit www.aussieapples.com.au

Have an Aussie Apple a day 🍏

Full page advert

IS THE MESSAGE GETTING OUT THERE?

Current sales data only extends to April, and cannot help to determine if our message is getting through. Apples are part of a larger consumer tracking study and the last two waves, occurring April and June, showed very promising results. Key indicator statements like 'apples are the best source of natural antioxidants' showed an increased from 56 per cent to 65 per cent. This is a 'significant' increase.

Changing consumer perceptions is not an easy task or a quick one, but it certainly appears that our healthy apple campaign is breaking new ground.

Have an Aussie Apple a day 🍏