



Apples Domestic Marketing Program 2007

Summary of Program – 2nd year of 3 year Plan

Objectives

- To increase per capita consumption of fresh apples on the Australian domestic market from 9kg to 9.6kg (as measured by ABS Statistics)
- Maintain or improve the average wholesale price of no lower than \$1.70 per kilo (equivalent to \$3.20 per kilo retail price) during 2006-08 (as measured by retail scan data and the Econometric Model)
- Establish Australian apple brand / product loyalty to defend against potential import competition (as measured by retail scan data and Consumer Usage and Attitude research).
- Ensure Apples are number 1 fruit consumed
- Increased consumption at start of season
- Associate apples with "Crunch", fresh, healthy, convenient snack

Key Target Audience

- Primary: Skew towards female aged 30-40
- Secondary: Under 40 households with children of secondary age

Action Plan - Advertising

Strategy

- Strategically fight "snack attacks" from snack companies
- Extend the 2006 TV campaign with a new message - build on "health benefits" that consumers don't know about
- Leverage the unique nature of apples – they have crunch + nutrition + great taste
- Build on the ownable and memorable brand property developed in 2006 which will appeal to all age groups
- Key account and independents activities to drive in-store presence and retailer support
- Use media to engage and inform the target audience and drive sales
- Leverage *Go for 2&5*®

Creative Strategy

- Bite me! As a call to action and property for apples which reinforces "anytime is crunchtime"
- Use luscious apple shots to remind the target just how good apples taste
- Incorporate consumption e.g. snack time + health benefits
- Continue to brand Australian Apples

Communication Strategy

- TVC as per 2006 using soundtrack "I've got you under my skin" to communicate the health benefits of eating an apple with the skin on
- Communicate the compelling "crunch" story plus the nutritional benefits through TV, sampling, in-store POS, and PR
- Use below the line techniques of POS, sampling, and online to encourage ongoing consumption. Activities are focused around the season launch or the arrival of new season varieties
- Drive retailer promotions - activities could include: incentive i.e. based on sales/displays (details to be provided)
- Leverage PR and events
- Communicate our strategy and action plan to the trade to ensure their support
- Inform the industry about how their money is being spent and the results we are achieving

Summary Activity Plan

2007	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Season Launch/Valentine's Day												
TV												
Online Advertising												
Key Accounts / POS												
Sampling												
Website												
Trade Communications												
Internal Communications												
PR												

Season Launch Event – Valentine's Day

- Secured partner – Fast Flowers
 - Main distribution Sydney & Melbourne approx. 1,500 deliveries
 - Will insert Bite me card and apple into dozen box rose orders
- Transit Sampling 7am – 9am Valentine's Day (14/2):
 - Promo staff handing out apples, card with bounce back offer (5% discount off purchases valued for 12 months) to fast flowers
 - Highest concentration of commuters:
 - Sydney: Town Hall Station (140,100), Wynyard Station (99,880), ambush Martin Place
 - Melbourne: Flinders St Station (98,000), Spencer St Station (50,000)
- Media 31/1/06 – 14/2/06 - Expanding banners online
 - ninemsn, lavalife, health section,
- Website
 - Downloadable "Bite Me!" e-cards on australianapples.com.au
- Leverage through PR

TV

- Continue with 1 station buy (Channel 7) – maximizes reach and efficiency
 - Outside of school holiday periods
 - Sydney: w/c 4/3, w/c 11/3, w/c 25/3, w/c 1/4, w/c 22/4
 - Melbourne: w/c 25/2, w/c 4/3, w/c 18/3, w/c 25/3, w/c 15/4
 - Brisbane: w/c 11/2, w/c 18/2, w/c 11/3, w/c 18/3, w/c 1/4
- Retain existing 30' and 15' (fibre) executions
- Introduce a new 15' message

Online – Banner Advertising campaign

- Scheduled w/c 11/2 to maximise TV campaign
- Animated "Bite Me!" banner
- Promoted on ninemsn and Yahoo7 lifestyle and health sites
- Fun viral quiz in the style of Sex & the City ie what apple are you? (drives traffic to website, generates awareness of varieties)
- Opportunity for PR to leverage for "What's in Your Lunch Box"

Key Account Activity (Trade Incentives / Consumer Promotions / POS)

- Woolworths
 - varietal POS
 - negotiating in-store consumer promotion opportunities
 - trade communication to ensure support
- Coles
 - negotiating in-store consumer promotion opportunities
 - trade communication to ensure support
- IGA
 - Opportunity to tie into Fresh Food Drive activity launching February '07, consumer promotion planned March '07
 - refresh POS with new health message
 - trade communication to ensure support
- Independents
 - new POS health and varietal executions
 - use merchandisers to distribute POS
 - trade incentive and communication to ensure support
- PR media releases / kits distributed with all trade communication.

Sampling

- In field w/c 12/3 (TBC)
- Approximately 100 sessions scheduled (TBC)
- Conducted in Key Accounts (nationally), gift with purchaser offer

Website

- Refresh content – focus on “snacking” occasions
- Downloadable ringtones / mobile phone wallpaper
- All advertising, PR & POS will drive traffic to site
- Upload PR recipes, poll results, research findings etc

Internal Communication

- Quarterly e-newsletters to communicate strategy, action plan and updates on activities including PR
- Guidelines on how to use “Bite Me!” logo

Action Plan – Public Relations

Objectives

- Generate media coverage on Australian apples particularly early to mid-season
- Generate media coverage to assist generate sales of apples with an average wholesale price of \$1.70 per kilo
- Encourage consumers to buy via taste, convenience, snack and healthy benefits

Strategy

Long term view is to reposition apples from staple to sexy, while stressing the health positioning of the fruit.

The 2007 PR activity will include a ‘call to action’ in all media materials to inform consumers how they might increase apple eating (e.g. “Eat one more apple per day to lose weight and improve health.”) Build on the investment in the ‘Bite Me!’ campaign by maintaining health and nutrition positioning as the focus of PR campaign, which will include:

Valentine’s Day Ambush/Season launch (Feb 2007)

To launch the season, IMPACT will ‘ambush’ Valentine’s Day by:

- Online poll asking Australians to nominate the juiciest/freshest celebrity and/or the celebrity ‘I’d most like to ‘bite me!’
- Media release announcing season start, poll results
- Radio news release to encourage national/regional pick up of the media release.
- Product drop (flowers and apples) to appropriate media in Sydney/Melbourne
- Valentine’s Day e-card downloadable from apples website.
- Giveaways in partnership with Fast Flowers, where contestants can win a bunch of flowers and apples for nominating the apple of their eye.

“What’s in Your Lunch Box?” Bite Me! Breakfast & Lunch (May 2007)

Building on from the 2006 Apple Health Report, it is suggested to undertake a survey that specifically looks at what Australians snack on at work to reach 20-30 year olds and encourage them to eat more fruit. We anticipate announcing the results of the survey via an exclusive story with a current affairs or news program. We would then issue the results nationally.

- A survey that specifically looks at what Australians snack on at work
- Media Release
- Radio News Release
- Product Drop

Media Liaison and Support (Feb – Sept)

It is recommended that the PR campaign should broaden the media relationships. This can be achieved through:

- One-on-one and end-of-season briefings
- Involvement in photo shoots (styling/recipes)
- Product drops (targeting media broadcasting in off-peak consumption periods)
- One on one briefings (8)
- Product Drops
- Media Releases
- Local Media to support instore sampling
- Usage Suggestions & Recipe Development focusing on opportunities for apple eaters to consume fruit outside the home.
- Media releases
- Photography tied in with season launches and larger promotions
- Usage suggestions & recipe developments, focusing on opportunities for apple eaters to consume fruit outside the home.

Online Promotions (Feb-Sept)

The PR agency will audit past recipes to develop an appropriate library of information for the new apples website. We will also create a quarterly apples e-newsletter.

Trade Promotion (Feb-Sept)

It is recommended that the PR also be tailored to retail & supermarket buyers by:

- Product drops including Bite Me!’ flowers on Valentine’s Day
- Distribute e-newsletter to key buyers
- Target trade media

Apple & Pear Joint PR Activities

While each industry will have its own set of PR activities and outcomes, there are synergies between the apples and pears campaign to extend the budget. Joint PR initiatives will include:

Housekeeping:

- Key message workshop
- Media list
- Media spokespeople
- Update media backgrounder

Food Media Club Briefing (Timing TBC)

The Food Media Club of Australia meets regularly to discuss issues in food writing. The PR agency could organise for such a briefing on the apple and pear industries to be scheduled. It could combine tastings with discussion of the threat to the Australian fruit industry from imports.

End of season briefings (Sept-Oct)

The food media work to long lead times. At the end of the season, IMPACT will liaise with all long lead time media to evaluate their needs for 2008 and provide produce while it is still available.

Photography (Jan)

The food media rely on well styled photography to attract readers. IMPACT would develop a file of contemporary shots of apples & pears to use in 2007

Orchardists Profiles (Target 8) Feb-Sept

Profiling growers can create a groundswell of support for the Australian industry and create an emotional link to Australian apple and pears. In light of this, IMPACT recommends profiling orchardists by organising exclusive 'from the source' stories for individual publications.

Opportunistic PR/ Available for Comment Alerts (target 2 – where appropriate) *(Timing TBC)*

The apple and pear industries have the opportunity to own the healthy snack position and dominate share of media voice. In order to do this, the apple and pears industries need to be responsive to issues in the media by issuing media releases highlighting the availability of an apple and pear spokesperson for interview.

Client Service (Jan-Sept)

- Meet with client monthly and provide subsequent report
- Provide weekly email updates
- Provide monthly activity reports

Please note all activities and timings are subject to change.