

Pears Domestic Marketing Program 2007

Summary of Program – 2nd year of 3 year program

Objectives

- To increase per capita consumption of fresh pears on the Australian domestic market from 3.8kg to 4.3kg (as measured by ABS Statistics)
- Maintain or improve the average wholesale price of no lower than \$1.41 per kilo (equivalent to \$2.70 per kilo retail price) during 2006-08 (as measured by retail scan data and the Econometric Model).
- Establish Australian pear brand / product loyalty to defend against potential import competition (as measured by Scan Data and Consumer Usage and Attitude Research).
- Pears are no 3 fruit consumed
- Increased consumption at start of season
- Pears = healthy, nutritious, sustained energy, convenient, snack anytime

Key Target Audience

- Primary Market: Female grocer buyers aged 30-55 years of age, 2 plus household
- Consumption has a female skew, as well as children under 5-9 years of age
- Fitness/health conscious

Action Plan - Advertising

Strategy

- Reinforce Low GI message
- Introduce taste and consumption occasion cues
- Use media to communicate key messages close to point of purchase
- Reach health conscious consumers cost-effectively
- Key account and independents activities to drive in-store presence and retailer support
- Educate consumers through PR and advertorials
- Leverage *Go for 2&5*[®]

Creative Strategy

- Introduce taste and consumption occasion cues to create appetite appeal, while still reinforcing the Low GI, Sustained Energy messages
- Brand "Australian Pears" using logo developed in 2006

Communication Strategy

- Sampling in Coles, Woolworths, IGA and independents, gift with purchase offer of pear slicer to encourage an increase in purchase quantity (and encourage trial of new season pears)
- New POS in IGA and independents
- Communicate the pear strategy and action plan to the industry and trade to ensure their support
- Work closely with PR agency to leverage activity where ever possible

Summary Activity Plan

2007	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Outdoor advertising										
POS										
Retail Sampling										
PR										
Trade communication										
Industry communications										

Outdoor Activity (May – July)

- PrimeLites (outdoor advertising) outside specific shopping centers in Brisbane, Melbourne and Sydney
- To run in 2 week burst: 20/05– 3/06/07, 17/06– 30/06/07, 15/07– 28/07/06
- Low GI and taste propositions close to point of purchase

Retail Sampling Activity (June – July)

- Sampling to run June and July
- Gift with purchase offer of pear slicer available during sampling sessions

Key Accounts

Coles and Woolworths

- Product sampling
- Gift with purchase offer of pear slicer

IGA

- Product sampling
- Gift with purchase offer of pear slicer
- Refresh POS with taste/occasion cues
- Trade communications to ensure support

Independents

- Product sampling
- Gift with purchase offer of pear slicer
- New POS with taste/occasion cues
- Use merchandisers to distribute POS
- Trade communications to ensure support

Industry Communication

- Quarterly e-newsletters to communicate strategy, action plan and updates on activities

Action Plan – Public Relations

Strategy

- Reposition pears from forgotten to favourites - all the time stressing pears' health positioning.
- A call to action' in all media materials such as "Get glowing by enjoying one more low-GI pear per week".
- It is recommended to promote pear varieties and their seasonality. The focus will be on emphasising the 'Get Glowing' tagline and pears' positioning as the low GI portable fruit snack. PR activities will include:

'Mums Endurance/ Low GI Energy Report' (March)

It is suggested that the pear industry commission a study into mother's dietary and snacking habits. In particular it will examine whether mothers' diets are as good as their children and whether mums have got the low GI message.

IMPACT would release the report at the start of the pear season to signal availability of the fruit.

Tactic includes:

- Survey
- Media release
- Radio News Release
- Product Drop

Media Liaison and Support (Feb-Sept)

The agency would undertake:

- One-on-one briefings (target 4)
- Product Drops (2)
- Media Releases (2)
- Local media to support sampling Usage Suggestion & Recipe Development

Trade Promotion (Feb-Sept)

Tailor the PR/media campaign for trade communications by:

- Product drops
- 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

Key Timings

Understand issues regarding budget due to frost, however key milestones are:

- Budget to be confirmed last week of November
- Booking deadline for PrimeLites: February
- Premiums (pear slicer) to be ordered: February