

Apples 2008 Domestic Marketing Plan



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Apple 2008 Domestic Marketing Plan

Introduction

Whilst 2008 is the final year of a three year marketing program, Horticulture Australia is proposing a change in direction for the Apple industry.

2007 has brought many challenges – the threat of imports is becoming more real, bananas have taken back the number one position in the fruit category, and there continues to be no real impetus around the apples brand.

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 \$4.23/kg against a target of \$3.20/kg, increased consumption at the start of the season, we continue to fall short of certain goals – 2007 per capita consumption was 9kg compared to the goal of 9.6kg and as mentioned before, bananas have taken back their number one position in the market place. If Apples continue to develop their “Bite Me!” campaign for 2008, the status quo will remain and these objectives will remain out of reach.

Consumer Research was commissioned in July 2007 and from this, a unique and real opportunity has emerged – Apples have the nutritional value of a ‘superfood’, and could certainly claim to be the only staple fruit worthy of the superfood status. Research has indicated that this positioning whilst still lying dormant in the health professionals arena, is something so powerful if appropriately conveyed, that the Australian consumer will ultimately be driven to buy and eat more apples, over and above their already engrained habit.

A program has been planned that will lift the profile of Apples, create a vibrant dialogue with consumers and give them the motivation to consciously increase their apple consumption.

In summary the plan includes:

- An integrated media plan that incorporates TV ‘infomercials’, print, online and viral communication.
- A key influencer campaign targeted at GP’s, Nutritionists, Naturopath’s, Health agencies, NGO’s, Sport Coaches and Personal Trainers, Food, Health and Consumer Media. This activity will generate word of mouth communication
- A public relations plan that will incorporate the launch of an ‘Apple Nutrition Report’ (working title) to key influencers and several media kits that will be released throughout the season i.e. “Apples can reduce cardio vascular diseases by 22%” leading up to Heart Health week.

- Relaunch of www.australianapples.com.au. It is our aim that the new website will be award winning in its standard and will provide an essential and integral part of the campaign
- A range of new and creative point of sale that can be used not only in store but in experiential activities (sampling) and in pre packs
- A 'Super Schools' promotion on the Today Show on channel Nine with Australian Apples and major retailer as sponsors
- Super Schools promotion in major retailer nationally – point of sale in store, leaflets in pre packs, adverts in Australian Good Taste and Fresh magazines, public relations activity leading up to the promotion
- Industry communication via newsletter

Overall Objectives

- Increase per capita consumption to 9.6kg
- Maintain average retail price of \$4.20/kg
- Regain 2006 position of number One within the fruit category

2008 Marketing Strategies

- Re-ignite the profile of Apples – motivating people to eat beyond their habit
- Increased demand to lift consumption by one apple per person per eating occasion
- Re-position Apples as a Superfood

Key Target Audiences

- Key Influencers. Within this group sits any 'professional' who is in a position to impart credible knowledge in the arena of health and nutrition onto others and includes but is not limited to GP's, Nutritionists, Dietitians, Naturopaths, Sports Coaches, NGO's, Health agencies, Health media, Food media and Consumer media
- Grocery Buyers (Female Grocery Buyer 25-55). Apples appeal to everyone, with a penetration of over 98% in all Australian households. The 2008 promotional plan is mindful of this and will speak to all consumers, although our main target within this mass group is female grocery buyers. To achieve our ambitious objectives, it is imperative that we 'talk' to all
- Children. This has historically not been an easy group to target. The research has clearly shown us that apples don't 'talk' to children; they are seen as a little boring and unexciting. Larger apples are also a barrier to purchase. The 2008 plan has an element entitled "Super Schools" that is specifically targeting children and parents of children

Communication Strategy

- Leverage the emotional and cultural connection to 'an apple a day', capture the consumers hearts and minds
- Get the community talking about apples – the 2008 plan will initially create a fire around apples then word of mouth will 'fan the flames' so to speak and get this new message around apples out to the wider community
- The message will have implicit credibility due to the inherent nutritional profile of Apples and their eminence within the Australian vernacular
- All forms of communication will therefore need to be credible and not come across to the consumer as 'marketing propaganda'
- Incorporate not only the mark of 'Australian' into communication but also the feelings that Australian should convey – fresh, local. 'Australian Farm Fresh' will be used in all communication
- The very familiarity and accessibility of Apples requires 'BIG & NEW NEWS' impact to capture the attention of the consumer

The implications for the communication strategy are:

- The need to portray the message as news in a real / non advertising manner
- Emphasis on *Big News*; via panoptic (broad reaching) effect rather than a mass advertising campaign
- Harness and amplify the implicit credibility of Apples via respected and authoritative channel brands and health related environments
- Target soft spots e.g.: mums, health related need states e.g.: pregnancy, diabetics, gluten intolerance etc
- Continuity flighting over front half of season is the most suitable flighting strategy to drive weekly purchasing

Campaign

The 2008 marketing campaign will be a multi layered media campaign with many avenues to convey our nutritional messages

Personal and Word of Mouth

Key Influencer Campaign

- Because Apples have such compelling nutrition and health benefits yet these benefits are under appreciated by Key Opinion Leaders, the 2008 plan incorporates an educational program aimed at key influencers
- An 'Apples Nutrition Report' will be launched in March 2008.

- The report will be approximately 8 pages in length
- The report will be a scientifically credible report that draws together all the diverse research findings relating to the health and nutrition benefits of apples
- The plan will incorporate but not be limited to anti oxidant benefits, anti oxidant comparisons, fibre messages, fibre comparisons, other health benefits such as cardio vascular, asthma etc
- The beginning of the report will contain a summary of the benefits contained within. For some of our target groups who do not have the time or the specific interest in more detail, this summary will capture their interest and educate them
- The report will be launched at two separate events. Whilst media will be invited to both events one will be specifically targeted to health professionals, the other for food, health and consumer media
- The author of the report and our spokesperson for 2008 is Shane Landon
- Shane is an accredited practicing Dietitian as well as a Radio Presenter. He has appeared on various TV shows and runs his own company which has performed similar projects for companies such as Sanitarium. He has the unique ability to not only be able to communicate the health benefits of Apples using credible studies but also convey that message to other health professionals and transform that message so that it is compelling for the media and consumers in general. He also has an extensive knowledge of health, nutrition and dietary guidelines.

Above the line Media

Within this category of media will sit the paid commercial activity and will incorporate a combination of TV, print and online advertising.

Whilst mass TV advertising is not being proposed, 'infomercials' will be an important element of the campaign. In the same format of the 'Brand power' style ad, we are negotiating with the channel Nine program "What's Good for You?" to use their credibility and logo to house our message in the form of a donut. 'What's Good for You' has enjoyed tremendous success in the last two years as a credible source of information on how to lead a healthier lifestyle

Mass Coverage Communication

Integrated Paid

- Within the media plan for 2008 will sit many paid elements which will seem to the consumer to be 'unpaid' activities.
- For example, this may be an interview on The Today Show on the launch of the Nutrition Report with Shane Landon, another possibility being one of the magazines we are partnering with to run with an 'Apple issue'
- The media strategy will also negotiate as many 'tickers' running along the bottom of the screen during shows such as the Today Show as possible adding a real 'New News' feel to the campaign
- All communication within this 'integrated paid' component of the plan will add tangible credibility to our nutritional case for Apples and help to get our message out to 'the masses'

Public Relations

- Following on from a very successful campaign in 2007, the public relations campaign for 2008 will become another vehicle for taking the message to the masses
- The public relations agency will form an integral part of the key influencer program, being initially responsible for the two launch events and the mailing of the report to Opinion Leaders
- Speakers for the launch events will include Shane Landon, Liz Dangar (from the research agency) and possibly either a health professional or celebrity mother.
- A video release will also be developed and sent to media along with the report as part of a season launch kit
- It is also intended that public relations will support our Super Schools promotion

Other Elements of the Campaign

Super Schools

- Partnership between Apples, Channel Nine and major retailer as retail partner
- 2-3 week promotion on channel Nine's The Today Show to find the best school, in terms of leading or promoting a healthier lifestyle
- Winning schools receive \$25,000
- Schools have to send in 60 second video on why they should win, apple dockets from major retailer and an explanation of how they would use the prize money
- Judges to include Shane Landon

- Apples and retail partner to receive logos and verbal references from the hosts during the 3 weeks and from Steve Jacobs on the day of the broadcast from the winning school`
- Apple industry representative and representative from major retailer to hand over cheque
- Sampling and Apples character at the school on the day of the broadcast

Woolworths

- For Woolworths to participate in the 'Super Schools' promotion, they will need to provide support in store
- Point of sale advertising the promotion will feature throughout stores nationally for one month
- Nutritional leaflets will be handed out during any sampling activity (TBC) in store and inserted into apple bags and pre packs
- Adverts will be placed in Australian Good Taste and Fresh magazines, along with Woolworths in store catalogues
- It is also anticipated that Woolworths will contribute to public relations activity leading up to the promotion

Point of Sale

- A range of point of sale is 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 Apples top of mind for the shopping consumer, but to deliver our nutritional 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

www.australianapples.com.au

- The Apples website has been live for two years and has been developed to some degree during the last 12 months
- The Apples website will be transformed for the 2008 campaign so that rather than being a stationary advertisement for the theme of the campaign, it is an interactive experience that will draw more unique visitors
- Examples of enhancements that will be made include a specific kids section, a Canteen section, The Nutrition Report, possibly an 'ask the Nutritionist' arena
- The final website will be bright, creative, fun, informative and easy to navigate

- All communication throughout the campaign will then draw listeners, viewers, readers to www.haveanaussieapple.com.au

Campaign Timings

Timing more than ever is critical to the success of this program. The Key Influencer program will commence at the beginning of the season along with some PR activity.

It is expected that the timing of the Super Schools may move to May/June.

Apples 2008 Promotional Calendar										
Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Media										
Experiential										
Viral										
Integrated TV										
Integrated Print										
Integrated Digital										
Commercial TV										
Commercial Print										
Super Schools										
Apple Nutrition Report										
Launch and Direct Mail										
Public Relations										
Point of Sale										
Sampling										
Key Accounts										
Website										
Internal Communications										