

# AUSTRALIAN PASSION FRUIT

## Marketing Strategy

The limited funds available for the marketing program, dictates that the industry utilise the marketing investment where the highest return on investment can be gained. Therefore the rationale is to focus the marketing promotions and communication to influence the buying habits of the current Passionfruit purchasers segment, with the aim to increase frequency and purchase volumes. By moving consumers up to purchasing more frequently and more volume each occasion, yields the highest return for the industry.

The promotional strategy aims to achieve these objectives of increasing purchase frequency and purchase volumes by;

- Leveraging the emotional connection that existing consumers have towards Passionfruit and by reinforcing the positive aspects of enjoyment/taste, availability and value to increase buyer motivation to purchase more frequently.
- Communicating the versatility, convenience of eating the fruit; providing practical solutions to remove barriers to purchase and thereby increasing consumption volumes.

The Passionfruit marketing program for 2013 focuses on driving consumer awareness during the peak seasons from May – July. The promotions will engage consumers within the identified target markets, whilst product is in good supply and available at a reasonable price point. A contingency budget has also been earmarked during this period to give the flexibility for the industry to promote during a possible influx of fruit later in the year.

## Target Market

The strategy engages the ‘frequent purchasers’ of Passionfruit segment. This group is currently considered the core buyers in the Passionfruit category. The segment on average consumes more Passionfruit in comparison to the rest of the market as well as has fewer barriers to purchasing the product.

Based on the 2011 consumer research study, two key target markets have been identified;

- **Young Transitionals**

The greatest opportunities lie with this segment that are currently the lightest purchasers in terms of volume and frequency, nevertheless they also has low barriers to purchase.

- **Established Couples**

The most frequent in purchasing Passionfruit compared to the younger demographics.

It is important to maintain their consumption levels as well as look into increasing their purchase.



## Public Relations

Public Relation activities will be used as the main communication channel to position Passionfruit a fruit as the 'hero' of the occasion leveraging the rich tropical and exotic attributes of the fruit.

This year's activity continues to drive the key messages of availability and versatility of the fruit. The activity proposed, delivers these messages to a greater breadth of consumers, whilst educating and motivating them to consider purchase Passionfruit during the peak periods of availability.

The key activities for the Public Relations program are as follows:



### Sammy and Bella Jakubiak

Two new brand ambassadors have been selected to represent and promote the Passionfruit industry through the various media channels during the 2013 season. Impact Agency has negotiated celebrity chef sisters Sammy and Bella – the winners of Season 2 of the hit TV program 'My Kitchen Rules', as Passionfruit ambassadors for the season commencing in 2013.

Since their appearance on the competition, Sammy and Bella have continued to grow their media profile over the years. They now regularly appear on TV as the resident food experts on The Morning Show, as well as Sunrise, Christmas with the Stars and New Idea TV. They also make regular appearances on print media, with regular recipe publications in New Idea, Cosmopolitan and OK! featuring delicious recipes and stunning food photography and styling. They are also well known for their motto that fresh and local is always best.

Sammy and Bella as brand ambassadors are closely aligned to the industry's promotional strategy into increasing the Passionfruit brand as a fresh, fun that appeals to the younger target audiences. The angle is to promote purple and panamas by the two sisters to create a more interesting story that would appeal to both media and consumers alike.

## Tropical Fruit Workshop for Bloggers

A tropical fruit themed media workshop is proposed to be undertaken during the month of March/April. The proposed event will invite top tier bloggers from around Sydney and engage them in an immersive experience around tropical fruits supported by the industry brand ambassadors and growers from the industry.

The aim of this event is to feature Passionfruit amongst a small group of other tropical fruits and showcase the taste and versatility as well as educating bloggers on seasonality, handling and storage. Potential partners for this event include Papaya, Custard Apples and possibly Pineapples and Persimmons.

