NZKGI

KPG 3 Year
Marketing and Promotional Plan
Update 19 August 2015
The Plan

The New Zealand Kiwifruit Product Group to Australia (KPG) is funding the development and implementation of a 3 year marketing and promotional plan for New Zealand kiwifruit into Australia commencing in the 2015 selling season.
Our core objective is to grow the consumption & value of New Zealand kiwifruit in the Australian market.
Key Factors of Marketing and Promotional Plan

- Focus is GREEN + category messages
- Programme will leverage off and compliment ZESPRI’s GOLD/ category programme in market
- Communication focus will be on health and nutrition (based on best practise) and below the line activity – ie: PR, social media, direct to consumer, trade marketing etc
- Activation focus and tools to work alongside and be integrated – where possible and appropriate into and to add value to ‘exporter own programmes’ moving forward
- Year 1 (2015) will be a more simple/ targeted programme due to limited lead time with build in 2016 & 2017
- Expectation that year 1 will set up ground work for 3 year plan
Key Milestones Timing and Activity

**Stream 1**

**DISCOVERY**
- Collation and distillation of existing materials/research to develop assumption base to drive plan

**STRATEGY & PLANNING**
- Development of Marketing and tactical executional plan for 2015

**CREATIVE /DEVELOPMENT**
- Development of creative & channel requirements to deliver key messages to support tactical programme. Engagement channels/media/agencies

**EXECUTION**
- Activity in market

**REVALIDATION / FUTURE BENCHMARKING**
- Closing of gaps and establishment of benchmarks to measure success (e.g. consumption)

**STAGE 1:**
- Development of Marketing and executional 3 year Plan

**STAGE 2:**
- Collation and distillation of existing materials/research to develop assumption base to drive plan

**STAGE 3:**
- Development of creative & channel requirements to deliver key messages to support tactical programme. Engagement channels/media/agencies

**STAGE 4:**
- Evolve plan for 2016 based on KPIs and learnings
Strategy

• Clear sensible strategy that reflects insights and consideration of budget (year 1 foundation, year 2 and 3 build)
• Focused around audience targeted media (not shotgun approach) – high online and social media
• Creation of assets that can be built upon in year 2 & year 3
**Discovery**

**Food Trends**

- 'There is a global movement towards health and wellness — 'clean eating, gluten-free, superfoods, Paleo and organic' are now mainstream'.
- 'With the widespread use of digital media, people are learning more about food and subscribing to new diets and lifestyles and follow a range of 'social influencers' aligned to their values'.

**Consumer Insights**

- 'Daily loyalists understand that kiwifruit is highly nutritious in comparison to other fruit'.
- 'Purchase decision is unaffected by kiwifruit brand or country of origin — however, don't discount the potential power of New Zealand'.
- '80% of all fruit buying decisions are at point of sale — people need to be armed with a reason to buy kiwifruit'.
- 'Kiwifruit's point of difference is tied up in its 'green' colour, the taste sensation and the multiple nutritional benefits it provides'.
- 'While kiwifruit is popular and seen as 'good value' it is suffering from being seen as a 'tier 2' fruit'.

**Take-out**

This tells us that a targeted campaign that communicates the specific nutritional benefits will get the most traction. Targeted to market segments that are most receptive to learning about health and wellness products and are already occasional kiwifruit eaters, for whom a nutritional message is relevant and will have most impact. Channel and platform choices will be dictated by media habits of key audience segments.
Objective

The difference between the two groups is information.

We need to increase occasionalist’s and trialist’s knowledge of kiwifruit and its benefits.
Year 1-3 objectives

Year 1
- Lay foundation
  
  Generate awareness of the nutritional value of kiwifruit with an audience who has a vested interest in our message, and yields the most influence, to maximise our impact.
  
  Develop the campaign platform that sets the foundation for the next 2 years.

Year 2
- Consolidate
  
  Broaden reach to include mass media channels.
  
  Build on the foundation of year 1.

Year 3
- Diversify
  
  Amplify through PR and endorsement partner.
Leveraging Influencers

Leverage off the exponential reach of powerful online influencers, reach that goes well beyond immediate followers.

These influencers lead tribes of followers who go on to influence their friends and family.

Influencers will be used to deliver compelling, rich content with subtle and surprising incorporation of NZKPG campaign messaging.

Established partnerships allow for authentic storytelling and multi-dimensional conversations.

Imagery of experiences linked to hashtag, hosted across influencers and NZKPG channels.
Educating consumers with information has little salience if there is little relevance.

Example 1: Irrelevant Messaging

A friend tells another friend that they have started eating quinoa because of its health benefits. The person receiving the message has no interest in healthy eating right now so there's no relevance to the receiver and therefore no action.

Example 2: Contextually Relevant

A mother is interested in increasing her energy levels and vitality at the start of summer. She goes online and visits her favourite online magazine to look for some answers. She notices information about kiwifruit's nutritional value and the spin off benefits. The information about kiwifruit is relevant to the reader given her search for healthier products, so she will seek more information and/or follow through with purchase if it has made a connection with her.
# Strategy overview

## What are consumers looking for?

- Better health and consistent quality of product

## Target segments

| Health Conscious Mums | Clean Healthy Living |

## Strategy

To increase consumption look to convert ‘Occasional’ kiwifruit eaters and ‘Trialists’ in selected segments (from the defined market segments) into regular users. Using the knowledge that the difference between the regular kiwifruit eaters and ‘Occasional’ and ‘Trialists’ — is their understanding of the specific nutritional benefits.
The Challenge Overview

We’ve identified our primary market segments as ‘Health Conscious Mums’ and ‘Clean Healthy Living,’ with a secondary focus on ‘Everyday Healthy.’

Traditionally kiwifruit marketing has tried to appeal to a broad audience but we need to tailor a campaign platform that will connect directly to our market segments. The research found that our market segments are receptive to learning about health and wellness products and are already occasional kiwifruit eaters, for whom a nutritional message is relevant and will have the most impact.
Defining the three segments

Health Conscious Mums

Busy Aussie Mums. Majority 35-49 years old. Even split in terms of socio-economics but in higher than average income households. Majority employed part time or are stay at home mums sharing the children's upbringing with a partner.

How to reach: Most engaged with search, mobile, shopping environments and discounts/competitions.

<table>
<thead>
<tr>
<th>Total market size</th>
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<tbody>
<tr>
<td>745,000</td>
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<table>
<thead>
<tr>
<th>Demographic</th>
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<tbody>
<tr>
<td>Main grocery buyer</td>
</tr>
<tr>
<td>Bought fresh fruit in last four weeks</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Kids 3-11 years in household</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Agree with statements</th>
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<tbody>
<tr>
<td>Try to give their kids as few sweets as possible</td>
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<tr>
<td>Look out for healthy products</td>
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</table>
Defining the Three Segments

Clean Healthy Living

Younger demographic with higher socio-economic status. Educated professionals working full time and earning higher than average income. Most likely to be double income households with no kids.

How to reach
Hard to engage - audience most likely to be reached through personalisation or while engaging in one of their passion points (health).

<table>
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Demographic
- Main grocery buyer
- Bought fresh fruit in last four weeks
- Not parents of kids 3-11 years
- Push themselves to be the best they can in life
- Live in main metropolitan areas

Agree with statements
- Look out for healthy products / OR
- Make sure to eat balanced, nutritious meals / OR
- Actively buy healthy food to have a good diet
Health Conscious Mums 745,000
Clean Healthy Living 523,000

Primary Audience

Secondary Audience
Everyday Healthy 2,087,000
Word of Mouth / Influence Propensity: Information Flow Four Stages

‘Clean Healthy Living’ + ‘Health Conscious Mums’ have a higher Transmitter and Hub score while ‘Everyday Healthy’ have a higher Talker score. This means ‘Clean Healthy Living’ and ‘Health Conscious Mums’ wield more influence (and are likely also to be early adopters).

Effectively, a message that reaches them is likely to be further disseminated to a wider mainstream audience — so by targeting these ‘High Influence’ segments there will be a knock-on effect through their influence and behaviour patterns.
Campaign framework — year 1 (3 month in market campaign)

A digital campaign that communicates messages around the specific nutritional benefits of kiwifruit (digestion, Vitamin C, nutritional density), eating occasions and convenience.

The segments will be reached through digital media platforms and their ‘influencers’, health and wellness advocates who they follow and/or are in the places they go to find information about health.

See appendices for more information on media consumption and platform engagement.
Media best suited to our audience
Google Display Network

Google Display Network is one of the highest reaching networks and covers 95% of websites in Australia.

GDN is a cost effective way to target our audiences and increase our overall campaign reach and impact.

Affinity Audiences: Custom built audiences by GDN and selected based off the audience criteria supplied to them.

Placement Targeting: Placement targeting across GDN will ensure display ads are featured across relevant content and sites.

<table>
<thead>
<tr>
<th>Placement Targeting</th>
<th>Affinity Segment Targeting</th>
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<tbody>
<tr>
<td><strong>Est Impressions:</strong> 909,664</td>
<td><strong>Est Impressions:</strong> 4,310,550</td>
</tr>
<tr>
<td><strong>Est Clicks:</strong> 4,340</td>
<td><strong>Est Clicks:</strong> 400,551</td>
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Targeting based on predefined variables around interest: cooking, health & fitness, foodies and cooking enthusiasts.
Year 1 Campaign Overview

Microsite (central hub)

A place to drive traffic, it will become an infer repository over time
- Recipes
- Education
- Inspiration
- Top tips (cooking & nutrition)
- Photos
- Videos

Comms / Media

Targeting
- Health conscious
- Mums
- Clean healthy living
- Everyday healthy

Channel
- Digital

Digital
- Media partners
- Google Display Network
- Social
- Search
- Influencer

Content
Campaign idea will deliver a variety of bespoke content to our audience segments in places where they’ll see it and engage with it

Messaging

Nutritional Messages
- Vitamin C
- Improved digestion
- Naturally dense
- Food values: Fun, fresh, green colour for positive associations

Behaviour Messages
- Frequency (why best)
- Occasions
- Convenience (smoothie, lunchbox)
Recommended platforms: Year 1

Years 1–3

**Strategy**

- Campaign concept and content to completion
- Micro-site
- Campaign imagery

**Fairfax Media**

- **Media Partner**
  - Online digital publications with wide reach

- **Google Display Network**
  - Ads on a variety of websites that our audience segments visit

- **Influencer**
  - People with great influence on the internet who have a tribal following that we can partner with

**Facebook**

- Social
  - Targeted Facebook Ads

**Google AdWords**

- Search
  - Keyword search terms

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**Content creation to build the awareness campaign**

- High visitation - 29,770,000 page views
- Contextually relevant content

**Wide reach to build awareness**

- Leveraging influencers' social followers

**Estimated impressions - 2,551,020**

**Highly consumed by audience**

**Engagement opportunities**

**Spend**
We will be selling the whole category, the benefits of kiwifruit in general, promoting both green and gold fruit.
Core Objective

Grow the consumption and value of New Zealand kiwifruit in the Australian market.

How do we grow the consumption of kiwifruit? A targeted campaign that communicates the specific nutritional benefits of kiwifruit.

How do we increase the value of kiwifruit? By making kiwifruit desirable by increasing perceived value.
To appeal to our audience, the challenge is to position kiwifruit in the ‘foodie’ space as a healthy lifestyle choice.
What does it look like?

Our goal is to turn kiwifruit into the preferred healthy lifestyle choice in Australia and change the perception of kiwifruit. To appeal to our audience, the challenge is to position kiwifruit in the ‘foodie’ space as a healthy lifestyle choice.
Campaign Idea

Looking after ourselves and each other is a universal truth, applicable to both Aussies and Kiwis. Our campaign plays on the Australian shorthand for kiwifruit as ‘kiwis,’ which personifies the brand and establishes the provenance.
LOVE LIFE
LOVE YOUR BODY
LOVE KIWIS
EXPERIENCE LESS FATIGUE AND MORE ENERGY

BEAUTIFUL FROM THE INSIDE OUT

EAT BETTER TO FEEL BETTER

SUPER MOOD

INNER BEAUTY

FEEL GOOD INSIDE OUT
KIWIS HAVE THE HIGHEST NUTRITIONAL DENSITY OF ANY FRUIT. BE BEAUTIFUL FROM THE INSIDE OUT.

INNER BEAUTY
SUPER GREEN SMOOTHIE BOWL

WHAT YOU NEED
- 1 cup green apple, chopped into cubes
- 1 cup green kale, washed and chopped
- 1 cup mixed berries
- 1/2 cup rolled oats
- 1/2 cup almond milk

WHAT TO DO
1. Blend the green apple, green kale, mixed berries, rolled oats, and almond milk in a blender for 2 minutes or until smooth.

DETOX GREEN APPLE KIWI FRUIT & KALE SMOOTHIE WITH WALNUTS

WHAT YOU NEED
- 1 green apple, washed and cored
- 1 kiwi fruit, peeled and cut into cubes
- 1 cup mixed berries
- 1/2 cup kale leaves
- 1/2 cup walnuts, chopped

WHAT TO DO
1. Blend the green apple, kiwi fruit, mixed berries, kale leaves, and walnuts in a blender for 2 minutes or until smooth.

NUTRITIONAL BENEFITS

Energy: 170 Calories
Fat: 5g
Sodium: 0mg
Cholesterol: 0mg

Year 2 – Concepts

KIWIS HAVE THE HIGHEST NUTRITIONAL DENSITY OF ANY FRUIT. BE BEAUTIFUL FROM THE INSIDE OUT. INNER BEAUTY

A simple rule provides your daily vitamin C, with a healthy dose of vitamins A and E. Powerful. Antioxidant. Mesmerizing. Fills and fills. Turn a healthy habit into a new your body's love trait.
EAT TWO KIWIS A DAY AND EXPERIENCE LESS FATIGUE WITH MORE ENERGY. EAT BETTER TO FEEL BETTER.
Results to Date

Campaign overview
• Impressions – 2,450,182
• Clicks – 7,748
• CTR – 0.32%

Campaign Insights
• The Love Kiwi’s campaign went live on the 20th of July and we have so far delivered over 2.4M impressions and 7,748 clicks for a strong starting CTR of 0.32%.
• Fairfax - The Life & Style Sponsorship is now live and recording a 0.12% CTR - but the activity has only been live for 3 days and we expect the CTR to increase in the upcoming weeks.
• GDN – This activity is generating the highest engagement for the display component of the campaign with a 0.21% CTR. In particular, the Placement Targeting is averaging a 0.27% CTR. They also noticed a stronger trend towards Sydney users so have put in place optimisations towards users in
• Taste – The mobile activity is continuing to outperform the desktop activity.
• Facebook activity – The Healthy Zealots audience is resonating well with the ads and is the most cost efficient activity with a 0.61% CTR
• Creatively, The Pork creative is the most engaging banner running, which coincides with the top performing FB ad which has the Pork image. Overall, the audience isn’t engaging with the non-food banners as much as the food banners.
(almost) raw kiwifruit + ginger 'cheesecake'
23rd Jul 2015

HEALTH INSIDER:

MEET THE NEW SUPER-CUTE, SUPERFRUIT

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did you know kiwis have the highest nutritional density of any fruit...

... and that they're packed with vitamins, antioxidants, minerals and other essentials...
Google Display Network
Google Display Network

Health

How to Detox Your Body Naturally

Health Benefits of the DASH Diet and 9 Delicious Recipes

15 Best Foods for Your Heart

In a fast-paced world where convenience trumps more time- and labor-intensive healthy home cooking, the tide is on to protect...
Influencers - My Darling Lemon Thyme
Is Leon Bridges soul's salvation?

Andrew Furgess | Two years ago he was working at a cafe and handing his pay cheques to his mom. Now the sharp-dressing soul man is music's next big thing.

Winning portrait: The moving story behind Archiebald winner Shane Bourne: New host promises to add sparkle, and risk, to DWTS

Latest claims: Bill Cosby made payments to women after having sex with them, and hid it from wife.
Nutrition & Fitness for Older Kids

At what age should sport go from participating to winning?
Andrew Daddo | We all like to think we value our child's participation in sport first and winning second but Andrew Daddo wonders how true this actually is.

Poor fitness is a bigger threat to child health than obesity
Gavin Sanders | The least fit ten-year-old English child from a class of 30 in 1998 would be one of the five fittest children in the same class tested today.

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1. First word - Last word
2. A-Z of Towns/Suburbs
3. A-Z of Animals
**Media Partner: Essential Kids**

**Kids Nutrition & Fitness**

**Three awesomely healthy kids snack ideas**

*Teacher Javier* | Looking for some super easy snacks to whip up that won’t send the kids into a sugar frenzy (and you don’t have to be an expert chef to make)?

**Why eating breakfast before school is non-negotiable**

*Jo Hurley* | The Dietitians Association in Australia is urging all parents to make eating breakfast ‘non-negotiable’ for school-aged children, following recent research that highlighted the detrimental effects for students who start school hungry.

**PORK LAR& KIWI LETTUCE CUPS — LOVE KIWIS**

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KIWIS HAVE THE HIGHEST NUTRITIONAL DENSITY OF ANY FRUIT. BE BEAUTIFUL FROM THE INSIDE OUT.

**Younger Kids - Forum**

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- New posts
- Most discussed

1. Invites and siblings
2. NOIS complaints
3. Did you send your January baby to school at 5