

# Persimmons 2008/09 Domestic Annual Marketing Plan

August 2008  
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## 1. Introduction

Horticulture Australia Limited (HAL) manages the research, development and marketing investment of levies collected from Persimmon growers nationally across Australia.

HAL does this by working in partnership with the peak industry body representing Australian Persimmon growers nationally.

The Persimmon levy covers both marketing and research and development projects.

This planned program for the domestic promotion of Persimmons in 2008/09 has been developed to achieve the following objectives as seen in the strategic marketing plan 2003 – 2008:-

### Mission Statement

*"To profitably and sustainably produce a quality product to meet the demand for sweet persimmons from a range of domestic and export markets, and ensure the product is marketed and promoted to the best advantage for growers."*

### Objectives (from the 2004-2008 Strategic Plan)

#### Objective 4.

- Increase domestic consumption of persimmon by 30 percent over four seasons from 2004 to 2007.
  - *Strategy 4.1* Pursue all possible means of obtaining cost effective publicity in the food media and general media
  - *Strategy 4.2* Implement a professional promotional program on the Australian domestic market.
  - *Strategy 4.3* Encourage growers to become "ambassadors" for their fruit within their area/region and provide appropriate resources.

#### Objective 5

- Expand the volume of persimmon exported to 200,000 trays by 2007
  - *Strategy 5.1* Conduct preliminary research into market development opportunities using knowledge of current exporter. Identify barriers to developing these markets and prioritize.
  - *Strategy 5.2* Undertake research and development activities to overcome barriers to entering these markets.

*Note: This one year Annual Marketing Plan requires IAC endorsement and HAL board approval*

## 2. Executive summary

The 2007/08 marketing program will come to an end in May 2008. At this time, HAL will be able to provide the persimmon industry with a final report outlining the successes from 2007/08. It is recommended that the Persimmon IAC review the activities planned for 08/09 again at this time in greater detail, i.e. at the August/September IAC meeting.

### 2008/09 Marketing Objectives –

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
  - Normalizing the fruit whilst maintaining its uniqueness,
  - How to eat the fruit and tips such as how to select, store etc.
- To create demand among 'new users', increase consumption with 'infrequent users' and maintain loyalty with 'frequent users' of Australian Persimmons
- To generate and secure positive Persimmon media coverage and 'buzz'.
- To ultimately increase domestic sales (at stable prices) of Australian Persimmons by 10%

The program planned for 2008/09 aims to lift the profile of Australian Persimmons, create more awareness of them with consumers and create a buzz about them with the media, it will continue to build upon previous successful core activities but will also incorporate new activities and novel approaches to promotion of Australian Persimmons.

HAL is looking into new providers to undertake these activities which will be developed over the next six months for endorsement at the next IAC meeting.

## 3. Situation analysis

### Situation Analysis

- Sweet Persimmons (the non astringent variety) account for 90% of production/consumption in Australia and are the focus of this marketing strategy.
- The total volume produced ten years ago was 1000 tonnes that has risen to 2000 tonnes in recent years. The projected volume of production (in tonnes) for the next 5 years is 2500t/year.
- Total farm gate dollar value was \$6 Million and is projected to rise by \$5 Million until 2007.
- Persimmon season runs from mid February (Queensland, North NSW) to late June (Victoria, NSW).
- 40% of Persimmons are sold in NSW
- 15-20% is sold in supermarkets; the remainder are sold through independent retailers.

### Industry

Astringent persimmons have been a common backyard tree in Australia for 100 years. Many Australians who grew up in the older suburbs of cities and towns know them for the fact that they must be eaten when very soft, or they leave an unpleasant astringent aftertaste. For this reason, they are not popular within the Australian domestic market.

In the early 1980s, Japanese cultivars of non-astringent persimmon were first brought to Australia. They can be eaten crisp, and are sought after through many Asian markets for their sweetness and attractive colour.

The industry grew slowly through the 1980s, with rapid expansion taking place in the 1990s after an RIRDC funded project to overcome some of the problems growers were facing in adjusting overseas crop management techniques to Australian conditions. Much work was also done in establishing export markets.

- Approximately 250,000 trees of non-astringent cultivars
- Estimated current production is 450,000 trays annually or about 1,900 tonnes.
- Gross value of the industry is currently estimated at \$6 to \$8 M.
- In comparison with the world production (600,000 tonnes), Australian production is relatively small (<1%).
- About 250 growers
- The average orchard size is about 1,000 trees
- The most commonly planted variety is Fuyu making up 78% of plantings, followed by Izu, Jiro and Suruga.
- Production occurs in South East Queensland (south from Bundaberg, and west to Kingaroy and Toowoomba), North Cost New South Wales, Sydney Region, Northern Victoria, South Australian Riverland and around Perth and the south west of Western Australia. Isolated production occurs outside these regions.
- Based on estimates of plantings over the past five years, production is expected to increase to 750,000 trays by 2008, as young trees reach their yield potential.
- Australia's production period starts in the warmer semi-tropical regions of Queensland in late February and finishes by late June in the cool temperate regions of southern Australia.
- Prices in all major cities are highly variable reflecting the variability in quality and supply.
- Strong price pressure occurs when northern and southern seasons overlap for a couple of weeks in April because of a large increase in volumes.
- Our major competitor on the Australian and export market is New Zealand whose fruit are available from late May to August.
- Fruit of non-astringent cultivars is little known on Australian markets with an estimated <10% of people having tried the fruit.
- Asian ethnic groups appear to prefer eating the fruit because of their sweetness and low acidity.
- Fruit quality problems vary from region to region and State to State.
- In the past the percentage of marketable fruit has been reduced by as much as 60% due to blemish marks. Calyx separation and cracking, and fruit fly damage.
- However, blemish marks have been significantly reduced by training trees onto trellis systems.
- In coastal regions of QLD and NSW, fruit does not develop a deep orange skin colour due to lack of cooler night temperatures
- In contrast, in SA, fruit colour is excellent but fruit size may be reduced by up to two size grades by water stress caused by saline waters and soils. Small fruits achieve much reduced returns.
- Rapid softening of fruit in transit and storage continues to be a major problem from most regions and the causes are poorly understood.
- Poor quality in early season fruit has an overall negative impact on the image of Australian sweet persimmon in export markets

## **Environmental Analysis**

There are numerous factors that have influence over the fresh fruit market. Below are some points of consideration that need to be taken into account:

### **The Macro Environment**

#### **Demographic, Cultural, Social**

- Australia's population is aging, and this factor is a major focus of social and economic policy in Australia at present. In 1997 the average age of the population was 34.3 years and is projected to reach between 42 and 43 in 2031 (ABS).
- Fruit consumption is skewed toward the 'baby boomer' population. A HAL funded consumer usage and attitude study (U&A) in 2003 revealed that 37% of fruit consumption in the summer for example, is within the 55+ demographic with a further 26% in the 40-54's and 12% in 25-39's. As a contrast the 18-24 age group only accounts for 4% of fruit consumption.
- There is definitely room for an increase in total fruit consumption in Australia. A national nutrition survey undertaken in 1995-1996 revealed that 42% of the 13,000 adults surveyed had not eaten any fruit on the day of the survey. Fruit intake was significantly lower in metropolitan areas and rural centres ([www.healthyactive.com.au](http://www.healthyactive.com.au)).
- There is much anecdotal evidence to suggest that Australia's Asian populations account for a large percentage of tropical/exotic fruit consumption.
- The Australian population is becoming increasingly more adventurous and follows trends.

#### **Political**

- The consumption of fresh fruit as part of a healthy diet is being strongly pushed from many official places. The Australian Government has committed \$11 million into its 'Healthy Active' campaign, a significant component of which involves encouraging children and their families to increase their daily consumption of fruit and vegetables. This is encompassed in the 'Go for 2 & 5 campaign'.

#### **Economic**

- The retail price of fruit is rising. The year to date figures for total fruit prices are up 19% with volume up by 14%. The year to date figures for total vegetables is up 10% with volume down by 4%. (Scan Data)

#### **Consumer**

- 21% of the Australian consumer market is made up the 'house-proud' segment. These are family oriented conscientious cooks that are big grocery spenders and will experiment with new products. They are 14% more likely than the average population to consumer fresh fruit (Roy Morgan).
- Another 9% are classified as the 'trendsetter' segment who are 13% more likely to purchase and consume fresh fruit. They are big spenders and enjoy tasting new foods.
- A further 10% fall into the 'entertainer' segment. This group has high income levels, are big spenders and a have high uptake for gourmet foods.
- The average age range of mothers with school-aged children is 30 – 49 years.

#### **Industry**

- The structure of the retail sector is undergoing massive change both globally and in Australia. Large, powerful supermarket chains seek to acquire product direct whilst minimizing supplies, either through new systems of channel marketing or via category buyers.

## ***The Competitive Environment***

### **Direct Competition**

- Apples and pears are probably Persimmons nearest competitors.
- Horticultural industries promoting their product in the marketplace at the same time as Persimmons include; apples, pears, nashi, bananas, citrus, longan, table grapes, custard apples, melons.

### **Indirect Competition**

- Desserts and other snack foods compete with Persimmons as they do with all fresh fruit.
- As Persimmons are not a staple food, competition can also come from other unrelated expenses a consumer may wish to spend their discretionary income on, i.e. dining out, drinks, etc.

## **Persimmon SWOT Analysis (based on the 2004-2008 Strategic plan)**

### **Strengths**

#### *Industry*

- The Australian Persimmon industry has a counter- seasonal supply to all the major existing Persimmon markets in the Northern Hemisphere.
- Northern production regions currently have limited competition in Asian export.
- The capacity to produce exceptionally sweet fruit.
- Geographical spread of production gives a greater potential for continuity of supply over a four month period, in spite of adverse conditions.
- Industry has access to good basic production information and a committed core group of growers and researchers to build from.
- There is an existing marketing group which has potential for expansion and which is successfully coordinating supply of fruit to markets.

#### *Fruit*

- Consumers see Persimmons as rare / different, easier to eat than an apple.
- Have a unique taste, colour and display (look), versatility and ease of eating that motivates consumers to buy.
- Seen as a crunchy refreshing fruit with a subtle sweetness.
- Regular users love Persimmons' unique taste, texture and colour.
- Unique for entertaining.
- Popular with Asians, Greeks (known as the vanilla Persimmons) and southern Europeans

### **Weaknesses**

#### *Industry*

- Limited domestic market.
- A large number of Australian people associate Sweet Persimmon with an unpleasant prior experience, as a result of eating Astringent Persimmon that was not fully mature.
- Promotion so far has been ad hoc, promoting the fruit under various different names, leading to confusion amongst consumers.

#### *Fruit*

- Many Australian consumers don't know the fruit at all,

- Lack of retailer education and promotion, leaves even those selling Persimmons, unsure of their benefits,
- Confusion as to whether they are a fruit or vegetable,
- Some consumers report fruit has variable quality,
- Consumers have been known to mistake the fruit for an unripe tomato,
- Not seen as expensive, but price contributes to them being an occasional rather than an everyday purchase,

### **Opportunities**

- Key influencers, food writers are unaware of Persimmons as an easy substitute in recipes.
- Opportunity to leverage off apples (not attacking them), but highlighting their crunchy nature, and that Persimmons are easy to eat, sweet juicy, without drips and are low in acid.
- Build mass consumer demand.
- Increase awareness of the fruit.
- Work with the retail chains to raise the profile of Persimmons in store.
- Take advantage of the fact that Persimmons are not yet a 'mainstream' to appeal to 'foodies' (food writers and restaurants), who set trends,
- Take advantage of the increased media exposure that fresh fruit and vegetables are getting as a result of the Government's Healthy Active campaign and the rapidly growing obesity epidemic.
- There are few fresh fruits available in the timing niche.

### **Threats**

- The funds available limit the amount of promotional work that can be carried out.
- The large retail chains are often reluctant to work with suppliers / industries with little to offer in the way of promotional support.
- There is a large number of competing fruits in the market, which are cheaper and much more established.
- Lack of marketing, and a lot of misunderstanding in the market place about Persimmons.

### **Tropical Fruit Market Research**

In 2005, Deborah Wilson Consulting was contracted to research the current Australian Tropical Fruit Markets. This research targeted gaps in existing market information for developed tropical fruit industries and small and emerging tropical fruit industry sectors.

#### **Selected insights from tropical fruit market research**

- Women are the main tropical fruit buyers (77.0% of buyers who purchase tropical fruit one a month or more often)
- Predominantly older aged groups purchase more – 55 and over (37.7% of people who buy monthly or more frequently) and 40 - 55 years (34.8%)
- Need to boost consumption for consumers under 40 of age
- Families without school aged children dominate purchase more frequently (69.8% of people who buy tropical fruit monthly or more frequently)
- White collar occupations (57.8%) and people earning more than \$41,600 per annum (52.0%) are the main buying groups.

- Most regular buyers of tropical fruit purchase from green grocers mostly or some of the time (73.4% of regular buyers)
- A significant proportion of regular buyers are buying from supermarkets solely or “some of the time” (59.7%)
- Lower prices and improved availability were identified as key drivers that would potentially encourage purchase of tropical fruit. Being able to taste a sample of the fruit before they buy and information on health benefits, vitamins and minerals in the fruit were also identified as important drivers for increased consumption of tropical fruit.
- Consumers also highlighted the need for signage and information leaflets on the fruit as well as free samples
- Brisbane is the dominant market with 91.0% of buyers purchasing tropical fruit monthly or more frequently followed by Melbourne (79.4%) and Sydney (75.2%)

### **Geographic Market Profile:**

#### **Brisbane Market:**

- When buying fruits and vegetables, Brisbane buyers place a greater emphasis on freshness (40.6%), quality (37%), price (35%) as well as a greater interest in seasonal fruit compared to other markets (17.0%)
- Brisbane grocery buyers are the most frequent buyers of tropical fruit – 91.0% buy tropical fruit monthly or more frequently and 71.0% purchase tropical fruit weekly.
- Fewer Brisbane consumers (32.0%) buy tropical fruit mostly from the green grocer compared to Sydney (47.5%) and Melbourne (37.3%) consumers.

#### **Sydney Market:**

- Sydney grocery buyers place greater emphasis on freshness (60.4%). Sydney consumers are also interested in price (31.7%) and quality of tropical of tropical fruit (28.7%) in the mix of fruit and vegetables they purchase in a week.
- Sydney grocery buyers are the less frequent buyers of tropical (75.3% buy tropical fruit monthly or more frequently) compared with Brisbane consumers (91.0%) and Melbourne consumers (79.4%)
- Only 54.5% of Sydney consumers purchased tropical fruit weekly or more frequently compared to 71.0% of Brisbane grocery buyers.
- Sydney grocery buyers (47.5%) buy tropical fruit mostly from the green grocer compared with Brisbane (32.0%) and Melbourne (37.3%) consumers.

#### **Melbourne Market:**

- Melbourne grocery buyers placed greater emphasis on freshness (65.7%). For Melbourne grocery buyers, price (31.4%) and quality (27.5%) were important considerations when choosing the mix of fruit and vegetables bought in a week.
- After Brisbane grocery buyers, Melbourne grocery buyers (79.4%) were the most frequent buyers of tropical fruit. Half of the Melbourne grocery buyers surveyed purchased tropical fruits weekly or more frequently compared with 54.5% in Sydney and 71.0% in Brisbane.
- About a third of Melbourne grocery buyers (37.3%) buy tropical fruit mostly from the green grocer compared with Sydney (47.5%) and Brisbane (32.0%) consumers.

### **Consumer Research**

Brand Story was commissioned to investigate Sweet Persimmons, the research consisted of:

- A quantitative research study via a national weekly omnibus of 1200 adults
- A qualitative study comprising 2 focus groups ( one of current consumers and one of 'foodies' - consumers who are interested in food on a range of levels but who don't necessarily consume persimmons).
- Informal discussions with the industry.

The research set out to establish the following;

- Consumer awareness, knowledge, usage and perception,
- Understand the barriers and motivations to purchasing and consumption,
- To determine the best future promotional name for the fruit,
- To aid the development of a positioning strategy and future marketing and communications tactics.

### **Selected Insights from Consumer Research**

- Around 42% of the adult population have tried Sweet Persimmons.
- Awareness of Persimmons is significantly higher amongst older age groups with 81.5% of people over 50 years of age being aware of Persimmons compared to only 36% of those between 18 – 24.
- Approx two thirds of adults were aware of Persimmons.
- Females are more frequent consumers of Persimmons than males and older age groups (35+) are much more aware of the fruit than younger consumers.
- Asians are current major users (Persimmons are known as the Asian apple) – and constitute about 70% of current consumers.
- Currently the most common way of consuming a Persimmon is on its own as a piece of fresh fruit.

### **Product Name**

- Three possible names for the fruit were presented;
  - Sweet Persimmon
  - Fuyu
  - Sweet Gold
- Fuyu ( a successful name in America), was rejected for being too difficult to say and for sounding foreign and more like the name of an apple variety.
- Sweet Persimmon was considered to be the most suitable.
- Using the 'Sweet' descriptor overcomes confusion with unripe tomatoes and counters negative experiences with astringent varieties.



## **Previous Marketing Programs**

Between 2004-2006 the Australian Persimmon Industry had small marketing budgets resulting in low scale marketing programs. In summary these have consisted of:

### **2005/06**

#### **Key Strategy**

The initial, primary objective was to communicate key messages to the media with the aim of reaching consumers:

#### **Key Objectives**

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
  - Normalising the fruit whilst maintaining its uniqueness,
  - How to eat the fruit and tips such as how to select, store etc.
- To create demand among 'new users', increase consumption with 'infrequent users' and maintain loyalty with 'frequent users' of Australian Persimmons.
- To generate and secure positive Persimmon media coverage and 'buzz'.
- To ultimately increase sales of Australian Persimmons.

### **2005/06 Activity Program**

The 2005/06 program consisted of media relations, recipe development; media sample packs and point-of-sale distribution.

### **2006/07**

#### **Key Strategy**

The 2006/07 persimmon marketing program was an extension of the previous year's programs key messages. The program was devised to continue the education process for media and also to commence the education process with consumers as persimmons are still largely unknown.

#### **Key Objectives**

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
  - Normalizing the fruit whilst maintaining its uniqueness,
  - How to eat the fruit and tips such as how to select, store etc.
- To create demand among 'new users', increase consumption with 'infrequent users' and maintain loyalty with 'frequent users' of Australian Persimmons.
- To generate and secure positive Persimmon media coverage and 'buzz'.

- To ultimately increase sales of Australian Persimmons.

### **2006/07 Activity Program**

The 2006/07 program consisted of media relations, recipe development, in-store demonstrations and point-of-sale distribution.

### **2007/08**

#### **Key Strategy**

This year's program introduced new elements. The industry recognised the need to target retailers and educate them on how to store and display Australian Persimmons. In addition to the retailer education, the industry aimed to develop a website which could be used by both consumers and growers to find out information about Australian Persimmons.

#### **Key Objectives**

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
  - Normalizing the fruit whilst maintaining its uniqueness,
  - How to eat the fruit and tips such as how to select, store etc.
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- To generate and secure positive Persimmon media coverage and 'buzz'.
- To ultimately increase sales of Australian Persimmons.

### **2007/08 Activity Program**

The 2007/08 program consisted of recipe development and photography, point of sale – development and distribution, in-store demonstrations, retailer education, media relations, consumer website and logo development.

HAL are really pleased with the outcome of the 2007/08 program, there were 45 media clips achieved which reached an audience of over 4 million. The in-store demonstrations program resulted in over 3,200 consumers being engaged about persimmons – with 58% of people during the demonstrations trying a persimmon for the first time!

Media were introduced to Stephen Jeffers for the first time and participated in a workshop to learn more about the fruit. Feedback from media was overwhelmingly positive and the event has helped media to become more comfortable with the fruit and therefore use more in the their publications.

A complete report on the 2007/08 marketing program has been provided to the IAC members in a separate document.

## **4. Marketing objectives**

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
  - Normalizing the fruit whilst maintaining its uniqueness,
  - How to eat the fruit and tips such as how to select, store etc.

- To create demand among 'new users', increase consumption with 'infrequent users' and maintain loyalty with 'frequent users' of Australian Persimmons.
- To generate and secure positive Persimmon media coverage and 'buzz'.
- To ultimately increase sales of Australian Persimmons.
- To develop an industry Marketing Strategic plan in line with the new Industry Strategic plan in 2008, and an underlying action plan for each.

## 5. Target market

1. Non users, lapsed and occasional users;
  - Younger consumers 20-35 years.
  - Adult, male/female primary grocery buyers 35+ years.
2. Frequent users;
  - Primary grocery buyers predominantly females aged 35+
3. Stakeholders;
  - Retailers such as independents, Woolworths, Coles buyers and Persimmon growers.

## 6. Marketing and promotional strategies and activities

***Draft and potential project outline only – detailed activity plan to be endorsed August 2008.***

The following activities have been put together by HAL; they are recommendations for the 2008-09 domestic marketing program for Persimmons:

### **1. Public Relations (\$9,000)**

Reinforce the exotic and desirable image of Australian Persimmons while removing the mystery of the fruit.

HAL has provided briefs to three agencies in order to ensure the Persimmon industry is getting the most cost effective and interesting public relations program for the budget allocated. This process is currently being undertaken and more information on the detail of the PR program will be provided at the upcoming teleconference where the domestic campaign for 08/09 will be discussed.

### **2. Recipe Development / Photography (\$4,000)**

Develop and photograph new fashionable recipes with the help of a stylish home economist, to be used for the 09/10 season.

### **3. Point of Sale Development (\$4,000)**

Print new recipe pads using the recipes developed in the 2007/08 program. Distribute to key markets nationally as well as the key independent stores in Sydney.

### **4. In-Store Demonstrations (\$20,000)**

In-store demonstrations to take place in stores that are in line with the demographic for Persimmons. Demonstrations are a great way to reach consumers at point-of-purchase and influence their purchase decision.

Below is the proposal from Let's Launch – a promotional and experiential marketing agency which HAL approached for a proposal:

## **Project Overview**

### ***Campaign Objectives***

- To educate and demonstrate how to select, store and eat Persimmons
- To create demand among new customers
- To increase consumption with frequent users and maintain loyalty
- To normalise the fruit whilst maintaining its uniqueness
- To communicate the variety of uses for Persimmons
- Influence consumers to purchase the fruit

### ***Target Market***

*Primary: Non users, lapsed and occasional users*

- Younger consumers 20-35 years
- Adult, male/ female primary grocery buyers 35+ years

*Secondary: Frequent users*

- Primary grocery buyers predominantly females aged 35+

*Stakeholders:*

- Retailers such as independents, WW, Coles buyers
- Persimmon growers

## **In-store Campaign**

### ***Overview***

The proposed in-store campaign activity will focus on in-store sampling, consumer education, increased brand awareness and increasing sales at point of purchase.

The campaign will focus on ensuring consumers are well-informed on how to select and prepare Persimmons. Normalising the fruit as well as maintaining its uniqueness will also be significant when showcasing the versatility of Persimmons to the consumer.

It is recommended to develop a creative uniform overlay is incorporated to generate interest from consumers and to create brand awareness for the Persimmon industry.

Overall campaign objectives are to educate consumers on how to select and prepare Persimmons. Creating demand, maintaining loyalty and increasing Persimmon consumption are also key to the campaign.

### ***Sampling Activity Overview***

- Sampling takes place at a demonstration table in-store. Vibrant Brand Ambassadors will attract consumers by cutting and distributing the fruit. In line with objectives as it is showing consumers how to select, store and prepare Persimmons.
- Well versed on the campaign objectives, Brand Ambassadors will encourage consumers to try pieces of Persimmon while explaining the benefits of the fruit.
- This activity is effective in encouraging trial and many consumers after trial will be influenced to purchase the fruit on the spot.
- Independent accounts in middle to high income areas will be the focus of this activity. All assignments will be 3 hours in duration and scheduled during the busiest shopping periods for your target market.

- A total of 40 assignments will be executed in Sydney, Melbourne and Brisbane over 6 weeks with an estimated 7,200 consumers being reached.

### **Uniform Options**

#### ***Fruit Shiner***

- Brand Ambassadors will impersonate old fashioned "shoe shiners"
- Consumer will be presented with polished fruit
- Bright orange shirts will be worn with black pants and black apron
- Creates awareness in-store

#### ***Silver Service***

- Formally dressed Brand Ambassadors will serve consumers fruit pieces
- Will wear tuxedo and pressed white shirt
- Relates to the vulnerability of the Persimmon fruit
- Creates a sense of delicacy that is required when handling

### **Equipment**

- HACCP (Gloves, garbage bags, cleaning equipment)
- Demonstration Table
- Demonstration Table Branding
- Demonstration Table Set Up Fee
- Cutting Board
- Knife
- Serving Spoons
- Serviettes

### **Locations**

- National campaign (Metropolitan areas only i.e. 30km from CBD):
  - Sydney 20 assignments
  - Brisbane 10 assignments
  - Melbourne 10 assignments
  - **Total 40 assignments**

*Let's Launch will provide HAL with recommended store lists*

### **Timing**

- Campaign to be executed over 6 week period across the following days:

Tuesday	11.00am–2.00pm	(3 hours)
Wednesday	11.00am–2.00pm	(3 hours)
Thursday	3.00pm–6.00pm	(3 hours)
Friday	3.00pm–6.00pm	(3 hours)
Saturday	11.00am–2.00pm	(3 hours)

### **Reach**

- In total an estimated 7,200 samples distributed through in-store campaign activity
  - This equates to 1 consumer reached every minute

### **Sales**

- Let's Launch aim to achieve weekly product sales within each assignment period
  - Sales achieved averages 15-24 units depending on category

Please note that the above times and locations are based on a recommendation only and can be changed to suit your requirements.

<b>Pilot In-store Campaign</b>	<b>6 weeks</b>
<i>Total Assignments</i>	<i>40 x 3 hour assignments</i>
<i>Estimated Reach</i>	<i>7,200</i>
<b>Inclusive of: Brand Ambassadors (including training) Store Booking &amp; Administration Fees Uniforms (incl. any one of the creatives outlined) Equipment Couriers Reporting Management &amp; Creative Fee</b>	
<b>Total (excluding GST)</b>	<b>\$19,873.20</b>

**Brand Ambassadors**

- The Brand Ambassadors are selected for their suitability to both the brand and objectives of each campaign
- Let's Launch Brand Ambassadors will always be:
  - Friendly and approachable
  - Professional and personable
  - Enthusiastic
  - A brand ambassador
  - Well versed on the campaign and its objectives

**Training**

- Let's Launch suggest training all Brand Ambassadors to achieve best understanding of all campaign elements.
- They recommend HAL and a Persimmons Australia representative be involved in training to gain maximum product knowledge, impart passion for the product and meet Brand Ambassadors (ensuring comfort)
- A contingency of reserve Brand Ambassadors allows adequate numbers in case of illness and for general scheduling purposes

**Reporting and Evaluation**

**Reporting Overview**

Let's Launch provide clients with detailed feedback through customised report forms completed by the Brand Ambassadors at each assignment. Their report forms are designed to capture the required information specifically relating to the campaign objectives and then the report form is signed off by the client. The reporting is as follows:

- Weekly reporting sent through every Wednesday
- Campaign de-brief

At the conclusion of the campaign, Let's Launch collates all data and formulate an extremely detailed de-brief. The de-brief includes the following information:

- Campaign overview
- Project execution
- State analysis
- National overview

- Key learnings and recommendations
- Total reach achieved.
- Sales improvement or promotion redemption during execution period.
- Regular WIP meetings.
- Timely reporting throughout campaign with thorough debrief evaluation.

## **5. Retail Education (\$5,650)**

HAL has confirmed with Coles that they do not require more copies of the back-room poster, due to Woolworths using an electronic copy in their stores; they will not require any hard-copies. A new allocation will be printed for distribution to new independent stores.

In order to communicate with the staff who currently work in the retail stores, HAL suggests an education program be implemented where we speak with them face to face. By doing this activity in conjunction with other industries with similar seasons, HAL can assure Persimmons Australia that the costs will be considerably reduced than if attempted on their own. In addition, the variety of the different products will keep the sessions interesting for the staff involved.

Let's Launch, the company who are going to be conducting the in-store demonstrations are also skilled in conducting the staff briefings / educational events that we require. As mentioned above, it will be more cost effective to conduct this activity in conjunction with ACAGA and Papaya Australia.

***\* Please note approval of this program will need to be gained from Woolworths and Coles head offices. This has not been done as yet, given we are only in initial planning phase. Let's Launch would require at least two (2) weeks to gain approval of mechanic from Coles and Woolworths head office given their internal approval procedures.***

### **Overview**

- Let's Launch understand that there is a need to increase excitement, awareness, trial and education of Persimmons, Papaya, Papaw and Custard Apples at a retailer level.
- To achieve this Let's Launch would like to propose a retailer education campaign targeting the fresh produce managers and their respective staff.
- The training will focus on ensuring fresh produce managers and their respective staff are aware of Persimmons, know the health benefits of them, how to select, store, eat and present the fruit.
- Key selling messages will also be imparted in order for the retailers to pass these on to consumers and increase their sales.

### **Objectives**

- Generate excitement
- Increase awareness through education
- Encourage trial
- Drive sales
- Compliment the in store sampling campaign

### **Store Scheduling and Approvals**

HAL and Let's Launch will:

- Sell in program at head office level.
- Call and communicate the details of the retailer program directly to each store.
- Sell in the benefits to the fresh produce manager of having the retailer training directly to each store and ask if they would be interested in participating.

- Schedule a time to meet with the fresh produce manager and their respective staff and confirm the facilities that will be made available to them.

### **Retailer Training Mechanic**

Let's Launch Brand Ambassadors will:

#### ***Prior to the training***

- Arrive at the store and ask to be introduced to the fresh produce manager.
- Re-confirm the details of the program to the fresh produce manager by taking them through the trade presenter.
- Advise the fresh produce manager that they would like to set up in their equipment and ask to be directed to the best area.
- Set up equipment and prepare sample stock as per the brief.
- Record the required information on the report form.

#### ***During the training***

- Introduce themselves to the attendees.
- Educate the attendees on the health benefits of each fruit, how to select, store, eat and present the fruit. Key selling messages will also be imparted in order for the retailers to pass these on to consumers and increase their sales.
- Encourage interaction and feedback throughout the retailer training.

#### ***At the conclusion of training***

- If possible leave behind POS in the lunch rooms for each of the fruit.
- Thank the attendees for their time.
- Complete report form taking particular note of feedback received and any details that they need to follow up on after the training.
- Record what time they leave the store.
- Act as an ambassador for each industry.

### **Timings**

The following time has been allocated per retailer training:

- Travel to store 15 minutes
- Set up 30 minutes
- Retailer training 30 minutes
- Pack down 15 minutes

Total time allocated 1.5 hours

### **Accounts**

The retailer training campaign will take place in the following accounts:

- Independent
- Woolworths
- Coles

All stores will be located in metropolitan or super regional areas only. The budgets included in this proposal assume all locations are within metro areas. If regional areas are to be visited, costs will be amended accordingly. Regional locations are classified as 30kms or greater from state capital city or super regional area (Central Coast, Newcastle, Wollongong, Gold Coast and Sunshine Coast).

### **Locations**

The activity will be held in the following states:

- New South Wales
- Victoria
- Queensland



### **Brand Ambassador Requirements**

One Brand Ambassadors will be allocated to each retailer training:

### **Uniform**

The following uniform would be allocated for the retailer training activity:

- Branded shirt

Brand Ambassadors would supply the following to complete the uniform:

- Black corporate pants
- Black closed toe shoes

### **Equipment**

- Disposables
- HACCP (Gloves, garbage bags and cleaning equipment)
- Demonstration Table (if required)
- Demonstration Table Branding
- Cutting Board
- Knife
- Serviettes

### **POS**

POS will be generated to support the campaign, following are the suggested inclusions for each store. (This has not been included in the budget as it will come out of each individual POS budget)

- 1 x Trade Presenter
- 50 x Recipe Leaflets
- 4 x Posters (for staff room)

### **Projected Investment**

- 55 stores
- 3 states
- Training of Brand Ambassadors \$1,039.50
- Retailer Training \$2,310.00
- Store Bookings & Administration Fees \$1,200.00
- Uniforms \$525.00
- Equipment (disposables only) \$240.00
- Logistics & Couriers \$2,028.00
- Reporting \$100.00
- Management Fee \$1,488.50

**Total Cost (excl. GST) \$8,931.00**

**Therefore, for each participating industry, this will cost \$2,977.00**

## **6. Consumer Education (\$1,350)**

HAL recommends Persimmons participate in two multi industry projects aimed at educating consumers on how to select, store and use Australian Persimmons. By doing so the industry will receive coverage on radio, TV and online, all for a very cost effective rate. These two projects are *Judy Davie – the Food Coach* and *Victoria Hansen – Bitesize Cooking™*. Both of these are explained in more detail below:

### **Judy Davie - The Food Coach (\$750)**

- *Food Coach* - Judy Davie the Food Coach contacted HAL recently to see if our

industries would like to participate in her 'how to' videos. Each video will be about educating people on how to select, store and use particular products. This is ideal for persimmons, the videos will be placed on her website [www.thefoodcoach.com.au](http://www.thefoodcoach.com.au) and the industry will receive full copyright to use the video on your own site or at tradeshows etc.

To see what she has currently done, please visit the website and type in each of the following:

- Spinach
- Silverbeet
- Brussels Sprouts
- Beetroot
- Leek

This will give you a great indication of the type of information she can include and the look and feel of the clips.

She will be doing up to 6 clips per day and they cost \$750 each – this includes script writing, food preparation, the time for filming and the cost of the ingredients. It is quite reasonable considering we can use the clip unconditionally for as long as we choose.

#### **Victoria Hansen - Bitesize Cooking™ (\$600)**

- *Bitesize Cooking™* – Victoria Hansen launched BiteSize Cooking™ initially with a series of 45 second radio segments in December 2005. They were quickly accepted by more than 70 Australian radio stations which aired the inaugural segments "Christmas BiteSize Cooking" throughout December 2005. Since then, many of the stations have continued to air the segments. In June 2007, Victoria launched BiteSize Cooking™ TV. A 5-10 minutes cooking segment on the Susie Show on the WIN Network. And this year, BiteSize Cooking™ Television Commercials (TVC's) will launch nationally on all Australian television networks.

Whilst Victoria is well known throughout the food media industry as a food consultant and media presenter, her trademarked BiteSize Cooking™ TV and radio segments and soon to be renamed website are also well known and fast becoming a vehicle of choice for companies wanting to educate consumers about the value and versatility of their products.

Victoria made contact with HAL recently to see how she could work with all of our industries. I think this is another ideal project for persimmons that is quite cost effective.

The industry would be required to contribute only \$600 and will receive the following:

1. *BiteSize Cooking™ Radio Segments* – these address certain food problems with short, punchy, practical and information packed scripts written by Victoria, informing consumers how to get the most out of products, perform food preparation skills and techniques more effectively or provide cooking hints and tips. The scripting is tight, succinct and engaging without jargon or complicated information that often intimidates consumers.

BiteSize Cooking™ Radio Segments air twice daily between 6am and 6pm on participating regional radio stations across Australia, and on the ARN (Australian Radio Network) for the MIX stations nationally in Sydney, Melbourne, Brisbane, Adelaide and Perth who offer the segments under license for their FMCG food and cooking related clients. Whilst the campaigns on these stations might be client specific, they do drive traffic to the website which you will benefit from.

2. *BiteSize Cooking™ Website Banners* - Victoriahansen.com launched on the 1<sup>st</sup> February 2006 along with Victoria BiteSize Cooking™ Radio Segments. In its first month, the website attracted 113,000 hits. The hit rate, unique visitors and site visits has steadily grown over the past 24 months with hits reaching over 200,000 consistently now per month. There are two ad spots that appear on every page of Victoria's website [www.victoriahansen.com](http://www.victoriahansen.com) (soon to be changed to [www.bitesizecooking.com](http://www.bitesizecooking.com)) and one major spot that appears on all the home pages for each section, including the main home page of the site. These banner ads could either link to the custard apple website, or direct visitors to the recipes and information on the Victoria Hansen site about persimmons. The total cost includes the creative development of all banner ads:

- ❑ **Main Home Pages** – (appears on every section home page and main home page) 620px wide X 245px high – must be jpg or gif and can be animated. It is suggested that each participating industry has one or two of these to be put up when their produce is in season. Can link back to the individual websites or relevant information on the Victoria Hansen site about the product
- ❑ **Banner Ads** (appears on every page of the site) – 592px wide X 80px high - must be jpg or gif and can be animated. Each industry can put up one of these which will stay for the entire year and link back to their website or relevant information on the site about the product.
- ❑ **Column Ads** (appear under the menu buttons on selected pages appropriate to your product) - 160px wide X 160px high - must be jpg or gif and can be animated. Each industry can put up one of these which will stay for the entire year and link back to their website or relevant information on the site about the product.
- ❑ **In-Listing Pop-Up's** - (appear when your ingredient appears in a recipe and is moused over by the visitor's/member's cursor) – product image must be 200px wide X 200px high - must be jpg and not animated. This is an image of the produce.
- ❑ **Scrolling Logo** (appears in the bottom right hand corner of every page and scrolls through) - 160px wide X 80px high – must be jpeg and not animated. Victoria will need each industries logo for this section.

Below is an example of previous banners for a Rice Bran Oil product:



3. *BiteSize Cooking™ Television Segment* is a regular feature every Friday on the SUSIE show which is broadcast across the WIN National Television Network, reaching across six states of Australia – including three capital cities and the nation's capital through its 30 wholly owned and operated television stations including Channel Nine in Adelaide and Perth. Each segment is between 5 and 10 minutes in length, depending on the demonstration topic.

In the segment Victoria demonstrates the fundamentals of food preparation and cooking, concentrating heavily on the techniques, skills and recipes that are the foundations of cooking. She breaks food preparation and cooking into its most fundamental elements and literally educates the audience on the 'how to's' that are often neglected by celebrity chef's.

Each participating industry was allocated 4 weeks where their fruit would be featured across online, TV and radio. The larger industries are contributing more funds towards this activity therefore they have been given the month of their choice. Currently, the time allocated to persimmons is 2 weeks in February and 2 weeks in March 2009. During these months, Victoria will prepare a recipe or discuss the benefits, how to select etc Australian Persimmons on the TV show, mention them on her radio segment and feature them on her website – all of which provides a great amount of media exposure for the industry.

#### **7. Website Updates (\$2,000)**

Allocation for updates to be made to the website that HAL are unable to make.

Based on previous IAC discussions HAL recommends that new service providers are contacted to suggest new marketing activities for the 2008/2009 Marketing Program and a new approach is devised in line with the development of the new Industry Strategic Plan (July – September) 2008.

### **7. Research and evaluation**

Horticulture Australia purchases scan data from a major retailer on behalf of Persimmons Australia Inc. This data along with wholesale data will assist in monitoring persimmon sales and marketing evaluation.

In addition to the above, the research conducted during the in-store sampling will also help to determine more about the current purchasers of persimmons and the domestic target market for Australian Persimmons. This research will also help with the development future marketing plans.

### **8. Budget summary**

#### **Budget:**

Recipe Development and Photography	\$4,000
Point of Sale	\$4,000
Public Relations	\$9,000
In-store Demonstrations	\$20,000

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Retail Education	\$5,650
Consumer Education	\$1,350
Website Updates	\$2,000
<b>TOTAL MARKETING</b>	<b>\$46,000</b>

## 9. Acknowledgments

The 2008/09 promotional plan overall budget was endorsed by the Industry Advisory Committee on the 12 February 2008. The detailed activities within this promotional plan will be endorsed by the Industry Advisory Committee in September 2008.

## 10. References

- Strategic Plan – Australian Persimmon Industry, 2003 – 2008
- Description of Current Australian Tropical Fruit Markets, 2005, Deborah Wilson
- Persimmon Investigation Australian Consumer Market, 2006, Brand Story