

Persimmon Marketing Plan - 2010/11

Objectives:

- To increase consumption and sales of persimmons domestically by 15% by 2013.
- To improve communication with and educate the domestic value chain.
- To support export market with a promotional campaign to drive sales by 15% by 2013.

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.*

List of activities:

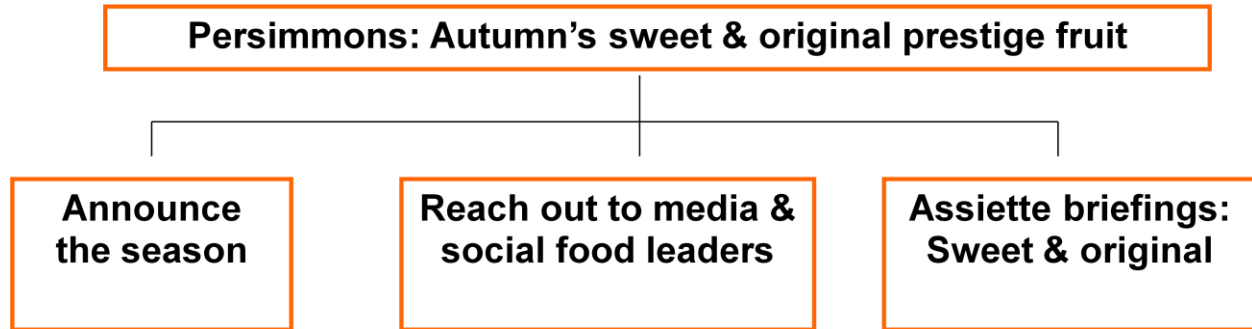
Public Relations

2009/10 key learnings:

- 2010 PR resulted in 35 clips, up from 29 in the year previous
- Majority short lead media with higher circulation than 2009
- Investment in long lead media who attended famil & are now planning stories for 2012 campaign
- Long lead media targeted via HTML, with 30% open rate
- Season start & availability most frequently reported message.
- Variety also mentioned, but confusion exists
- Short season is problematic, but HTML & involvement of long lead media in famil was affective to kickstart communications
- Need to balance long lead media coverage with short media gains
- Confusion exists re varieties with their names changed mid-campaign

- Media crave interaction with persimmons & need to be more hands-on with the fruit
- Ambassador allowed media to engage with the fruit

2010/11 campaign:



HTML – announce the season

- Repeat HTML that focuses on new persimmons. Includes:
 - commentary from 2010 Ambassador, Warren Turnbull of Assiette (one hat)
 - explanation of variety names
 - recipes for each variety that encapsulate the essence of the variety. Eg traditional recipe for original
- Include key trade contacts & growers in distribution
- Famil attendee outreach. Maximise 2010 season investment by liaising with persimmon 'advocates'

Long lead media release:

- Issue ASAP to capitalise on season start
- Media kit focuses on sweet & original messaging, commentary from Warren Turnbull
- Targeted pitching to top tier publications including food writers/TV
- Highlight sweet & original recipes/uses to clarify confusion
- Create prestige, inspirational positioning

Short lead media release:

- Seasonality is news

- Release March onwards
- Key messages around sweet & original
- Focused media relations
- Promote Warren & his availability for interviews

Assiette briefings

- Create sweet & original product drops/kits which highlight the differences of the varieties
- Leverage Masterchef 'mystery box' concept to provide journalists with all the ingredients & delicious recipe
- Target 6 top media & bloggers to pick up their kit from Assiette/Warren Turnbull
- Half hour one-on-one briefings at which Warren hand-delivers the kit and serves an assiette (assortment) of persimmon dishes. Recipes served reflect the differences between original & sweet persimmons, eg lamb in original persimmon jus/crunchy sweet persimmons & mille feuille
- Industry to greet media alongside Warren Turnbull
- One-on-one briefings allow industry to recruit new advocates, rather than reinvesting in the same media
- Straight product drop for 'tier two' media differentials

Point of Sale – design and distribution

A new recipe and product shots were developed as part of the 2009/10 program, *scones with persimmon jam* for use in the 2010/11 program.

The recipe and images are to be used in the public relations activities as well as on the POS material.

Brand new creative material has been developed with the help of talented agency Eleven Communications, a new agency with a fresh approach to building brands in consumers' minds and sales in retail stores. Horticulture Australia approached Eleven Communications to develop a new positioning strategy and creative concepts for Persimmons. Included in the new creative is a new logo for the industry. A fresh approach has been used making the logo clearer to see and more professional.

Using new photography shot as part of the 2009/10 program (photography is done a year ahead to ensure material is ready at start of season), eye-catching, refreshing creative has been developed for use in retail stores and wholesalers. A new tagline – '*Persimmons. Just Perfect*' and call to action – '*Add a little piece of perfect*' has been developed which aims to encourage consumers who may not have tried persimmons before to add them to a simple easy dish and see how delicious they are!

The point of sale includes a new A3 front of house poster supported by a double sided A6 recipe / information pad, both sent to 100 independent stores nationally and wholesalers in Sydney, Melbourne and Brisbane.

In-store Demonstrations

Retail Activation have been appointed as the agency managing the in-store demonstration campaign for 2010/11. HAL approached Retail Activation who currently work on many of the in-store programs run through HAL to ensure that the persimmon industry was getting value for money for this activity. Let's Launch ran the campaign for the industry during the 2009/10 program, they provided good results, however, Retail Activation were able to provide more demonstrations for the budget available.

There will be 95 demonstrations in greengrocers in NSW, QLD and depending on fruit availability – VIC. The demonstrations will commence w/c 14th March 2011, face to face training of the demonstrators will occur before the start date to ensure that they are completely on top of the key messages of the industry.

Website

The persimmon website has been developed and the new look creative has been incorporated into the site, the new logo has also been placed on the site giving it a more sophisticated and clean look.

Jeanette Wilson is the person receiving the emails and queries from visitors to the site and is the 'contact' person for the growers. HAL is responsible for updating the site using the new CMS developed in conjunction with the papaya and melon industries.

Recipe Development

New recipes will need to be developed and shot for use in the 2011/12 campaign. Kai Ellmann, Food Stylist along with his photographer George, has been contacted to develop the serving suggestions. The photography is usually done in March / April to ensure good quality fruit availability.

Budget

Public Relations	\$20,000
Creative Development	\$6,000
POS	\$5,500
Recipe Development	\$2,500
Demonstrations	\$20,000
Website	\$3,000
TOTAL	\$57,000