

Marketing Promotions Committee Report

November 2013

The CGA collects \$0.03 per kg for a National Marketing and promotions campaign.

Based on expected crop for 2013-14 of 10,000 tonne and deducting \$30,000 for administration and levy collection costs this gives us a budgeted amount of \$270,000 to spend on promotions.

Additional to M&P funds we also use some R&D funds to conduct consumer research.

This consumer research conducted by Sprout Research is a key part of the M&P committee's decision making process.

It researches consumer preferences in key areas such as purchasing habits, Purchase frequency, drivers of purchase decisions, impediments to purchasing and consumer demographics.

It has taught us that Cherries are largely an impulse purchase, that people associate cherries with having fun, are playful, a sometimes fruit, a treat etc.

Using this research we formulated a promotion campaign which centres around the playful, fun side of cherries.

The Hallway

We engaged The Hallway to manage an integrated Marketing campaign for the CGA.

This includes developing a strategy, developing and conducting a launch stunt, Social media- Facebook page, competition, promotion and advertising. Also developing media kits, managing media enquiries and general pitching to media.

They have devised a program that includes a game ("Spit or Miss") centred around cherry pip spitting and a launch stunt at a Sydney school on the 15th of November. Using a large version of this game to promote the fun side of cherries. It is hoped that this will capture the attention of the print media and Television media nationwide.

Victorian Season Launch

The giant version of the "Spit or Miss" game will be used at the Victorian season launch at Victoria market planned for the 21st of November.

CGA have contributed \$6,000 of levy funds to this. \$6,000 is available to all cherry growing states.

This game is part of the 750 Point of sale kits that will go out nationally to retailers. Victoria will get 200 kits. There are 500 games in each kit along with Bunting, Paper bags for sales of cherries that are branded promoting Australian cherries. Also included is an A4 pricing board, an A3 poster. CGA levy funds committed to production and distribution of POS material is \$50,000.

Export Promotions

Approximately \$40,000 of levy funds has been committed to Export promotions available for individual companies to promote their products in export markets. Capped at \$10,000 per business and on a \$ for \$ basis 4 companies applied to conduct a promotion overseas this year.

By Michael Rouget