

CONTINUED SHARP FOCUS TO THE MUSHROOM

Marketing Program

When it comes to producing consistently high-quality mushrooms, growers know that they cannot afford to sit back and hope and pray for everything to fall into place. On the farm the approach is to look carefully at every step in the process and to do everything possible to ensure production standards are maintained.

The same approach is adopted when it comes to marketing, with Hort Innovation continually reviewing and refining the program to deliver a sharp focus to the promotion of Australian mushrooms.

At the most recent meeting of the Strategic Investment Advisory Panel (SIAP), the Hort Innovation marketing team worked through and finalised the strategy for the first half of the current financial year.

The review process included a close examination of lessons learnt from

previous campaigns and consumer research, the different media habits of metropolitan and regional consumers, consideration of which channels can deliver reach and presence for mushrooms, and overall timing of activity in these channels to maximise effectiveness.

Working through the strategy within the SIAP provides industry representatives with the opportunity to hear first hand the rationale behind the approach, and importantly to discuss and have their input into how the marketing program is implemented.

The strategy for the first half of the 2019/20 financial year has now been confirmed, with the next wave of advertising commencing on 1 September. The approach targets a younger audience and takes into account consumer behaviour in terms of shopping and meal planning. [See Table 1 for an outline of the Australian

Mushrooms marketing strategy]. A targeted approach to regional and metropolitan media buying has also been undertaken.

CHANGING CHANNELS

When it comes to marketing strategy, it is all about getting the right message out to the right people through the right channel (or channels).

For Australian Mushrooms, the strategy takes into account four main channels:

- Television;
- Out of Home – Street and transit (bus) / retail;
- Audio – Radio / Spotify and Podcasts; and
- Digital.

In selecting a channel, the marketing approach takes into account the format type of the ad, the markets in which the ad will appear and the strategic role of the particular channel.

In the current schedule of advertising, for example, regional television has been selected to carry the Australian Mushrooms messaging across regional New South Wales, Victoria, Queensland and Tasmania, with spots taken in high ranking programs.

Out of Home (OOH) advertising is being used to deliver both awareness and frequency of messages. The street and bus advertising will be visible throughout the central business district and inner-city areas in five capital cities, providing a frequent reminder to consumers throughout the day and outside the point of purchase. The retail



advertising will deliver messages to the target audience on their way to supermarkets, and the proximity will help to prompt unplanned purchases of mushrooms.

The audio channel approach, in a similar manner to OOH, is being used to drive awareness and deliver a high frequency of mushroom messages to consumers. Mushroom ads will be heard on the capital city and regional radio stations, reminding consumers about mushrooms while they are planning and thinking about meals. In terms of audience reach, an analysis of listening habits shows that 80% of people have listened to radio over the last seven days.

Consumer testing of the new radio creative – communicating taste, ease and health - was very positive, with 71% finding it clearer and more inspiring than previous ads. To listen to the new radio ads, please click on the linked images [right].

In the audio channel, this radio advertising will work alongside ads delivered through Spotify and podcasts. The three components complement each other, with ads taking into account the listening habits of consumers across the day. Radio ads, for example, will be delivered in the breakfast and drive-time periods, which are peak times for radio, while advertisements in podcasts will be provided in the morning commute and the evening “downtime” periods, which are peak times for consuming that style of audio. Streaming audio hits its peak over the workdays, and the mushroom ads have been scheduled to take advantage of this timing.

The last channel used for mushroom advertising is digital, comprising catch up television, YouTube and display banner advertising. This component of the program will take place on a national basis with the strategic role of creating awareness and

consideration of mushrooms as an easy [and healthy] ingredient to add to everyday meals. The use of catch up television is vital in the targeting of younger audiences, as research shows that these consumers are shifting from regular broadcast to catch up TV. The use of catch up television and YouTube will deliver the mushroom messaging to a highly targeted audience, and this targeting will be further refined through the use of FlyBuys data.

The advertising program will be supported by additional “below the line” activities including in-store sampling, social media, public relations and content [website] activity.



15 Second Ad | 30 Second Ad

Channel	Market	Timing
Regional Television [Seven, Nine & Ten]	Southern and Northern NSW, VIC, QLD and TAS	1 September [four weeks] 13 October [two weeks]
Metropolitan Radio	Sydney, Melbourne, Brisbane, Perth and Adelaide	1 September [four weeks] 20 October [four weeks]
Regional Radio	Southern and Northern NSW, VIC, QLD, SA and TAS	1 September [four weeks] 20 October [four weeks]
The Squiz Podcast Live reads [Mon-Thu] +eDM [Fridays]	National	8 September [four weeks] 20 October [four weeks]
Out of Home – Retail	National	1 September [ten weeks]
Out of Home - Street Furniture	Sydney, Melbourne & Brisbane	15 September [four weeks]
Out of Home – Bus	Perth and Adelaide	1 September [eight weeks]
Outdoor - large format ads	Regional QLD Regional NSW, VIC & SA	1 September [four weeks] 29 September [four weeks]
Digital - Catch Up TV, YouTube & other Display Banners	National	1 September [13 weeks]
Digital Podcast / Spotify	National	1 September [nine weeks]

Table 1 - Australian Mushrooms Marketing Strategy | June - December, 2019

TAKING MUSHROOMS TO MELBOURNE

Food media and influencers were targeted through the Taking Mushrooms to Melbourne promotion. This promotion delivered 15 hampers of fresh mushrooms, sourdough, recipe cards and winter cooking tip sheets to key Melbourne food media and influencers.

This promotional activity drove instant social media stories and it is expected that further coverage with inspiring winter recipes will be highlighted as a result of these activities.

MUSHROOM WINTER WARMERS

Following on from the previous TRIBE campaign [see Edition 2] that promoted the humble toastie, a new campaign has been implemented to drive support for mushrooms through winter.

This campaign is looking to position mushrooms as the must have inclusion for winter warmer cooking. In the same way as the previous promotion, the campaign will be delivered through TRIBE, a micro-

influencer platform, designed to connect Australian mushrooms with smaller social media influencers. The way the campaign works is that Australian Mushrooms is provided with submissions from multiple TRIBE influencers, who wish to participate in the promotion.

With over 119 submissions to date, the favourite ideas will be shortly selected, allowing them to be shared with their audiences to further broaden the reach of mushrooms over the promotional period. The approach adopted through the TRIBE campaign provides Australian Mushrooms with the opportunity to involve a wide range of people across a range of channels.

This helps to drive campaign content and assists in broadening the reach and channel growth for Australian mushrooms.

Social media engagement

When it comes to social media and Australian Mushrooms, it is all about providing fans or followers with the type of information that they want to receive and share with others.



Some of the delicious Winter Warmers meal ideas received as part of the TRIBE campaign.



Through the Facebook and Instagram accounts, Australian Mushrooms publishes content that interests and engages with people.

Popular Facebook posts are able to reach tens of thousands of people in an engaging manner. Posts like the one shown reach tens of thousands of people [the most popular reach over 100,000] and gather hundreds of comments and shares.

Facebook, along with Instagram are also used to tap into the popularity of Australian Mushrooms Ambassador, Miguel Maestre, linking to his popular range of mushroom recipe ideas.

Instagram also provides a great opportunity to engage with a cross section of people interested in good food.

In a similar manner to Facebook the Australian Mushrooms posts in Instagram drive engagement with Australian Mushrooms recipes, with each post liked by thousands of people.

In terms of social media, it is all about content that interests and engages with people, and that is the approach adopted for the Australian Mushrooms Facebook and Instagram pages.

Hort Innovation
Strategic levy investment

MUSHROOM FUND

This project has been funded by Hort Innovation using the mushroom research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

facebook



Australian Mushrooms

July 25 · 🌐

What winter warmer are you tucking into tonight!? 🍷❄️

A) Roasted cauliflower steaks with mushroom sauce: <http://bit.ly/2LAay8o>

B) Mushroom gnocchi bake: <http://bit.ly/2LC6ynS>

C) Chicken and mushroom pie: <http://bit.ly/2LAaKEE>

D) One pot lamb shanks with button mushrooms: <http://bit.ly/2LGD8oX>



Instagram



australianmushrooms • Follow

australianmushrooms Your entirely plant-based winter warmer 🍷🍄 Easy vegan mushroom stroganoff 🍷🍄 Thank you @panaceas_pantry for gifting us with this bowl of belly-warming goodness! 🍷🍄 TIP: Don't like mash? Serve on rice or pasta of your choice instead! 🍷🍄

INGREDIENTS

- 1 1/3 cups vegan sour cream (store-bought, or see recipe below)
- 4 cloves garlic, crushed
- 1 brown onion, diced
- 1/4 cup fresh parsley, finely chopped
- 1 Tbsp fresh thyme, finely chopped
- 1 tsp tamari
- 1/4 cup vegan butter or extra virgin olive oil
- 3/4 cup vegetable stock or broth

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5,902 likes

AUGUST 21