

# YOUNGER AUDIENCES KEY TO INCREASED CONSUMPTION

*As reported in previous editions of the Journal, the marketing program for Australian Mushrooms has incorporated a multi-layered campaign, with messaging delivered through television, radio, out-of-home locations, digital media, public relations and social media. The following is a report presented to the Strategic Investment Advisory Panel, outlining the results for the period June to December 2019.*

## STRATEGY

The Australian Mushrooms approach for July-December 2019 focused on two younger audiences, identified as the most significant opportunities to increase mushroom consumption – Young Families and SINKs/DINKs (SINKs – single income no kids / DINKs – double income no kids).

To identify the potential opportunities, the media habits of the two groups were carefully considered, including differences in metropolitan and regional channel consumption. This approach then allowed the development of a plan impacting on both groups at crucial moments of meal planning.

## OBJECTIVES

Key objectives in this planned burst of activities were awareness of the ease, taste and health messages, and to impact the path to purchase, both for pre-planners and more spontaneous shoppers.

## CHANNEL PERFORMANCE

The channels included in the campaign were regional television, outdoor, audio, and digital. The highlights of each channel's performance to date are outlined in this article.

- Television

In regards to television, Australian Mushrooms were present in key regional markets around Australia. This approach helped to maximise the cost efficiency of regional media and reach a significant number of Australian who reside in non-metropolitan areas. Over the course of the campaign Australian Mushrooms appeared across Channels 7, 9 and 10.

The goal was to reach at least 40% of the target audience two times or more with the mushroom message in each market, and in all markets this goal was exceeded. This outcome was helped by the negotiation of bonus spots across all markets.

During the campaign, Australian Mushrooms appeared in key 'big event' programs including The Block, The Masked Singer, The Bachelor, Survivor, and coverage of The Ashes Cricket Series. This schedule was boosted with General Entertainment and News programming such as The Chase, Better Homes & Gardens, Home and Away and the Evening News.

- Outdoor

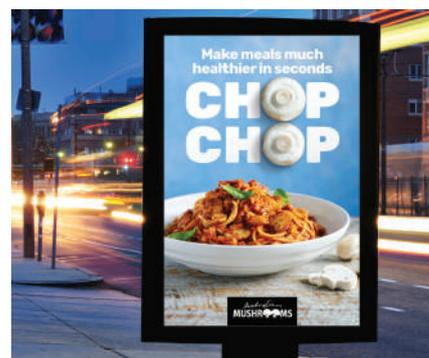
Outdoor media is an effective way to drive mass awareness and capture attention, with 79 per cent of grocery buyer's claiming to have seen outdoor ads in the last week (Roy Morgan, Dec 17).

The outdoor activity conducted during this period consisted of a mixture of retail, street furniture and bus panels. The use of retail panels in close proximity to stores was used to serve as a final reminder for shoppers heading in store.

These street furniture and transit formats were designed to impact consumers on their way home during the evening commute, which is considered a key time for meal and shopping decision making.

Retail activity ran nationally with 100% proximity to key grocery stores commencing on 1 September and concluding on 9 November. Landscape panels with mushroom advertising reached almost 4.4 million consumers, while portrait panels reached almost 3.7 million.

Street furniture ran on the Eastern Seaboard, and bus panels were used in both Adelaide and Perth.





This component commenced on 2 September and concluded on 28 October and reached almost 4 million consumers.

- Digital

The digital campaign incorporated several channels including Catch Up TV, Youtube and display ads, and has overdelivered on planned impressions, with the campaign delivering almost 6 million online views of mushroom advertising, above the target of 4.7 million.

Catch up TV performed well with placements across all major networks including SevenPlus, NineNow, and TenPlay. This format achieved high completion rates [where a video plays through until the end] with current results tracking at 95% vs a benchmark of 70%, and delivered over 900,00 online views. Key shows like The Bachelor and The Block during the campaign drove high viewing and provided cost-efficient placement across the networks' platforms.

The use of the shorter 'bumper' video format on Youtube, has continued to perform well with completion rates currently tracking at 91% vs the benchmark of 70% and delivering over 3.7 million online views of the mushroom creatives.

The campaign has continued to use FlyBuys data to target display ads and this approach has continued to deliver good results, with the over-delivery of planned impressions [an impression is counted as every time a video is shown to someone]. The activity concluded on 30 November and a report on the performance in the key buying segments is currently being prepared.

- Audio

Forty per cent of grocery buyers consider radio an important part of their daily routine; 63 per cent listen to radio on the way to the shops, and the majority [78 per cent] of listening is in the car [Roy Morgan June 18].

Australian Mushrooms radio activity ran from 1 September to 16 November across a mixture of the KIIS, Gold, Smooth and Nova networks in metropolitan radio and key networks in top regional markets. A mixture of 15 and 30 second spots were used featuring the new, previously tested, creative.

The audio activity was extended through digital channels with the inclusion of podcasts and Spotify, commencing on 1 September and concluding on 14th November.

Within Spotify, Australian Mushrooms was presented through a mix of both audio and video within the platform. The Mushrooms audio and video ad was played over 750,000 times

on the platform, with mushrooms only playing for completed listens of the ad.

The majority of impressions came through mobile devices with completion rates peaking between the hours of 4pm and 6pm, when listeners were likely commuting home. The podcast activity also delivered good reach for the campaign, providing a cost-efficient extension of the audio spots.

Our campaign also included a partnership with The Squiz, a free weekday email and podcast, that provides people with a quick and easy way to keep up with the news.

The partnership included host reads embedded within the podcast as well as content in the daily electronic direct mail format.

This approach allowed Australian Mushroom to place various messages and recipes across the platform during September, October, and November.

There were almost 100,000 podcast listens where mushrooms were featured, and the emails drove high click through rates with the Mushroom Risotto recipe included in the 3 October podcast driving 1,8350 clicks to the Mushrooms website.



**Hort Innovation**  
Strategic levy investment

**MUSHROOM FUND**

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