

A CHANGED APPROACH TO Mushroom Marketing

The marketing of Australian Mushrooms through to June 2020 has been revised in light of COVID-19, taking into account the changed behaviour and media consumption of consumers. The re-launch of the media campaign targets nearly four million Australians, aged 25-49 who love to cook and who think meals are an important way to connect with family.

The campaign has deliberately been shifted to 100% digital as more Australians are staying indoors. The Australian Mushrooms message will be delivered through three channels – online video, audio and content partnerships – using recipes that inspire usage and highlight the benefits of including mushrooms in family meals. While the campaign will reinforce the “much healthier” and “much tastier” messages, it includes an increased emphasis on the health benefits of mushrooms.

The changed approach has been a cooperative effort, with the Hort Innovation marketing team working with service providers and the Australian Mushroom Growers’ Association to refine the campaign delivery.

In addition to the above activities, the “always-on” elements of mushroom marketing, including social media and public relations activities, have also been redeveloped to add further support for the levy investment.



TARGET AUDIENCE - GROCERY BUYERS 25-49

Who love to cook

Think meals are an important way to connect with family

ONLINE VIDEO

There are many good reasons for promoting Australian Mushrooms through online video, with 67% of the target audience watching videos and TV programs online.

In addition, there has been a **43% increase** in viewing compared to the same time last year, allowing broadcast video on demand to provide a TV experience that can assist in building awareness of the Australian Mushrooms brand.

In the case of YouTube, the ability to reach consumers is considerable. As the largest social media platform in Australia, it reaches 15 million unique visitors per month.

This reach, and that of catch up TV, is also likely to further increase in the current social climate, with consumers finding themselves indoors for extended periods and actively seeking more content.

	Channel	Role
Consideration	Online Video	Drive consideration of mushrooms through video content across Catch-Up TV & YouTube
	Audio	Reach our Target Audience and build frequency whilst listening to Radio, Spotify and Podcast
Inspiration	Content Partnership	Inspire usage of mushrooms and provide the opportunity to leverage the health benefits of mushrooms in a timely manner.

To maximise the impact of the investment in this area, demographic and contextual targeting will be used to reach foodies, cooking enthusiasts and parents across YouTube. Across catch up TV, the audience will be targeted through key



TV programming, with the placement directed towards connected televisions where possible to deliver a big-screen experience to consumers.

AUDIO

The audio component of the campaign will tap into radio, podcast and audio streaming to reach Australian consumers. The radio component will deliver critical awareness and frequency of messaging; the podcast integration will provide access to the target audience at key times; and audio streaming through Spotify will support the radio schedule.

Radio is a cost-effective way of driving the frequency for Australian Mushrooms, with tracking showing good consumer recall of the Australian Mushrooms messages broadcast on air.

Not unexpectedly radio has continued to be an important source of information for consumers, with 53% of commercial radio listeners using radio for news on what is happening in their location.

In the current Covid-19 environment, it is anticipated that radio consumption will increase by 10% as people listen to the radio working from home or undertaking other home-based activities.

The Southern Cross Australia Radio Network has already seen listening consumption increase recently by 15%, with a 21% increase in streams across desktop, and a 43% increase in streaming across smart speakers - highlighting the increasing value of radio as part of the promotional mix for Australian Mushrooms.

The second part of the audio promotional activities will occur through Spotify. With 29% of the target audience listening to Spotify each week, tapping into this music channel will allow Australian mushrooms to deliver the right message at the right time. Spotify will also provide support for radio, driving additional consumer reach as listeners move between their favourite radio stations and music streaming to feel upbeat in these uncertain times.

The campaign message will also be highlighted through podcast integration with The Squiz, a free weekday podcast and email with an Australian take on news content.

The podcasts will not only help to drive awareness of messaging with some 60,000 listens per week (mainly female professionals living on the eastern seaboard), but also inspire the usage of mushrooms through recipe content across their electronic direct mail targeted at 26,000 subscribers.

Previous campaign activities with The Squiz has worked well for

Australian Mushrooms, with the email integration driving traffic to the Australian Mushrooms website, and achieving 1,850 click-throughs for the Mushroom Risotto recipe.

CONTENT PARTNERSHIP

The third part of the updated marketing approach is that of content partnerships. This approach taps directly into the broad internet audience – regularly used by the very consumers targeted by the campaign – by partnering with key publishers to develop relevant content.

There are plenty of great stories to tell about the health benefits of Australian Mushrooms, and this, combined with an almost endless supply of inspirational recipes, provides a broad base of potential content ideas to develop with our publisher partner, News Corp through their platforms Taste.com.au and Australia's Best Recipes.

As more people are staying at home, Taste.com.au has seen increases in daily unique views up to 108% above previous month, indicating there is an appetite for content and opportunity to drive key messaging for Mushrooms during this period.

Working in this way will drive a deeper engagement with readers and viewers, delivering content in a relevant way that interests the audience and encourages and inspires them to eat more mushrooms.



SOCIAL AND PR

A new creative concept will be undertaken to drive social media and public relations for Australian Mushrooms through to 30 June. With more people staying indoors, the delivery has moved to a strong focus on online activities.

The approach will use Australian Mushrooms Ambassador, Miguel Maestre, to promote mushrooms as health heroes that can make home-cooking easier and tastier.

Miguel's Mushroom Meal Makeovers will deliver three cooking class videos, and three Facebook Live videos as a six-part cook-a-long series. The series will encourage Australians to add mushrooms to the regular food shop and boost their home-cooking with mushrooms.

The cooking class videos will comprise equal parts inspiration and education and deliver real home-cooking solutions for consumers. The Facebook videos will be developed as Survival 101 and leverage the media coverage of Miguel's winning appearance in the recent television series - *'I'm A Celebrity... Get Me Out Of*

Here! The videos will feature jungle survival techniques to apply to isolation, with supportive mushroom meal preparation hacks, a focus on mushrooms taste and versatility and the delivery of strong health messages.

The two different forms of content will work holistically and form a six-week series, with each piece of content featuring a range of mushroom recipe and use ideas. The Facebook Lives videos will tap into Miguel's colourful character and appeal, allowing him to interact with home cooks in real-time and adding an element of excitement and entertainment to the delivery of the mushroom message.

The cooking videos will be released through Miguel's own social media channels, and this will leverage further media interest. The Facebook videos will run from the Australian Mushrooms page to serve the existing mushroom loving community.

To drive user-generated content, a social media #mushroomchallenge will be promoted, with home cooks



sharing images of the contents of the fridge or cupboard to inspire the next video meal idea.

Further media opportunities will also be explored to leverage the work undertaken as part of the video series, with the materials including recipe content created by Miguel, recipe images and video content all pitched more widely at appropriate media channels across Australia.

MEDIA PLAN OVERVIEW

FINANCIAL YEAR 2020

	CHANNEL	APRIL				MAY					JUNE			
		5	12	19	26	3	10	17	24	31	7	14	21	28
RADIO	METRO RADIO													
	STREAMING & PODCASTS													
DIGITAL	VIDEO													
	AUDIO													
	CONTENT PARTNERSHIP													

Media plan

VIDEO

Location	Channel	Content
National	Programmatic Catchup TV: 9Now	15 second pre-roll video
National	Programmatic Catchup TV: 7Plus	15 second pre-roll video
National	Programmatic Catchup TV: SBS	15 second pre-roll video
National	Programmatic Catchup TV: 10Play	15 second pre-roll video
National	YouTube (Food Affinity, Sports and Fitness, In-Market Cooking Segment, Keyword targeting)	6-second bumper video

RADIO

Major City	Radio Station(s)	Content
Sydney	KIIS106.5 and WSFM	15- and 30-second ads throughout the week
Melbourne	KIIS 101.1 and GOLD 104.3	15- and 30-second ads throughout the week
Brisbane	97.3 and 4KQ	15- and 30-second ads throughout the week
Adelaide	MIX 102.3 and CRUISE	15- and 30-second ads throughout the week
Perth	96FM	15- and 30-second ads throughout the week

ONLINE AUDIO

Location	Channel	Content
National	The Squiz Podcast	Podcast Live Reads (Est 30,000 Per Episode)
National	The Squiz Email	Native email Integration (Est 40,000 Per Episode)
National	Spotify	15" Audio

PODCASTS

Location	Streaming & Podcast	Content
National	ARN Streaming	15- and 30-second ads Host Read
National	Jase & PJ Podcast	Host Read
National	Will & Woody Podcast	Host Read

CONTENT PARTNERSHIP

Location	Partner	Content
National	NewsCorp	Taste TV Video – Creation of 3x Recipe Videos + amplification: <ul style="list-style-type: none"> • Taste.com.au Facebook • 3x video recipe post • Pre-roll 15s Videos on Taste.com & Bestrecipes.com • Social Video Roadblock on Taste.com & Bestrecipes.com
		Taste.com - Vertical Gallery Branded Content + Facebook amplification
		Bestrecipes.com.au – 3 x Pantry Heroes Video & Facebook boost+ amplification via
		Taste.com.au feature on 'Recipe of the day' (4 in total)
		16x Facebook / Instagram social posts
		Taste Monthly Newsletters – 1 recipe feature in 2 newsletters
		Run of Taste + Best Recipes – matching product to relevant key words: healthy, easy, tasty, pasta, risotto, italian, chicken stirfry, asian, quiche.
		Throughout network – Targeting Bespoke Veggie + Mums with kids