

LAUNCHPAD

Mexican avocados look good on video

Company

Avocados from Mexico

Campaign

Mini Chef Video Contest

Agency

Lewis & Neale

Launch

November 14



Objective: Avocados from Mexico, the brand name of Hass Avocados produced in Michoacán, Mexico, will launch the Mini Chef Video Contest this month to target moms and their families.

"It's educating moms and kids about Avocados from Mexico," says marketing director Emiliano Escobedo. "We have found those who take part in video contests spend quite a bit of time researching. They want to do it right, so they go to the website to learn where avocados come from."

Two years ago, a similar effort by the company, the AvoDisiac Video Contest, targeted consumers in general and asked them to express their love for avocados on camera.

Idea: The growing popularity of cooking shows and celebrity chefs sparked the contest theme, explains Escobedo.

AvocadosFromMexico.com has featured recipes for quite some time, he adds, but the goal now is to encourage its audience to share their own avocado-themed dishes.

"We're not necessarily finding it to be a challenge to get people to eat avocados," says Escobedo. "It's about the parent and child having that experience researching for the video and working on it together."

The contest will ask parents and children to submit video entries by December 4. The company's marketing team, along with staff and in-house chefs at longtime AOR Lewis & Neale, will choose the finalists for a public vote.

Tools: A designated sub-domain of the website will host the video contest, as will the company's YouTube channel. It will support the campaign through its Facebook and Twitter accounts (@guacgrl).

Lewis & Neale will handle general outreach to print media, as well as targeting top-tier mommy bloggers. The Los Angeles-based agency is the food division of CRT/tanaka.

Measurement: The company will measure success by the number of video entries, as well as the amount of traffic produced through the website and YouTube channel.

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