

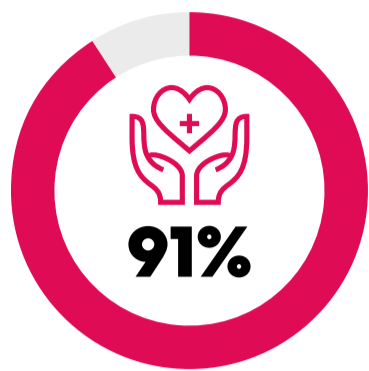
# The Key Health and Wellness

## MESSAGES ASSOCIATED WITH AVOCADOS

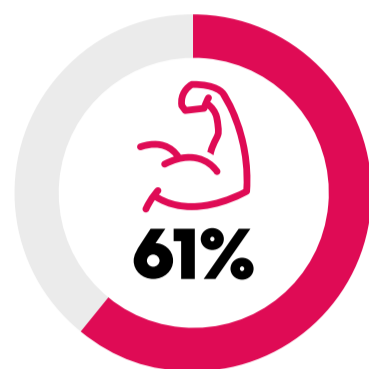


**THE #1 REASON** consumers enter into the avocado category is because they learn they are healthy.<sup>1</sup>

Health factors are also key reasons why consumers continue to purchase avocados:



of consumers list a health factor as a reason why they continue to purchase the category.<sup>1</sup>



of consumers who are aware of the *Avocados From Mexico* brand are also aware of the key health benefits of avocados. That's 11% higher than the consumers who are unaware of our brand.<sup>2</sup>

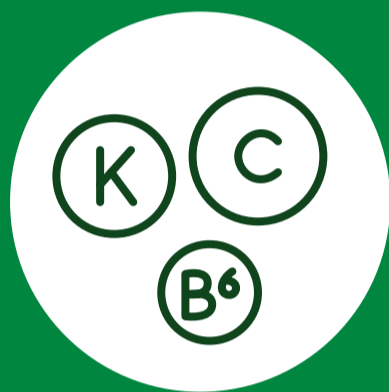
## AVOCADO DIFFERENTIATING EQUITIES AND HEALTH BENEFITS

Avocados have a variety of important health benefits for consumers, many of which they can deliver better than other substitutes.

Avocados' top differentiating health benefits:<sup>3</sup>



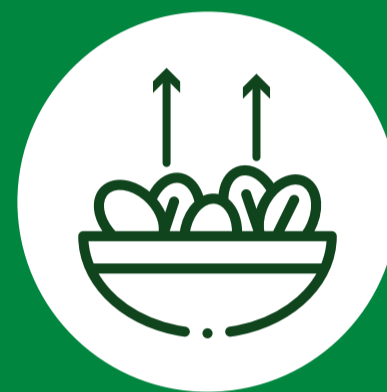
GOOD FATS



NUTRIENTS



GOOD FOR HEART HEALTH



BOOSTS THE NUTRITIONAL CONTENT OF MEALS/SNACKS

## AMONG ALL MESSAGES TESTED...



The AD with this message:

- ✓ Drove the most intention for consumers to want to **learn more about avocado benefits.**<sup>4</sup>
- ✓ Was the strongest ad in terms of **motivating consumers to eat avocados.**<sup>4</sup>



What consumers said about why they liked the "Good fats + Nearly 20 Vitamins and Minerals" message:<sup>4</sup>

"I chose this ad because it tells me about the vitamins and minerals that I want for my family."

Karina - Hispanic Market - Millennial

Rebecca - General Market - Millennial

"While I know that avocados are healthy, I was not aware of the extent to which they provide the nutrients we need. The '20 vitamins and minerals' might incentivize me to purchase avocados more frequently."

Elisa - General Market - Millennial

I've learned that it's virtually the only fruit with both mono and polyunsaturated fats and there's 20+ vitamins and minerals. It seems like a super fruit, and the ad does a good job of getting that point across.

## CAPTIONS PREFERRED

"Avocados are virtually the only fruit with both mono and polyunsaturated fat, aka good fats, and **1/3 of a medium avocado has nearly 20 vitamins and minerals.** Avocados From Mexico is a brand that's always worth it."

This caption ranked the highest among both Hispanic and General Market consumers, making it the top secondary message.<sup>4</sup>

## SUMMARY



The "Good Fats + Nearly 20 Vitamins and Minerals" message proved to be the most appealing campaign and the best at calling consumers to action.

This message was tested as part of a qualitative study:<sup>4</sup>

- ▶ The clear winner in terms of calling consumers to "learn more"
- ▶ Personally relevant to most consumers across all segments
- ▶ Able to position avocados as a nutritious food beyond simply "good fats"
- ▶ Able to increase the intention to consume avocados more frequently



Sources: 1. AFM Consumer Shopper A&U (2020). 2. AFM Demand Landscape Study 2018. 3. AFM Demand Landscape Study 2018 - Combined Report (Oct. 2019). 4. AFM Health & Wellness Campaign - Qualitative Online Study - Sept. 2020.