

**CLIENT:
APEAM**

(The Avocado Producers and Exporting Packers Association of Michoacán)

SITUATION:

Consumers: Consumers love avocados but don't really know the differences between avocados from various markets or that Mexico is the avocado's country of origin. With more avocados available in the U.S. marketplace, overall demand needed to grow in order to maintain market value.

Trade: AFM was predicted to be the leader in the U.S. by 2009, replacing a long standing position held by another growing region. Retailers weren't as familiar with AFM since they buy from importers who represent product from multiple origins.

CHALLENGES:

Increase demand and educate consumers about the quality of AFM; Educate the trade that AFM are the marketplace leader.

SOLUTION:

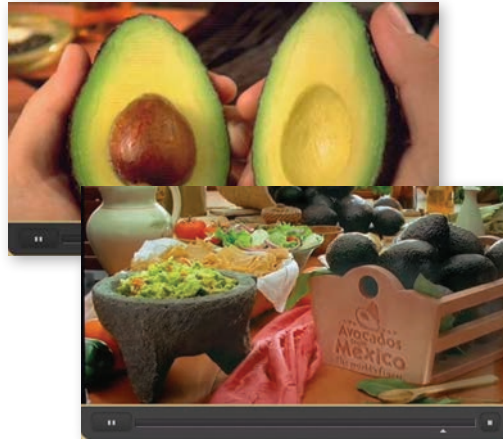
Consumer: IMW conducted extensive positioning research with consumers to determine a compelling strategy. From that, a new TV and radio campaign was created, highlighting the fact that avocados have been cultivated for centuries in the land they first came from, resulting in quality avocados that make good food better.

Trade: IMW developed a leadership positioning platform and an integrated trade program that included face-to-face meetings with retailers and importers; trade communications – advertising, trade PR; trade show support; category management, merchandising training materials and support.

RESULTS:

Consumer Perceptions: U&A research shows that Hispanic consumers continue to prefer AFM and that the image of AFM amongst the General market consumer is becoming more favorable.

Volume Growth/Market Share: AFM will ship a record 700 million pounds of avocados to the United States in FY 2009/2010 and enjoy a market share of nearly 60%.



TV COMMERCIAL

IN-STORE DISPLAY



HISPANIC POS CARD



ONLINE ANIMATED BANNER AD



PMA BOOTH WITH CELEBRITY CHEF RICK BAYLESS



TRADE AD



TRAINING KIT MATERIALS