



Fruit Growers
Tasmania

MODULE 8

Your Marketing.

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SUPPORTED BY

**Tasmanian
Government**



Australian Government

Department of Industry, Science,
Energy and Resources

Story & BrandTM

Introduction & Our History

Your Experts to help you.

- Rena from Story & Brand
- BJ from East 33 Oysters HK



Some background on Rena:



Some background on BJ:



EAST 3°

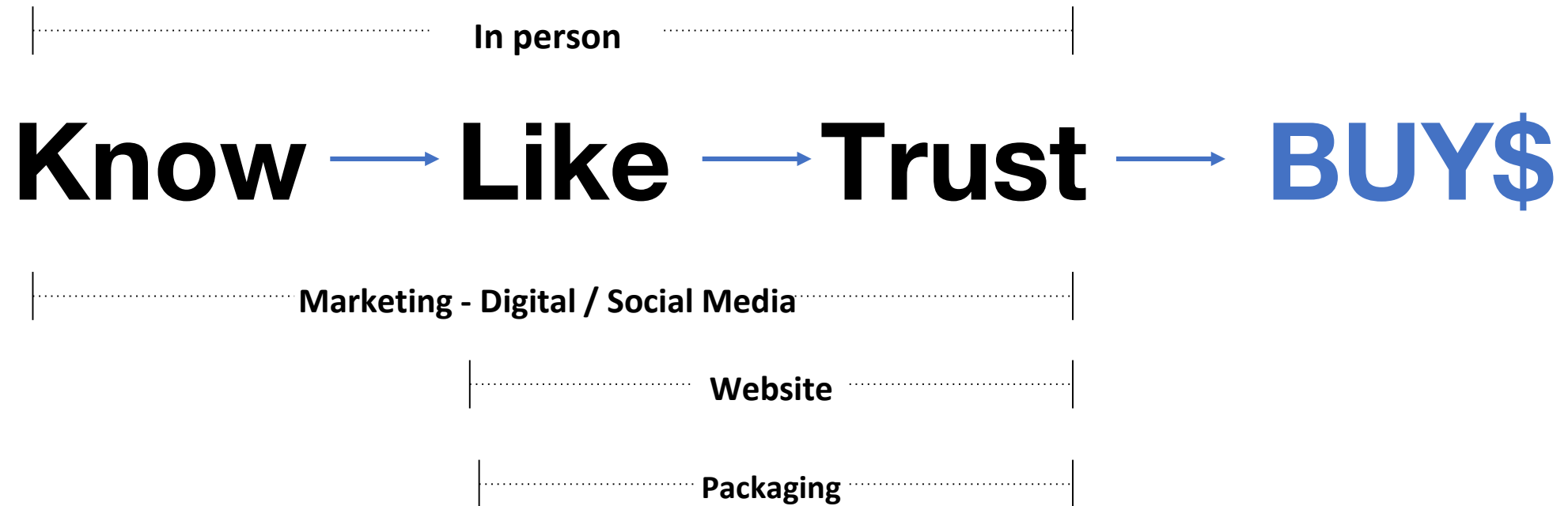


What's coming up today

- **Marketing** fundamentals
- **Asia** focus
- **Homework** explained
- **Live** case studies

A straightforward guide to marketing your produce

Customer & Consumer pathway to purchase.



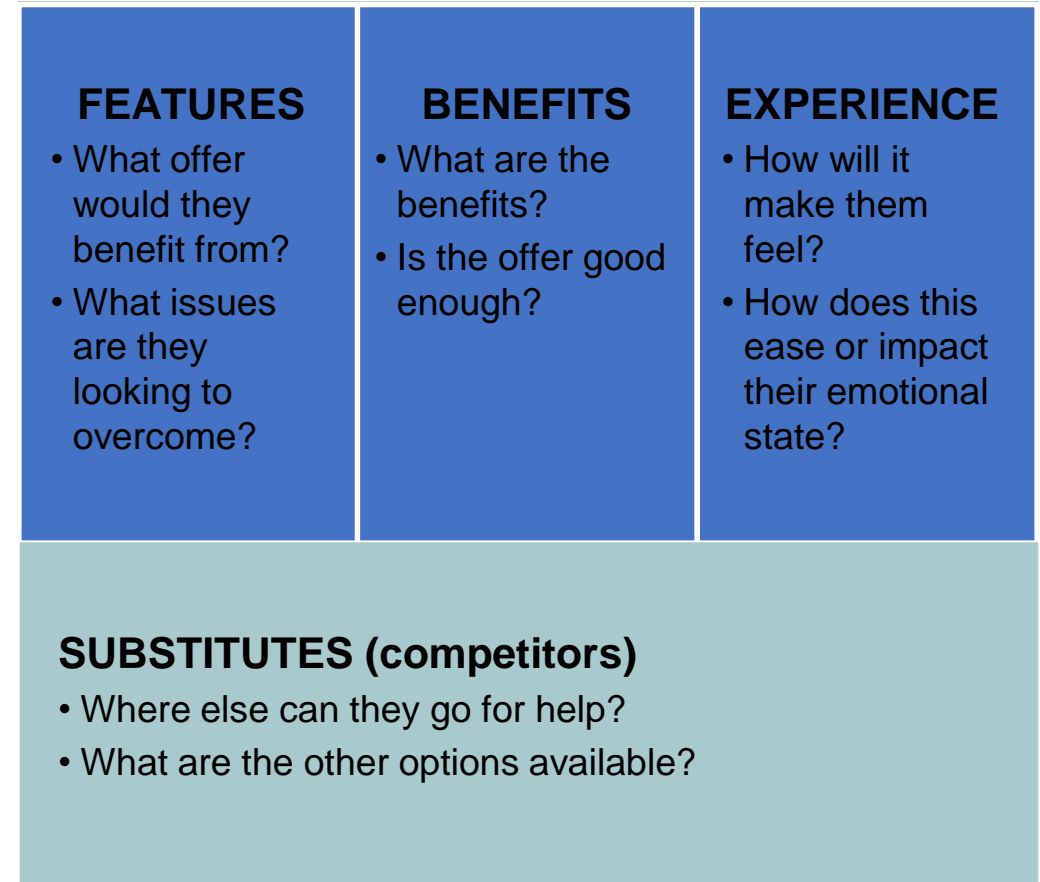
Use your brand to move the customer/consumer from mind to heart to shelf/hand.

CUSTOMER VALUE PROPOSITION SOURCE OF INSPIRATION

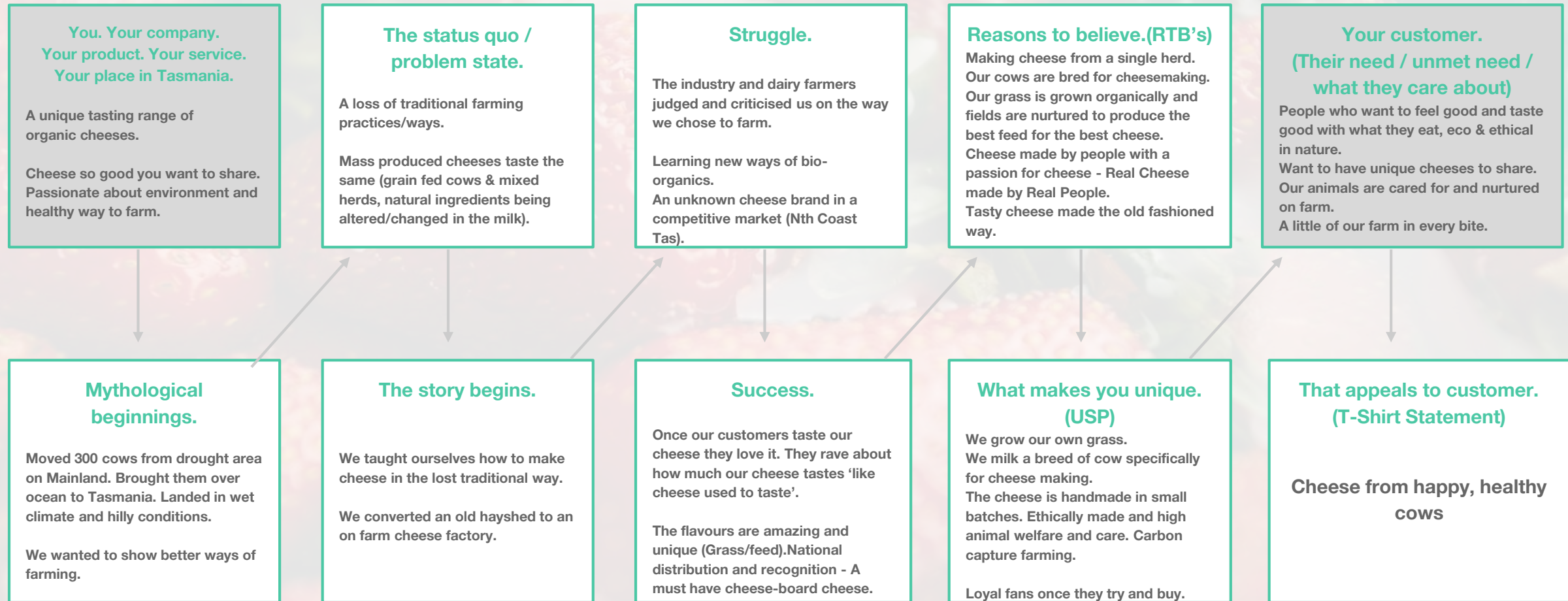
1. By understanding the consumer/customer...



2. We can design the offer...

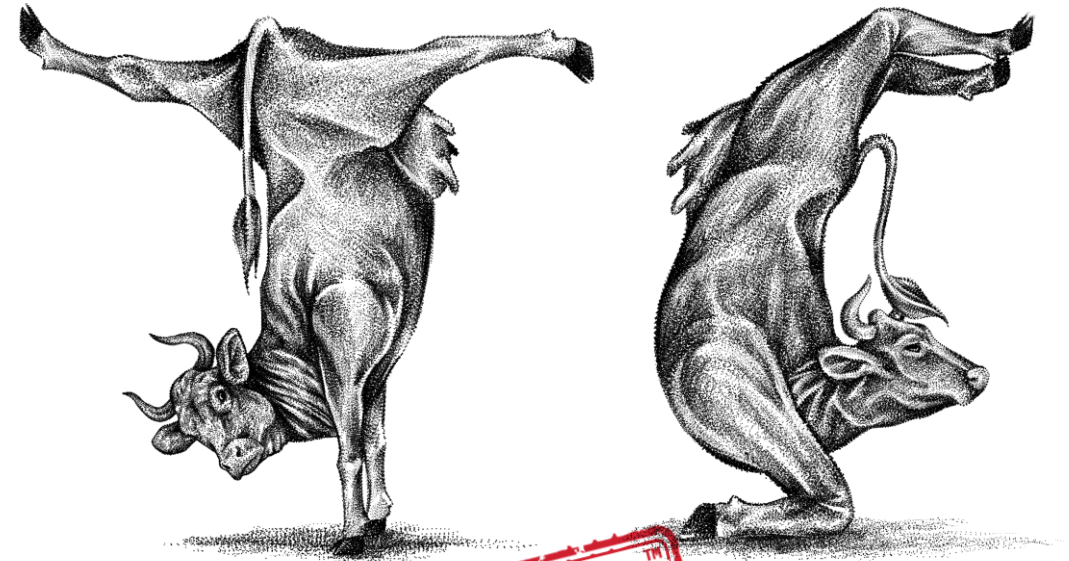


Red Cow Brand Story / A story of influence.



Tell your story in a way that matters to your customer.

'Happy, Healthy Cows' expressed in packaging



*Delicious cheese from
healthy cows.*

The brand idea



5 Ws of Marketing

Using the 5W's to focuses your promotional thinking and build on your USP.

- **Who** am I trying to reach?
- **What** am I going to say?
- **Why** should they believe me?
- **Where** is the best place to reach them?
- **When** is the best time to reach them?

Fish where the fish are. Promote in places where your customer/consumer will be!

Who am I trying to reach?



- Refer back to your 'Know your customer & consumer homework
- Be as detailed and specific as you can,
- What do you know about them that would help you to engage them?
- Will likely differ by market.

What am I going to say?



- Use your Brand Story and your Customer Value proposition
- Be engaging and interesting!
- Eye catching imagery and/or video is helpful
- Always have a call to action. e.g buy, look out for, sign-up etc.
- Show where/how your product makes their life better. e.g. better quality control and therefore shelf life.
- Be repetitive! Assume that people are seeing your message as if for the first time.

Why should they believe you.



- Use your brand story and CVP to craft your messages
USP + facts and add narrative information.
- What substantiation can you give that would make our story more believable?
Track record? Investment in technology? Crop variety
- Needs to be substantiated if checked by a customer or consumer!

Where can you reach customers/consumers?



- Trade shows
- Directly via email N.B. Importance of list building
- Newsletters
- Social media as appropriate

Fish where the fish are. Promote in places where your customers will be.

When can you reach customers/consumers?



- Throughout the growing year with relevant stories of interest
- Weekly as you build up to harvest with updates and stories
- Daily as you dispatch fruit



xin chào

Scan & WIN Marketing Campaign // 17 May 2021

Marketing for Cara Cara in Vietnam / Scan and WIN



Drive to store
30 sec videos
featuring farmer
speaking
Vietnamese



Feature in catalogue and
through loyalty scheme
communications

EXAMPLE IMAGE



A4 and A5 posters
surrounding fruit



In-store sampling
1 Saturday per store

MECHANIC TBC



Scan to win
national promotion*

In Store competition -scan and win.

Point of Sale Poster & Wobblers







Quét để giành chiến thắng
những trái cam Úc.



Selling Fruit Products: Asia Focus

Export (Asia) – A brief summary (Tips, tricks and watchouts)

Export Markets

- i. Asia / Within Asia / MENA.
- ii. Easy and the not so easy markets.

Export Channels

- i. Importers
- ii. Distributors – Big and Small.
- ii. Direct Supply to Retailers.
- iii. Direct Supply to Consumers.
- iv. Consolidators.

Your marketing plan

Export (Asia) – A brief summary (Tips, tricks and watchouts)

Export Markets

- i. Asia / Within Asia / MENA.
- ii. Easy and the not so easy markets.

Export Channels

- i. Importers & Distributors – Big and Small.
- ii. Direct Supply to Retailers.
- iii. Direct Supply to Consumers.
- iv. Consolidators.

Marketing in Asia to Unlock Value and Sales.

1. Building and nurturing your audience (B2B or B2C)
 2. Tasmanian Fruit – As good as it gets.
 3. Your branding – All FGT channels and All Producers.
 4. Your Competitors - Others that can supply temperate fruit at the same time that you do.
1. Market Needs – Sophistication & Longevity.

Marketing to Unlock Value and Sales.

6. Market Introduction – Closer & Easier than you think.
7. Price & Presentation both matter.
8. Export Pricing – Yes you can realize more. Daly's Example.
9. The Ace up your sleeve. Reid's Example.
10. What not to do – Start and not follow through, think it is easy or cheap



Packaging – Your Product's First Impression.

1. 2 Needs - More and Fancy.
2. Why More and Fancier just work.
3. The environment, waste and all this packaging – the reality.
4. Changing is good. Reid Fruit's example.
5. Tell a story and be trackable
- QR Codes, Laava Codes, etc.



Packaging – Your Products First Impression.

6. Fruit Pricing in Asia – what consumers will pay.
7. Rockmelon, Strawberry + Zucchini examples.
8. Fruit Packaging in Asia – what consumers want, your product and their usage.
9. Size matters – more is not better.

Where to From Here....?

A new start and take the first step.

1. Make and assess an export Plan and Budget.
2. Get everyone on the same page.
3. Obtain market information, expert advice and key contacts.
4. Start and assess.
5. Don't give up, it takes time.

Your homework - Complete Your 5 Ws.

Who	Audience #1	Audience #2	Audience #3	Audience #4
What				
Why				
Where				
When				

Export Homework:

Ready to Export – Some Quick Queries.

Answer some of these quick points to see that you are ready to start your export sales channel.

Supply Chain.	
New or Existing?	
Tried by others or a new channel?	
Is the channel tested with your samples?	
Any problems?	

Marketing.	
What has been done in-market?	
Your brand awareness?	
Budget?	

Packaging.	
Design review for export?	
Can your brand be traced?	
Can your brand be linked to Tasmania?	



Thank you.