

MARKETING UPDATE: October to December 2023



MIGUEL ON THE TV AS PART OF THE PR/MEDIA CAMPAIGN

To inspire Australians to reinvent their meals with the Mighty Mushie, the marketing team worked with chef Miguel Maestre to create mushroom recipes for breakfast, lunch, and dinner.

Alongside creating and promoting recipes, data was gathered on how Australians cook their classic meals, how frequently, how many recipes are in their repertoire, and how long they have been cooking them. The findings were used to bolster PR media materials.

The Mighty Mushie campaign was launched with a two-phased plan:

Phase one: Leverage Miguel for Studio 10 segment and appearance at Mushroom Festival to drive awareness of the benefits of mushrooms (see Issue 7 for more about the Mushroom Festival).

Phase two: Pitch stories around how mushrooms and their unique taste and product benefits are reinventing mealtimes to drive consideration of mushrooms.

The PR campaign achieved over 250,000 opportunities to see, with more than 80% of the key messages included in each clip, and a 100% positive sentiment result (meaning that media love the humble mushie and strongly engaged with the campaign assets). The call-to-action to drive Australian consumers to purchase mushrooms was included in over 90% of coverage.

With an increased media spend in the final quarter of 2023, the reach of the Australian Mushrooms campaign packed a punch.

The campaign's overall objective is to inspire people to consume more mushrooms daily by adding Mighty Mushies to everyday meals. The multi-media approach aims to reach consumers at various touchpoints including radio, out of home environments, for example shopping centre screens in close proximity to supermarkets, social media channels, and while they are shopping online.

The campaign was brought to life by a series of newly recorded radio ads featuring celebrity chef, Miguel Maestre, who has also created three leading recipes.

These recipes inspire consumers to 'Reinvent the Meal' by illustrating how to add mushrooms to everyday meals.

Each of the media channels used has a specific role, as illustrated in Table 1.

Table 1: Campaign media channels

Channel	Role of channel
Outdoor	Build brand awareness and high reach for mushrooms by being in close proximity to grocery stores or within shopping centres
Radio	Build top-of-mind awareness on our audiences' path to purchase
Social	Drive cost-efficient reach
Retail	Drive purchase of mushrooms both in store and online



Interviews with Australian Mushrooms spokesperson Miguel Maestre, PR research, media release, Miguel's recipes and imagery as well as Australian Mushrooms Grower spokesperson, John Siderakis, who provided a fresh take on the mushroom industry.

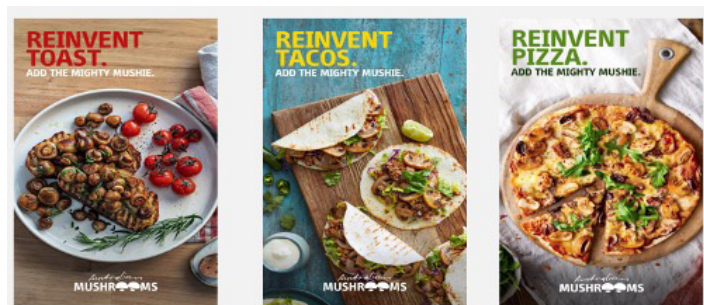
KEY MESSAGING

- The rising cost-of-living has left Australians cooking more basic meals, new research reveals
- Australian Mushrooms has partnered with local chef and personality, Miguel Maestre, to offer inspiration on how to reinvent basic meals using Australian Mushrooms.
- Add the Mighty Mushie to transform breakfast, lunch and dinner into healthy and delicious everyday meals.

MUSHROOMS REINVENTING THE MEAL WITH THE OUT OF HOME CAMPAIGN

Exceeding reach targets in both metro and regional markets, Australian Mushrooms advertisements were strategically placed in the path to purchase outside of major supermarket entrances to prompt shoppers to add mushrooms to their baskets.

Metro out of home reached 3.55M shoppers and regional out of home reached 1.39M shoppers.



MIGUEL TALKING MUSHROOMS ON THE RADIO

The Carrie and Tommy Mushrooms Sponsorship commenced on the 9th of October 2023 across the Metropolitan markets. The sponsorship was a continuation from FY24 July - September 2023 marketing activity.

The sponsorship concluded on the 30th of October 2023, then was replaced by BMAD pre-records utilising chef Miguel Maestre as talent.

The radio campaign reached over 4M grocery buyers 18+, a strong performer driving mass reach.

Listen to the radio spots [here](#)

MUSHROOMS ON THE SOCIALS

Between October and December 2023, Australian Mushrooms always-on social content featured a mix of seasonal recipes to inspire light buyers to purchase and use mushrooms, as well as educational content highlighting the health and flavour credentials of mushrooms, across Meta platforms (Facebook and Instagram).

Content creation was done in partnership with the following creators:

This content was posted to influencer channels, driving an additional 2.1M impressions (the number of times the ad is shown within the platform).

The partnership with Miguel was supported with his recipes shared across his social media pages as well as on Australian Mushroom social media channels to drive broad reach and engagement with main grocery buyers.



Mushrooms on Instagram. From left: @lukehines - 100K followers, @foodbylucy - 54.5K followers, @cheftomwalton - 350K followers, @gatherandfeast - 347K followers

Mushrooms at retail

Between October and December 2023, retail online advertising focused on giving inspiration to main grocery buyers on the path to purchase, with messaging and imagery featuring mushroom recipes for breakfast, lunch, and dinner. The call-to-action drove consumers to purchase and use mushrooms.

Woolworths-Cartology

New to brand customers	34,100
New to brand value	\$256,000
Impressions	904,140

Coles

New to brand customers	68,000
New to brand value	\$448,600
Impressions	432,579

Both major retailers saw an uplift in new to brand customers as a result of the online advertising. Coles achieved \$448,000 new to brand value and Woolworths achieved \$256,00 new to brand value. Activity delivered over 1.3M impressions, showing it is imperative to continue retail activity to reach and bring in new customers.

SAMPLING MUSHROOMS IN STORE

Australian Mushrooms activated an instore sampling campaign that invited shoppers to trial different recipes featuring mushrooms as the hero ingredient - mushrooms skewers and mushroom pizza. The campaign covered 365 stores in total between Coles

and Woolworths nationally and was activated on 3 October 2023 and completed on 14 December 2023.

A total of 29,687 samples were consumed and 41,287 shoppers were exposed to Australian Mushrooms. A predicted total of 7,004kg of pre-packed and loose were sold during the sampling period, which consists of 5,000kg of pre-packed and 2,000kg of loose.

Of those shoppers interacted with, 71% were converted into trying a sample and 38% of customers who sampled were converted to purchase mushrooms.

