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Media release

\$3m Australian Bananas campaign takes on snack foods in the obesity debate

The banana industry will launch a new \$3 million communications campaign to encourage Australians to switch from unhealthy snack foods to bananas, the natural and healthy alternative.

Domestic Marketing Manager for Horticulture Australia, David Chenu says, "On behalf of Australian banana growers, we are taking on the snack food segment which is not only huge, but a major contributor to obesity and poor health."

"Our new campaign comprises a series of television commercials supported by sponsorship of the coming series of "So you think you can dance". The target market for our communications is 18-39 year olds.

"The goal is to make bananas the No.1 selling snack by 2015 which, although a big call, is achievable as more and more Australians understand that they are what they eat.

"For some time, bananas have been the No.1 selling fruit, and now we aim to have bananas reach that same status as a recognized snack and an alternative to less healthy snack foods.

"Snacking is prevalent among Australians and there's nothing wrong with that so long as the snack is nutritionally right," Chenu says.

"Roy Morgan research this year found that 65% of Australian purchased a snack in a given week and 90% of Australians ate a snack in a week. A snack is defined by Roy Morgan as biscuits, crackers, cookies, muesli bars and the like, potato or corn chips, processed snacks, pretzels, nuts, dips, chocolate bars and other confectionery, gum and ice cream.

Chenu says, "This is the biggest advertising campaign ever undertaken by the Australian banana industry and it aims to capitalize on the achievements of "Make those bodies sing" which has been the industry's theme since the 1990s.

"By building awareness of the role bananas can play as a nutritional snack, we hope to grow the Australian market by \$40 million from \$720 million over the next three years," he says.

All bananas grown in Australia are consumed in Australia; the industry is truly Australian with no imports and no exports. So if it's time for a snack, it's time for an Australian banana.

Images from the television commercial are available from Geoff Drucker, DYDX Pty Ltd on (03) 8610 2521

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