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Media release

Australian Bananas, the Facebook friendly fruit

In a just little over six months, the Facebook page established for Australian Bananas has just passed the milestone benchmark of 10,000 friends (<http://www.facebook.com/AustralianBananas?ref=ts>).

Australian Bananas Marketing Manager, David Chenu says, "This remarkable result comes as a result not only of a multi-media campaign, including dedicated Facebook advertising and sponsorship of the television hit *So You Think You Can Dance*, but also through Australian Bananas' Facebook fans interacting with the page, allowing their friends to follow their news feeds and become a fan themselves.

"Australian Bananas reached the 10,000 mark this week, the week that *So You Think You Can Dance* culminates with its final tonight, which is a fitting result," Chenu says.

AC Nielsen reports that 8.8 million Australians have registered with friends on Facebook which represents 63 percent of the total online population of 14 million people.

Chenu says, "Our Facebook statistics reveal that just under a half of all Australian Bananas fans are within the key 18-24 demographic, with steady growth through the industry's sponsorship of *So You Think You Can Dance*, which commenced in late January.

"Each Facebook comment from Australian Bananas now regularly achieves over 10,000 impressions into Facebook fans' news feeds," he says.

The 10,000 friend benchmark places Australian Bananas among esteemed company on Facebook, on a close par with brands such as MTV Australia, Sportsgirl, FHM Australia, and almost with The Wiggles."

Only 5% of brand pages on Facebook accumulate over 10,000 fans.

Chenu says, "This market response confirms the incredible value of social networking as a means of reaching our target markets for Australian Bananas.

"Our research suggests that Facebook users view the internet more as a place for entertainment, social communication and interaction, rather than for more functional purposes. So the Australian Bananas Facebook page needs to play a role which was uplifting, irreverent and above all, a reflection of the positive natural energy of the brand campaign that is accessible and engaging to Facebook users.

"As the market becomes increasingly integrated into online social networking, so will our dedication to it as a means of presenting the health and nutritional benefits of bananas so they can play a key part in everyone's diet every day as they deserve," he says.

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