



29 November 2007

## Radio targets older banana consumers

Following on from the success of a \$250,000 national October radio advertising campaign promoting bananas to female grocery buyers with children, a new wave of radio advertising will now build awareness among the over 50 year old market that bananas are a wonderful snack food.

Market research conducted earlier this year by the Australian Banana Promotions Company (ABPC) and Horticulture Australia (HAL) has shown that the over 50s is a significant market segment for bananas.

ABPC Chief Executive, Craig Allen said, "The new ads reinforce our message that positions bananas as a healthy energy snack food."

The objectives of this campaign are to simultaneously raise levels of bananas as the ideal healthy energy snack, increase banana sales among the specified target groups and start to reposition bananas away from "Natures Wonderfruit" towards "Natures Wondersnack"

Allen said, "Two new ads have been recorded for the campaign which will be aired in capital cities, the major regional centres of the Sunshine and Gold Coasts, Northern Rivers and Canberra as well as the banana-growing areas. The ads in the growing areas reflect the same frequency as for the major markets. This is designed for growers, their friends and families, to experience the full impact of their promotional levies hard at work building banana demand, driving sales and helping clear markets.

"Our investment in this round of advertising has been \$150,000, but additional promotions and bonuses that have been added by the radio stations will yield around \$240,000 worth of market exposure. The campaign, which will potentially reach over 4 million consumers, is due to end on 15 December," Allen said.

Creatively, the campaign's objective has been represented in one of the ads in the following way: *If you lead a busy lifestyle, bananas are the idea energy snack. Playing sport or an energy boost at work, bananas have plenty of carbohydrates to boost energy levels when you need it. Bananas are a natural source of fibre, potassium and vitamin B6. They contain no fat or cholesterol. So snack on bananas today.*

Craig Allen added, "As with all our promotions, this advertising will strongly carry the highly recognised *Make Those Bodies Sing* jingle and tagline."

### Enquiries

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