



Avocados From Mexico

Positioning Genesis Update

The core objective of the project is to identify and evaluate the most compelling brand positioning for Avocados From Mexico so that a singularly focused message can be consistently portrayed by both APEAM & MHAIA. The focus of this project falls on the following objectives:

- Identify singular, focused positioning concepts that ensure differentiation, uniqueness, and superiority of the brand across stakeholders.
 - Define the proof points (messages) that most strongly support the positioning.
 - Pinpoint the optimal positioning and most influential message platform through qualitative and quantitative validation.
- Identify strategic requirements necessary to implement the chosen positioning.

Where We Are Today

After receiving a myriad of background information on the market, past promotion studies, and product information, Brand Engineers was able to see a clear picture of the category and where Avocados From Mexico currently stands in relation to its competitors, as well as identify the outstanding questions and gaps that would need to be filled. The culmination of this research was presented in the Keystone Analysis Report, which was presented on January 11, 2012.

Keystone Outcome

The result of the Keystone meeting provided the Avocados From Mexico team with two paths that the brand could potentially take moving forward. These paths were:

- Grow the Hass Avocado Market: Create a perception that highlights the advantage of Hass avocados, while breaking down barriers that impact purchasing behavior.
- Build the Avocados From Mexico Brand: Create a perception associate with the Avocados From Mexico brand that places it as the ingredient that makes food better.

Each path came with its associated pros and cons, and strategically each took the brand and its positioning in two distinct areas. On January 26th Brand Engineers, along with the Core AFM Team, will reevaluate each path and determine which path holds the greatest potential for success along with long-term sustainability and differentiation for the brand.

Next Steps

Armed with the output from the Keystone Meeting, Brand Engineers is beginning to work on mapping out a variety of distinct positioning opportunities for the brand through a series of internal brainstorming sessions. The insights and opportunities gained from these sessions will ultimately



form the foundation for the development of positioning concepts. These concepts will be evaluated with the Avocados From Mexico team during Positioning Workshop in February 2012. The output of this workshop will be a handful of strong concepts the entire team is comfortable moving forward with into the validation phase.

Upon completing the validation research and conducting an extensive statistical analysis of the results, Brand Engineers will make a recommendation on the ideal positioning option to move forward with. The AFM team discuss this recommendation internally, along with the other positioning options that were tested, and ultimately select the final brand positioning for Avocados from Mexico.

At this time, Brand Engineers will compile the Brand Blueprint for AFM. The Brand Blueprint is a unifying document that provides strict, detailed guidance on the optimal brand positioning and associated messaging to the internal Avocados from Mexico Brand Team Members and the full cadre of communications partners (i.e., advertising agencies, public relations, education, publications, advocacy development, Internet, etc.).

