



AMERICA
アメリカ

HASS AVOCADO BOARD
2011 College Football Program
May 16, 2011

dentsu

CONTENTS

- 2010 HAB CFB CAMPAIGN SUMMARY
- COLLEGE FOOTBALL GROWTH
- COLLEGE FOOTBALL MEDIA LANDSCAPE
- 2011 POTENTIAL COMPONENTS
- 2011 BUDGET



2010 HAB CFB CAMPAIGN SUMMARY

- **BACKGROUND / OBJECTIVE**

- Joint promotion launched in Fall 2010 between HAB, CAC, and CAIA
- Integrated College Football sponsorship, partnering with Fox Sports Network
- Objective was to make Hass Avocados a “MUST HAVE” for sports entertaining

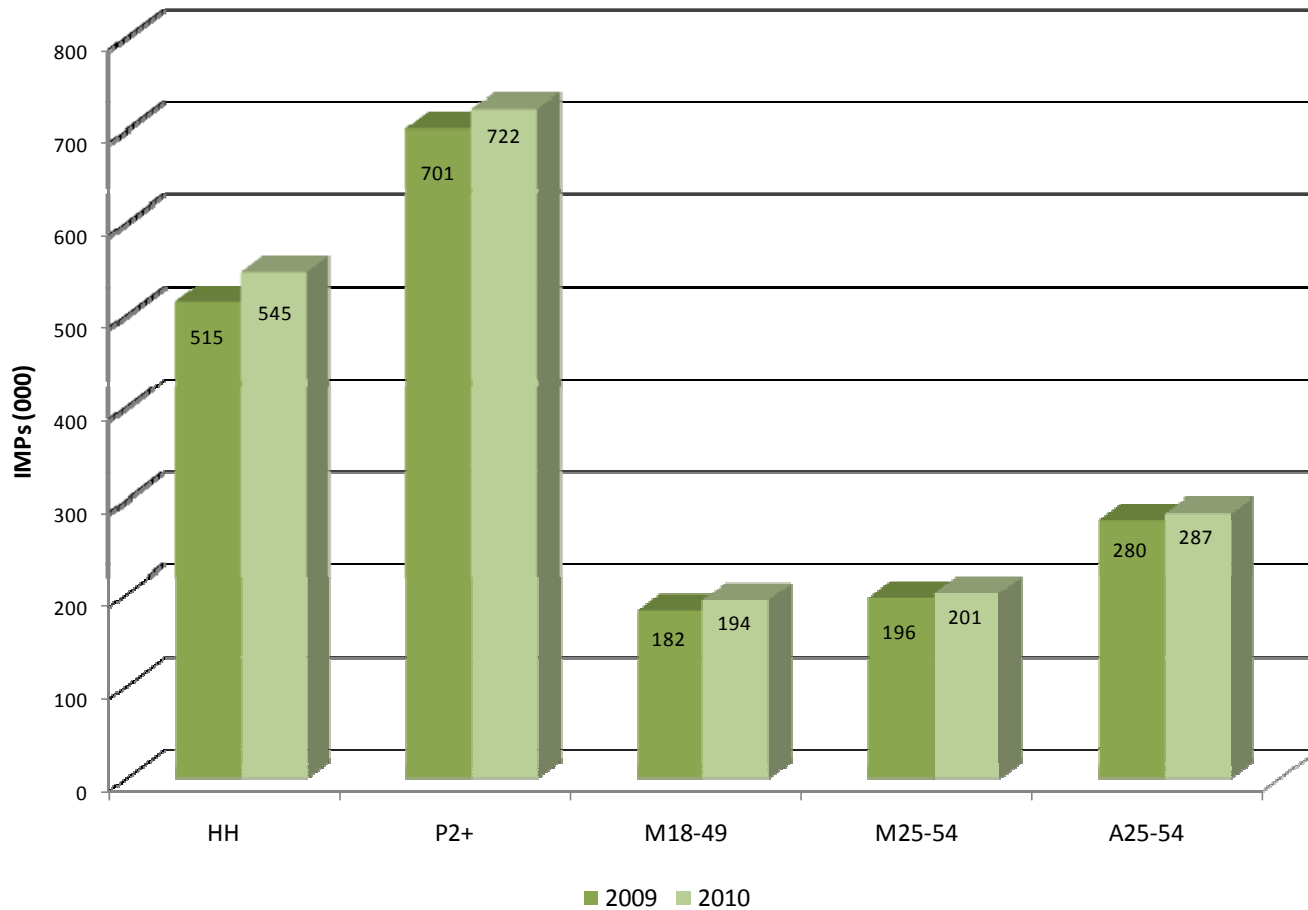
2010 HAB CFB CAMPAIGN SUMMARY

- **SPONSORSHIP INCLUDED...**
 - National, Regional, Local TV, Online, On-site and Retail
 - Custom TV spots, vignettes and product integrations that helped increase awareness for HAB recipes
 - PAC 10, Big 12, Big 10, and SEC game sponsorships with audio mentions, scoreboard, billboard, and feature graphics
 - Football “Kick Off,” SEC Weather Report, Picks of the Week
 - FSN.com sponsorship of Heisman Watch and College Experiment video central hub
 - Sweepstakes prize package to the Rose Bowl game.
 - College Promotional Sampling Tour Sep-Dec
 - University of Washington, Penn State, Stanford, UCLA

PROGRAM DELIVERED OVER 34 MILLION IMPRESSIONS!!

COLLEGE FOOTBALL GROWTH

College Football Year Over Year Growth



- College Football viewership increased by 3% on average across all demographics in 2010
- M18-49 showed the highest increase (6%)
- These trends have held steady throughout the years, with CFB drawing more viewership year over year

COLLEGE FOOTBALL VS OTHER SPORTS

% Of Respondents who say they are "SUPERFANS"	
Total	100.00
Interest in Sports: NFL - Super Fan	26.74
Interest in Sports: College Football - Super Fan	16.57
Interest in Sports: Major League Baseball - Super Fan	13.29
Interest in Sports: NBA - Super Fan	11.43
Interest in Sports: College Basketball - Super Fan	9.61
Interest in Sports: Nascar - Super Fan	7.85
Interest in Sports: High School Sports - Super Fan	6.88
Interest in Sports: NHL - Super Fan	6.85
Interest in Sports: Golf - Super Fan	5.55
Interest in Sports: Soccer - Super Fan	5.40
Interest in Sports: Tennis - Super Fan	4.11
Interest in Sports: Professional Wrestling - Super Fan	4.09
Interest in Sports: Other College Sports - Super Fan	3.91

- College football ranks #2 behind the NFL in terms of popularity
- Of all respondents surveyed, 17% were college football superfans, beating out all other professional and collegiate sports, with the exception of the NFL

Source: 2010 Fall GfK MRI

COLLEGE FOOTBALL MEDIA LANDSCAPE

- Due to the NFL standoff, the advertising market has heated up for other programming that draws large audiences, such as college football
- With college football continuing to grow, FX has committed to 14 games this season
- With viewership increasing, the PAC 12 is seeking 4x more than the \$25MM ESPN was paying for its package of football games
- FOX close to closing a deal with the BIG 12 for \$60MM this year, well up from the current \$20MM the conference receives
- **IMPLICATIONS**
 - Rising demands from college conferences and the willingness from ESPN and FOX to invest larger amounts of \$\$ for the rights to college football games, shows how powerful college football has become in the US

POTENTIAL 2011 PROGRAM COMPONENTS

- **BROADCAST SCHEDULE**

- In-Game :30 Units
 - National and Regional - Pac 12 / Big 12 / Big 10 / SEC / Conference USA
 - FX “Game of The Week” units
- CFB In-Game Kick-Off Features (:15)
- CFB In-Game Billboards (:10)
- Sweepstakes promos (if applicable)

- **ON-SITE ACTIVATION**

- Tailgate Events (Number of tailgates TBD based on budget)

- **TICKET BANK**

- CFB Tickets (Number of tickets TBD based on budget)
- VIP Tailgate Passes
- Rose Bowl Tickets

2011 OPPORTUNITY

- With College Football increasing in popularity and networks investing substantial amounts of dollars for the rights to games, there is no better time than 2011 for HAB to continue to be an integral part of the college football experience
- New offerings from FSN can make this year's partnership even bigger with...
 - “Games of the Week” being shown on FX
 - PAC 12 and Big 10 conferences hosting inaugural championship games
- Heightened excitement in College Football could also translate into more support at retail – themed displays, promo ads, etc.

2011 BUDGET

- TARGET BUDGET = \$1.25MM

HAB	\$500,000
CAC	\$200,000
CAIA	\$250,000
<u>ADDT'L FUNDING</u>	<u>\$300,000</u>
TOTAL	\$1,250,000