

**Hort  
Innovation**  
Strategic levy investment

**SWEETPOTATO  
FUND**



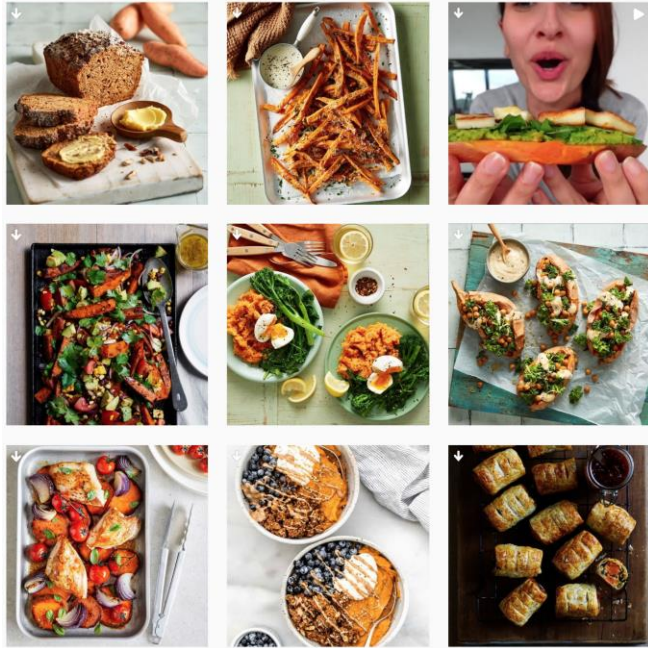
# Australian Sweet Potatoes

Marketing Update  
June 2021





## Campaign Summary: May/June

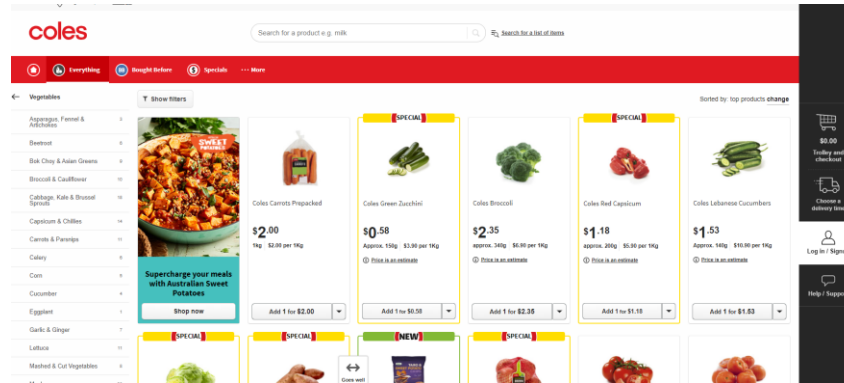


- Across all of social in May, Australian Sweet Potatoes achieved more than 1.1 million impressions and earned 30,000 engagements.
- Dietitian spokesperson Marika Day, shared two of her sweet potato recipes on her Instagram in May, which were well received by her audience clocking up more than 500 saves of the recipes.
- Influencer content was shared on our ‘Sweet Potat-PROs’ channels in May, including Cooking with Ayeh (her videos on Instagram and TikTok have clocked up more than 800,000 views) and Ben Seymour (Footballer). Katie Williams (Athlete) is scheduled to share her video on her channels in June.
- Media outreach continued in May, with a number of articles secured and published in May, including: Daily Mail, Star News Group newspapers, MSN, Eativity, Women’s Health, Yahoo and Lifehacker. To date, earned media outreach has achieved **more than 14 million opportunities to see**.
- The #GetSupercharged series rolled out on owned social channels in May, focussing on highlighting the versatility of sweet potatoes through sweet potato traybakes, salads, simple usage ideas and desserts.
- The microinfluencer campaign via Vamp went live, coinciding with the #GetSupercharged series, with content creators sharing their go-to sweet potato traybakes, salads, simple usage ideas and desserts. The microinfluencer posts reached 51,000 people, with more than 286,000 opportunities to see.
- The sweet potatoes retailer campaign with Coles has gone live, including the [online sweet potatoes hub](#) and a spread in the June Coles Magazine, Australia’s most read magazine (4.4 million readers, monthly)
- To date, the campaign has achieved **21.5 million opportunities to see** across earned, paid and owned channels.

# Retailer Activities – Coles Online

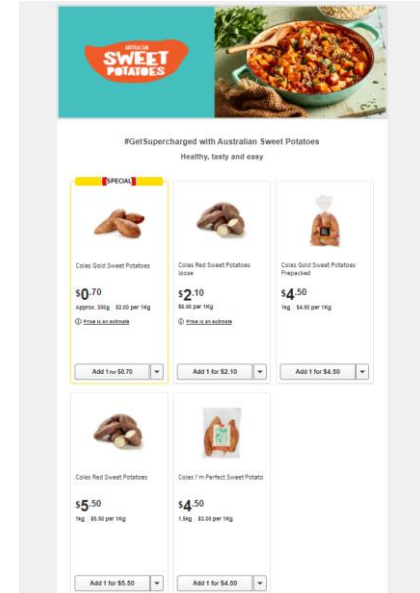


Coles Mag



Australian Sweetpotatoes Shop Page in

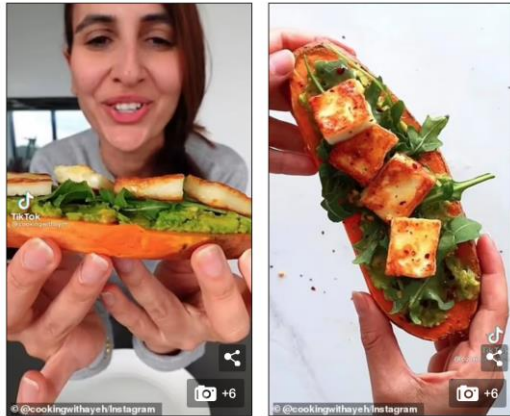
Coles Online



# Media Coverage Highlights

Daily **Mail**  
AUSTRALIA

**Sweet potato TOAST is the latest trend to take Australia by storm - topped with crispy haloumi, rocket and creamy smashed avocado**



Ayeh made the breakfast dish by stacking smashed avocado, rocket leaves and grilled haloumi onto a sweet potato slice

AUSTRALIAN  
**Women's Health**

## The 5 Rules of Eating for Skin Health

According to a dietitian - by Nikolina Ilic

We all know the sign of vibrant, healthy skin is that natural outer glow, but what exactly is it that makes our skin so happy? Sydney-based Accredited Practising Dietitian and Australian Sweet Potatoes ambassador Marika Day shares the facts on how your diet and wellbeing can directly affect the your skin health. Your skin is the body's biggest organ, so it's no secret it needs a little love and care.

Here are Marika's five rules to follow for healthier, happier skin.



3 / 5

### Vitamins A, C and E

Making sure you're getting enough vitamins A, C and E is essential to getting a vibrant glow, so for Marika eating fresh fruit and veggies high in those vitamins is a must. Marika says, "Just one serve (150g) of sweet potato will provide you with all your daily requirements for vitamin A, which is important for healthy skin and plays a key role in the formation and repair of skin cells. One serve of sweet potato also contains more than 113% of your daily requirements for vitamin C, which is important for immunity year-round, but is also an antioxidant, which means it is good for collagen formation. With 12% of the RDI for vitamin E, a serve of sweet potatoes can also help shield your body from the stress of free radicals and fight against external damage to your skin."

Shutterstock



## Tracking Against KPIs

PLATFORM	METRIC	CAMPAIGN KPI	ACHIEVED TO DATE	% ACHIEVED
			Campaign elapsed	74%
Facebook	Impressions	920,000	1,146,900	125%
	Engagements	34,976	45,000	78%
	Engagement rate	8%	8%	On track
Instagram	Impressions	1,500,000	897,135	60%
	Engagements	100,000	93,438	93%
	Engagement rate	10%	13%	On track

## Channel Purpose



**Facebook Objective:** Drive awareness and increased consideration of sweet potatoes as a preferred vegetable amongst the target audience.

**Achieving this through:** Inspiring our audience with beautiful, mouthwatering content that is informed by insight of what works on the page. Content amplified with an advertising strategy to drive awareness and consideration.

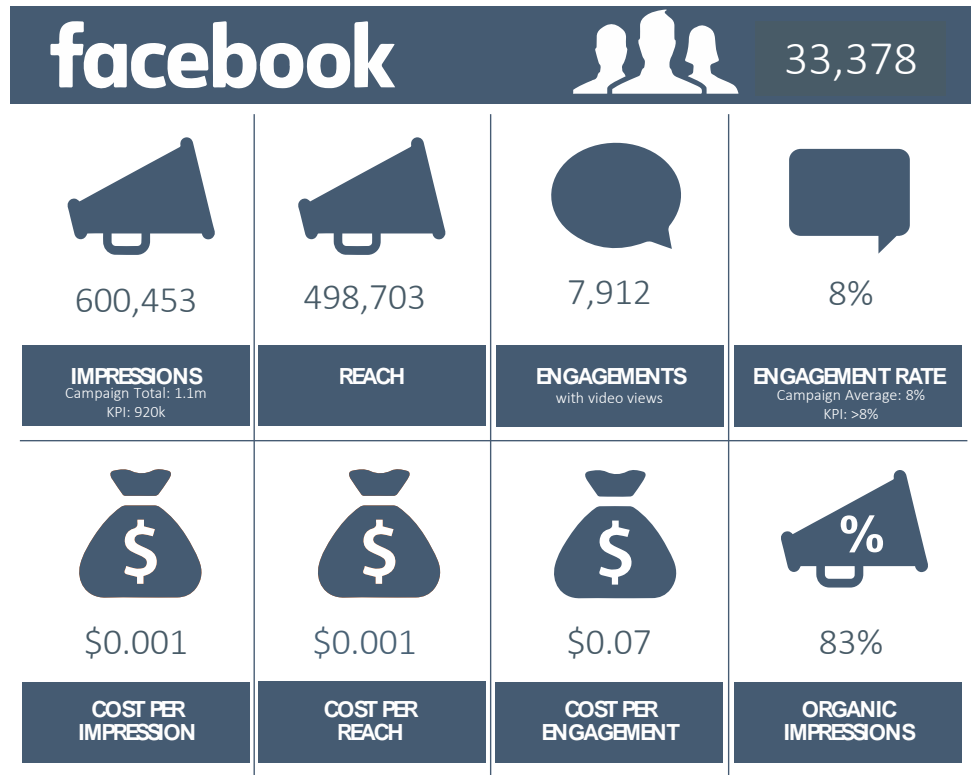


**Instagram Objective:** Drive awareness and increased consideration of sweet potatoes as a preferred vegetable amongst the target audience.

**Achieving this through:** Inspiring our audience with delicious, aspirational, thumb-stopping imagery informed by insight of what works on the page. Content amplified with an advertising strategy to drive awareness and consideration.

# Facebook Results

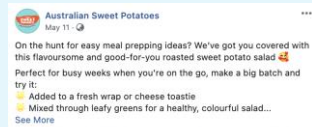
1 May – 31 May 2021





# Best Performing Facebook Post

## TOP POST



   528 Reactions

 15 Comments

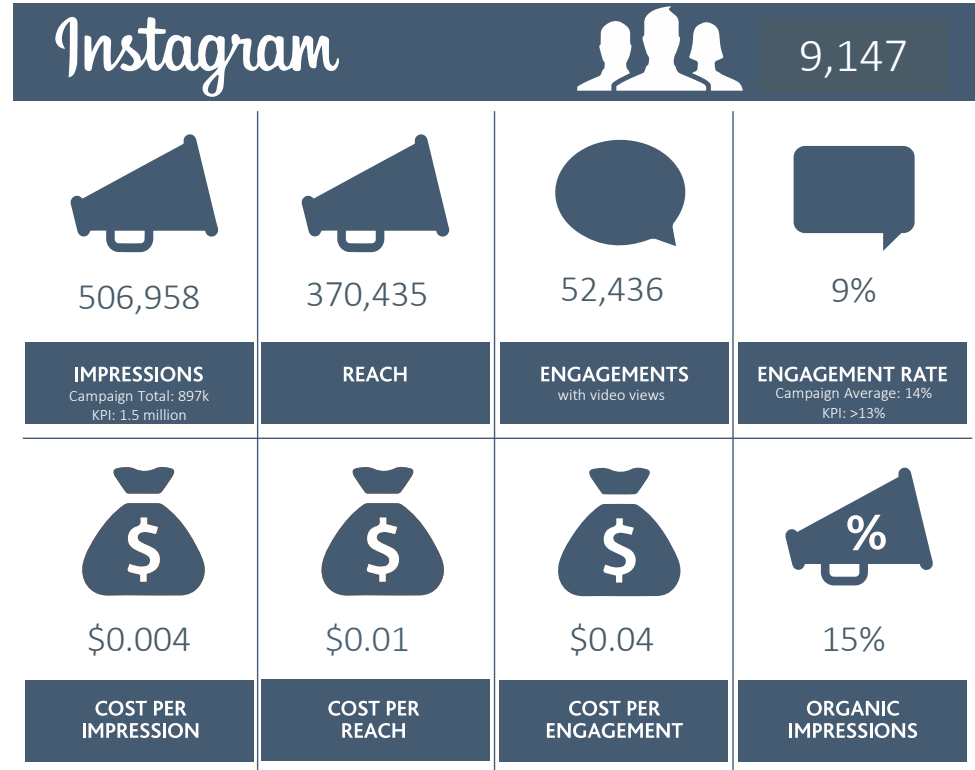
 65 Shares

The top performing post in May was from the salad week of our #GetSupercharged series – a meal-prep friendly sweet potato salad with accompanying copy inspiring fans how they can use the recipe across a range of meals. The post was the most clicked for the month (682 link clicks), most reaching post (20,000) and most engaged (1,544), achieving an engagement rate of 10%.



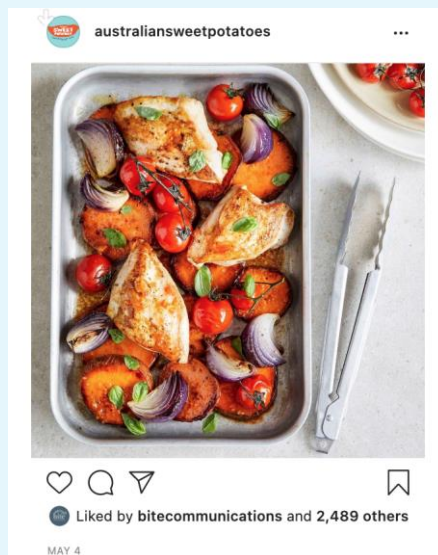
# Instagram Results

1 May–31 May 2021



# Best Performing Instagram Post

## TOP POST



2.5k Loves

11 Comments

In May the top performing Instagram post was from the traybake week of the #GetSupercharged series. This chicken, sweet potato and tomato traybake earned an engagement rate of 20% and 2,642 engagements – including 70 saves and 350 link clicks, two high-quality engagements indicating intent to try. The post reached 13,500 people, and many fans commented how they wanted to try this simple recipe themselves.

# Instagram Stories

- 10 Posts
- 3,619 impressions (4% reach rate)
- 91% completion rate

**It's National Burger Day!**



Try this delicious supercharged sweet potato burger recipe to celebrate 🍔

👁️ 196 🗳️ 168

ENERGISING MEALS FOR THE WEEK AHEAD!



KEEP AN EYE OUT THIS WEEK FOR OUR SWEET TREATS WITH SWEET POTATOES!

👁️ 386 🗳️ 355

**#GETSUPERCHARGED**



WITH AUSTRALIAN SWEET POTATOES

👁️ 503 🗳️ 466

ENERGISING MEALS FOR THE WEEK AHEAD!



GET INSPIRED THIS WEEK WITH OUR SIMPLE RECIPES WITH SWEET POTATOES

👁️ 279 🗳️ 256

**#GETSUPERCHARGED**



WITH AUSTRALIAN SWEET POTATOES

👁️ 348 🗳️ 322

Sweet potato breakfast bowl by @marikaday 🍌



must try

👁️ 169 🗳️ 148



# THANK YOU

Contact: Mariannel Azarcon – Marketing Manager