

CPB Strategic Priorities

TRADE POLICY & MARKET SUPPORT

Government purchases, ATP/MAP funding, trade relations

UNIFIED INDUSTRY

Expanding involvement, improving connections, sharing value

EXPANDING VISIBILITY

Global marketing and public relations

NUTRITION RESEARCH

Expanding our understanding of health benefits

PRODUCTION RESEARCH

Lowering costs, improving California Prune quality, protecting investments

Mission

Unite growers and packers to drive essential activities that support the California Prune industry.

Vision

A world enthusiastic about California Prunes.

Purpose

Promote lifetime wellness through the enjoyment of California Prunes.

Values

- Operate with integrity
- Engage in respectful dialogue
- Embrace challenge and change
- Committed to prune quality and continuous improvement
- Have an attitude of customer service towards our stakeholders



U.S. Consumer Marketing Communications Objective

Program Goal:

Support expanded visibility for California Prunes in the U.S.

Long-Term Program Objective:

Increase purchase frequency of prunes among existing light-to-medium prune consumers.

Strategies for FY23-24:



- Conduct market research to reaffirm and improve the definition and understanding of target consumer with whom the taste, versatility and health benefits of California Prunes will resonate for years to come.
- Target efforts with repetition of focused messages and usages.
- Implement a "bridge plan" of earned and paid tactics via a mix of PR and digital to surround current audiences with repetition of focused messages and usages in daily life.

U.S. Marketing Communications Program in FY23-24: Challenges, Opportunities & Planning Imperatives (slide 1 of 3)

Challenge	Opportunity	23-24 Planning Imperatives
<p>Broad Target Audience:</p> <p>The CPB domestic target audience to date has been a broad group, so it's been difficult to truly understand them, target effectively and raise awareness within budget.</p>	<p>CPB can more effectively target an audience by narrowing it to be smaller and more distinct.</p>	<p>Begin the year with a slightly narrowed target based on discussions and insights to date; focus media targets and partnerships more narrowly than in the past.</p> <p>Conduct consumer research to define a new, more focused target audience. Learn as much as we can about her current prune usage, overall snack and meal prep habits, attitudes toward food, actions regarding healthy aging (or not aging!).</p>
<p>Low T.O.M. Awareness and Perception:</p> <p>Consumers' top-of-mind awareness for prunes is low, and some consumers still perceive prunes as a just constipation solution.</p>	<p>Target low and medium prune consumers with some additional demographic and psychographic parameters.</p> <p>Shift approach from top-of-mind awareness to improving overall perceptions.</p>	<p>Consider tactics that allow target consumers to experience and taste prunes in different ways.</p> <p>Be sure to fully mine existing assets and insights on what messages and usages have resonated best to date and may resonate best with a new target.</p>

U.S. Marketing Communications Program in FY23-24: Challenges, Opportunities & Planning Imperatives (slide 2 of 3)

Challenge	Opportunity	23-24 Planning Imperatives
<p>Nutrition & Health Benefits Awareness:</p> <p>Though CPB research shows that consumers perceive prunes as healthy, awareness of their nutrition and multiple health benefits is low. Many consumers just associate prunes with being a constipation treatment.</p> <p>Nutrition research in some areas is in early stages (animal studies).</p>	<p>Consumers already know prunes are healthy and have wide awareness of their function as a constipation treatment. We can build on this/use if as a credible bridge to discuss other benefits.</p> <p>CPB’s gut, bone and heart health benefits are strong. Anecdotally, we see that consumers like the pairing of gut health and bone health messages. Precise messaging may be refined during consumer research.</p>	<p>Use consumer research to define how to focus messaging on the strongest areas of research that resonate best with the target.</p> <p>Once we have a new target, educate CPB’s Nutrition Research committee about her and encourage research that’s directly relevant to her for the benefit of U.S. market growth.</p> <p>We should not message any findings of animal studies to consumers; however, we can share published findings via announcements to the scientific community as appropriate.</p>
<p>Top Health Professional Targets:</p> <p>CPB has trialed participation in tactics targeting a variety of health professionals: RDs, the menopause research community, other research communities. But the budget to reach health professionals is very limited.</p>	<p>CPB can narrow its health professional target audience to be smaller and more distinct, and then more effectively target them for increased awareness.</p> <p>Our target consumer should be at the center of all U.S. external communications efforts; all roads should lead to increasing the core consumer's perceptions of prunes and their benefits.</p>	<p>Use consumer research to help CPB define which types of health professionals should be the top, most focused targets to reach our target consumer.</p> <p>Upon defining the health professional target, consider baseline research that can be repeated in 2-3 years.</p> <p>We should also consider targeted outreach to certain HP groups based on nutrition research outcomes.</p>

U.S. Marketing Communications Program in FY23-24: Challenges, Opportunities & Planning Imperatives (slide 3 of 3)

Challenge	Opportunity	23-24 Planning Imperatives
<p>Usage Awareness/Resonance Gaps:</p> <p>Consumers have low awareness of how many prunes they can/should eat, how to use prunes, and sometimes even where to find them in the store. They commonly fear they can't eat too many at once, or they will have adverse effects.</p> <p><u>Snacking:</u> The healthy snacking landscape is crowded, and it takes time and focus to foster the creation of a new snacking habit.</p> <p><u>Recipes:</u> The CPB team is uncertain of how much prep and cooking our target is/will be willing to do.</p>	<p><u>Snacking:</u> 4-6 prunes a day (which is under 100 calories) is the recommendation for benefits related to serving size and scientific evidence of health benefits. Consumers can eat up to two servings a day (8-12 prunes) without seeing adverse effects.</p> <p><u>Recipes:</u> Prunes are a versatile ingredient and easy to find in stores. CPB has strong existing assets.</p>	<p>Probe in consumer research how our target is currently using prunes, and their current snacking and meal-prep behaviors.</p> <p><u>Snacking:</u> Test among consumers the best way to convey serving size and recommended number of prunes. 4-6? A handful? Is asking 4-6 a day too much? Or is it too limiting? How can we be emotional and not too prescriptive/clinical?</p> <p><u>Recipes:</u> Probe in consumer research what usage ideas our target might use most frequently and determine how to further focus recipe/usage messaging.</p> <p>Though CPB should always be the authority on all ways to use prunes, we should consider what <u>few specific prune usages we can promote repeatedly to our target</u>, so repetition of message can inspire trial.</p>
<p>PR/Social Media Integration:</p> <p>To date, the public relations and social media programs have not been integrated very closely.</p>	<p>CPB can create a more integrated marketing program that connects PR and social media tactics to surround the target consumers with narrower, more focused messaging and usage ideas.</p>	<p>As noted above, the PR and social media teams will work together to determine a focused content calendar for the year that surrounds the target with a unified set of messages and narrowed usage ideas. We will also explore social influencer/media spokesperson integration.</p>

Consumer Research

We will conduct consumer research in Q1 of FY23-24 to define our longer-term target and get to know how to best target them with our tactics. We will then evolve our tactical plan beyond this interim version.



Consumer Research

CPB will conduct consumer research to explore:

- **Consumer Attitudes and Perceptions Towards Prunes:** Through this research, we aim to delve into consumers' attitudes towards prunes as well as their perceptions. These insights will illuminate areas of strength and potential.
- **Utilization Patterns:** We will aim to better understand how prune consumers utilize prunes – whether as snacks, in recipes, smoothies, grazing boards, lunches, and their willingness to use prunes as an ingredient for sauces, dips, or baking. We are interested in uncovering the likelihood, frequency and significance of these choices in their diets and lifestyle.
- **Barriers and Growth Opportunities:** Determining the strength of our opportunities and confirming the barriers we need to overcome for prune consumers. This study will offer a deeper understanding of our target audience profile and illuminate any blind spots to the problems we can help solve for them, and the messages that resonate most.
- **Relevance of Attributes:** Attributes such as taste, quality, functionality, nutritional value, and the broader health and wellness context will be examined closely. These insights will enable us to align our offerings with a deeper understanding of our consumers' attitudes and behaviors related to food and health, as well as sources of food and health information.
- **A New Consumer Target Definition:** We want to learn what demographic and psychographic parameters result in a population that CPB can effectively surround and reach repetitively with messages about California Prunes.
- **Target Consumer Behaviors:** Refining our understanding of our consumer everyday habits and behaviors of our new target consumer will provide a solid foundation for our marketing and communications strategies.

Our Interim Target Audience

Based on insights from CPB consumer research from 2013 to 2022 and recent discussions about narrowing the target to be more effective in surrounding it in multiple ways with our key messages, using repetition of message to increase awareness, we are now planning FY23-24 consumer research to further define our best target audience – a demographically and psychographically distinct group that will hear our messages, perceive them as relevant and buy more prunes.

In the meantime, here is who the CPB U.S. marketing team has decided to target. This group is slightly narrowed from previous years.

- **Primary food-shopping women:** For food items, primary-shopping women tend to be easier to target through traditional and social media than men.
- **Ages 35-54:** Previously at 40-75, we have shifted the audience to be younger, still spanning a relatively broad age range between older Millennials and nearly the top of Gen X. This is an age group that tends to have food buying and decision-making power while considering long-term food and health habits for themselves.
- **Health/wellness minded:** To establish a prune buying habit and ideally a habit of eating 4-6 prunes every day, our target will need to be receptive to California Prune nutrition and health benefits. She is conscious of health trends, and receptive to trying new approaches in health, beauty, and weight and often talks about health topics with her friends. She is interested in eating foods that have health benefits.
- **Passionate about healthy aging:** Our target sees the long game and wants to be healthy and vibrant both now and in her later years. She stays up on healthy aging trends.
- **Kitchen friendly:** With prunes being so versatile to use, our target will be receptive to easy, memorable, everyday ways to prepare them in addition to eating them out of hand. She's busy, but she likes to make a nice dinner and bake when she has the time. She watches food content on social media and TV and likes to talk with her friends about food.
- **Light and medium prune users:** Our target is familiar with prunes, but we want her to buy them more often.
- **Higher education & income:** Our target tends to have at least some college under her belt and be in a \$100k+ household.
- **Single, married, kids, no kids:** Our key messages about health will focus more on women than on men or kids – so California Prunes are something our target will tend to choose primarily for her own needs in mind. The needs of male partners and kids can be in consideration as well, but likely secondary.
- **Working, SAH:** Our target can be in any kind of work situation while still falling within all the parameters above.
- **Urban, suburban:** Like most Americans, our target lives in cities and suburbs.



