



EDUCATION

PLAYBOOK



HOW TO USE **THIS BOOK**

The guidelines outlined on the following pages leverage the existing brand standards and new insights for positioning and strategy. These guidelines were used to define our role within the education space. The positioning, vision, tone and voice outlined herein are Avocados From Mexico's point of view on how to educate consumers.

The information supplements the existing Avocados From Mexico brand book, positioning and strategy. It does not replace any existing brand standards. It only focuses on the education platform lens for Avocados From Mexico.



APPROACH AND INSIGHTS

STRATEGIC APPROACH

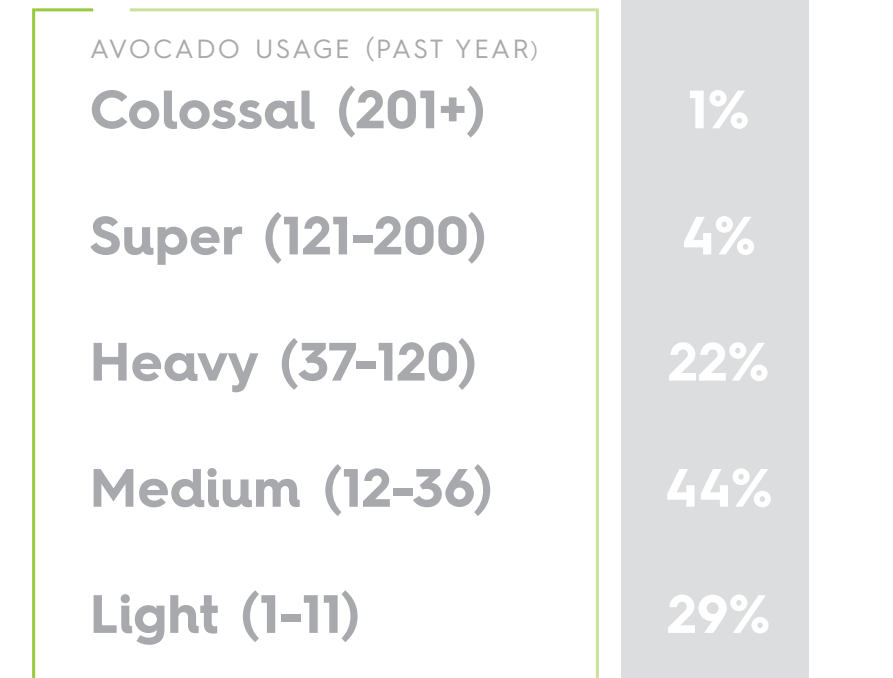
- 1 Identified key trends and insights in avocado consumption
- 2 Developed an Activation Matrix to understand gaps in education
- 3 Built a company-wide strategic approach for education
- 4 Created guardrails, campaign activation examples and playbook

BUILDING ON AVOCADO MOMENTUM

CHANGING BEHAVIOR
THROUGH EDUCATION
WILL BE IMPORTANT
TO CONTINUE DRIVING
OPPORTUNITY WITH
AVOCADO BUYERS
AND MOVING THEM
UP THE FUNNEL.



GENERAL MARKET GROCERY SHOPPER



Source: AFM Brand Tracker 2017



HISPANIC MARKET GROCERY SHOPPER

AVOCADO USAGE (PAST YEAR)

Colossal (201+)

2%

Super (121-200)

8%

Heavy (37-120)

33%

Medium (12-36)

29%

Light (1-11)

28%

Source: AFM Brand Tracker 2017



WHY EDUCATION?

WHEN PURCHASE BARRIERS ARE GROUPED, EDUCATION MOVED UP AS CRITICAL AND IMPACTFUL FOR GENERAL MARKET.

Price and Store Level Selection are uncontrollable factors for AFM; therefore, education (collective) rises to the top.

PRICE

STORE LEVEL AVOCADO SELECTION

EDUCATION

AFM Uncontrollable Factors

Source: AFM Brand Tracker 2017

WITHIN EDUCATION,
TOP TWO BARRIERS
TO PURCHASE ARE
NOT UNDERSTANDING:

PRESERVING 12%
RIPENING 10%

EDUCATION IS THE #1
(CONTROLLABLE) BARRIER

PURCHASE BARRIERS BY ORDER OF IMPORTANCE		GM BUYERS
PRICE	Too expensive	27%
EDUCATION	Not knowing how to preserve once open-avoid waste	12%
	Not knowing how to control ripening process	10%
TASTE	Not like taste	1%
SELECTION	Store not having good selection	19%
EDUCATION	Not knowing when they are ripe	7%
	Not knowing how to pick at store	6%
	Not knowing how to use	2%

Sources: AFM Brand Tracker 2017
AFM Qualitative Education Study 2018



73%

of shoppers would be likely to buy more avocados if they had more avocado info and knowledge specifically education related.



**IF MORE INFO AND KNOWLEDGE
WERE AVAILABLE, EVEN HEAVY
USERS AND HISPANICS ARE
MORE LIKELY TO BUY MORE!**

Light (66%), Medium (73%), and Heavy (81%)
Heritage Keepers (83%) and Savvy Blender (77%)

Source: AFM Shopper Mindset Study 2016



FUNCTIONAL BARRIERS AND EMOTIONAL IMPACTS

UNDERSTANDING THE TENSION

Functional interaction and emotional connection are heavily aligned, creating tension between behavior and mindset that can stagnate buyers. Consumers with false understanding of techniques—across the journey—often have some wasted fruit as a result, which affects perceptions of quality and value.

	PICKING	RIPENING	PRESERVING	HANDLING	USAGE
Behavior	OVER-CONFIDENT	GUESSTIMATE	CAN'T SEAL FULLY	MAKE A MESS	WANT NEW IDEAS
Action	• Know how to select avocados • Ties closely with meal planning buying various ripeness stages at times	• Leave on counter • Put in a bag	• Refrigerate, cover or not wrap tightly to avoid throwing away • Use lemon / olive oil infrequently • Typically leave pit in	• Don't know how to cut and scoop easily • Don't know how to get all fruit out	• Don't have full arsenal of recipes • Day-to-day meals become monotonous
Emotion	Ripening on mind, hope I got it right	Stressed (speed up/slow down)	Feeling anxious about outcome	Feeling cheated for wasting money	Feeling recipes can be complex
Overall Sentiment	HOPE & GAMBLE Hoping the right fruit was picked and wondering if it will be ready when needed		IT WON'T LAST Must be used soon, or the rest thrown away		THE STRUGGLE IS REAL Difficult to easily and safely get all the fruit out without mess

Source: AFM Qualitative Education Study 2018

**UNDERSTANDING MORE EFFECTIVE AND
EFFICIENT AVOCADO TECHNIQUES WILL
INCREASE CONFIDENCE, MITIGATE FEELINGS
OF UNCERTAINTY AND ENCOURAGE ACTION.**



AN EDUCATED SOLUTION

PRIORITIZING THE RIGHT TECHNIQUES

With so much to say, it's important to prioritize the techniques and give consumers more confidence that they'll get it right.

THE OPPORTUNITY WITH EDUCATION IS TO IMPROVE TECHNIQUES WHERE USERS ARE MOST LIKELY TO FEEL THAT FRUIT IS NOT BEING WASTED, AND INCREASE AWARENESS OF THE TECHNIQUES TO BUILD CONFIDENCE AND VALUE.

1

RIPENING

Controlling the process to know when avocados are ripe and ready to enjoy at the right time.

PRESERVING

Keeping the unused portion fresh to avoid waste.

2

PICKING

Understanding how to pick the right avocado for specific occasions.

3

HANDLING

Knowing how to cut, remove pit, scoop and use in recipes.

POSITIONING AND STRATEGY



OUR TARGET: MAYA'S **EDUCATION MINDSET**

FOR MAYA, **BUSY PLANNER AND EXPLORER...**

...AVOCADOS ARE

- Always on the list when she shops
- Picked with hope, understanding the gamble
- Used in recipes she knows, and she is always happy to learn new ways to enjoy
- Appreciated for their healthy benefits and creamy, indulgent flavor

...BUT AVOCADOS ARE **ALSO**

- Fickle and a delicate fruit
- Hard to “get right”: at the perfect ripeness when she needs them
- Easily spoiled: they brown fast, she needs to use or toss
- Difficult to handle: cutting and scooping makes a mess

MAYA WISHES THERE WAS A BETTER WAY TO IMPROVE HER EXPERIENCE

Source: AFM Qualitative Education Study 2018

BECAUSE MAYA
LOVES AVOCADOS, SHE
**WANTS TO GET
THE MOST OUT
OF THEM**



KNOW THE GOODNESS

For the **consumer** and **professionals** alike, the avocado experience can at times be both joyous and frustrating, leaving you wanting to get more out of your next avocado.

Now, you can confidently get to **know your avocado** with trusted techniques and tips from Avocados From Mexico. We'll help you **maximize the goodness of each avocado** to be sure it's ripe when you're ready, stays fresher longer and is handled with ease.

Know your avocado and empower your experience to enjoy all its goodness every time!



READY WHEN YOU'RE READY

Craving avocados and want to make sure they're **ready when you're ready?** It's simple, just follow the **trusted techniques** brought to you by Avocados From Mexico. Figure out **how to pick** the right fruit for your needs, **control the ripening** process, **keep it fresh** to enjoy later or **handle it** easily with no mess—all to **get the most out of every avocado.** When you know the tricks of the trade, you'll be able to enjoy creamy, delicious avocados whenever you're ready.

IT'S THAT EASY

Want to add **fresh avocados** to your menu or educate your new produce personnel on **how to handle avocados**? There are a lot of misconceptions on avocados in the food industry and we want to put them to rest. **It's easy**, just follow **trusted tips & techniques** to maximize the **"green" goodness**. From **bulk prep** to **ripening** for Foodservice Operators & Distributors and from **storage** to **merchandising** for Retailers, with Avocados From Mexico, **"It's That Easy."**

EDUCATION STRATEGY



KEY LEARNING

PERCEPTION OF “WASTED” FRUIT LESSENS
VALUE AND INCREASES PERCEIVED COST

OBJECTIVE

CREATE VALUE AND INCREASE PURCHASE
FREQUENCY THROUGH EDUCATION TO DRIVE
CATEGORY GROWTH BY SEGMENTED AUDIENCES

EDUCATION POSITIONING

KNOW THE GOODNESS

AUDIENCE SEGMENTATION

CONSUMER/
SHOPPER

RETAILER

FOODSERVICE
OPERATOR/
DISTRIBUTOR

MESSAGING PLATFORM

READY WHEN
YOU'RE READY

IT'S THAT EASY

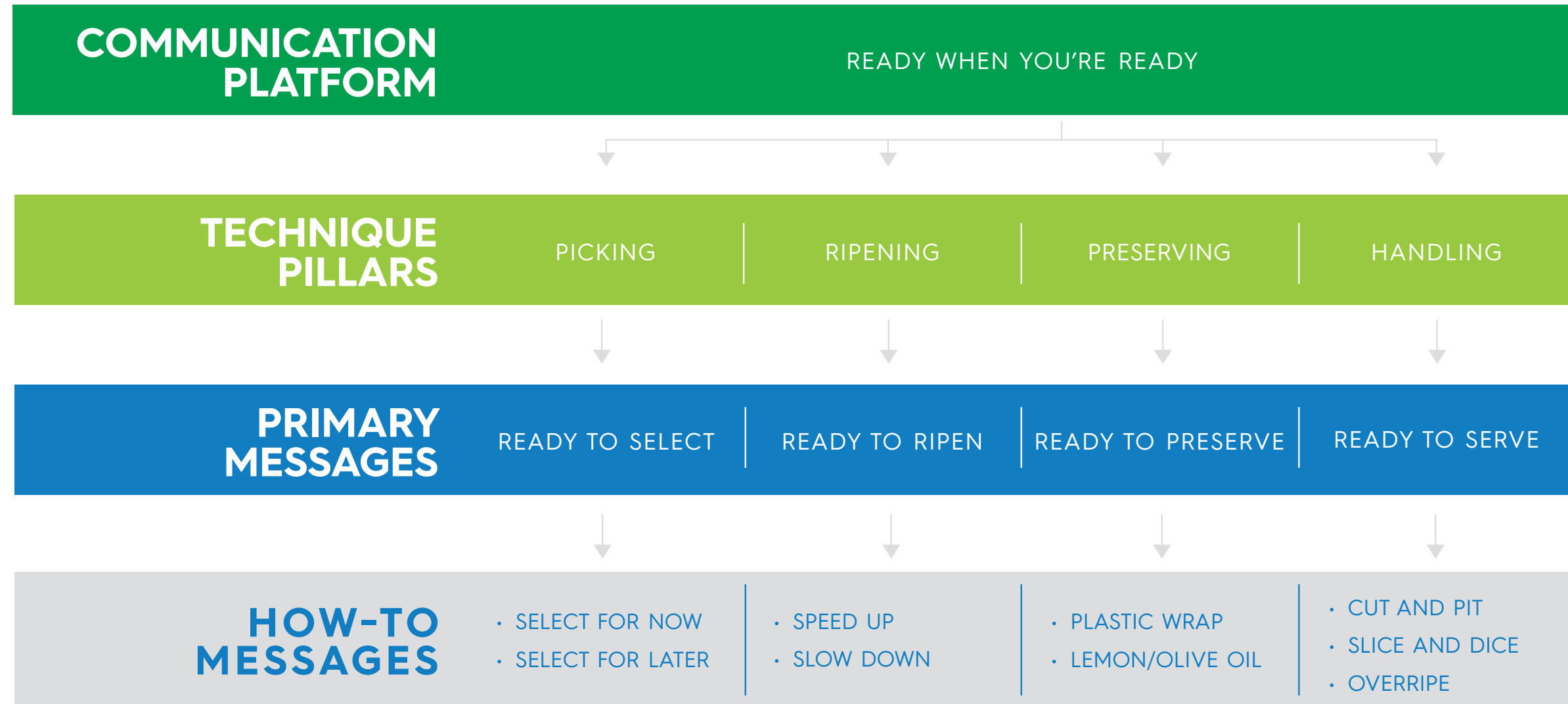
PRIORITIZED TECHNIQUE PILLARS

1. Ripening & Preserving
2. Picking
3. Handling

1. Stages of ripeness
2. Sizing
3. Handling & Storage
4. Merchandising

1. Bulk prep
2. Storage
3. Ripening/stages
4. Spec/sizing

CONSUMER JOURNEY MESSAGING HIERARCHY



HOW-TO MESSAGING

READY TO SELECT

FOR NOW

Pick avocados that yield to gentle pressure and have a darker skin color. Enjoy immediately.

FOR LATER

Pick avocados that are still very firm with a greener skin color. Ripen at home and enjoy.

READY TO RIPEN

SPEED UP

BAG IT! (PRIMARY—BANANA OR APPLE)

1. Place the avocado with a banana or apple in a paper bag and fold to close.
2. Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.

SET IT!

1. Set the avocado in a warm and sunny window or leave out on your counter.
2. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy 1-3 days.

BAG IT! (UNCOOKED RICE)

1. Place the avocado with uncooked rice in a paper bag and fold to close.
2. Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.

SLOW DOWN

CHILL IT!

1. Place a ripe avocado in a refrigerator.
2. Ready to enjoy anytime.

The following copy has been developed to simply and quickly convey educational techniques and solutions, which empower consumers to control their avocado experiences. By utilizing the how-to messaging, consumers will always have the perfect avocado on hand to Savor Every Moment.

READY TO PRESERVE

COAT & COVER! (PRIMARY)

1. Coat halved avocado with lemon juice or olive oil.
2. Cover and seal with plastic wrap, then refrigerate.
Cold and airtight, your avocado is ready to enjoy anytime.

WRAP & SEAL!

1. Take the halved avocado and place in a resealable plastic bag or wrap tightly in plastic wrap, sealing against the pit and flesh, then refrigerate.
2. Cold and airtight, your avocado is ready to enjoy anytime.

READY TO SERVE

CUT, TWIST & SCOOP! (PRIMARY)

1. Place on a cutting board and cut the avocado in half lengthwise around the pit.
2. Twist halves apart and lift pit out with a spoon.
3. Gently spoon around the edges and scoop out to serve.

CUT, DICE & SCOOP!

1. Place on cutting board and cut the avocado in half lengthwise around the pit. Twist halves apart and lift pit out with a spoon.
2. Carefully slice or dice the avocado without piercing the skin.
3. Gently spoon around the edges and scoop out to serve.

GUAC IT! (OVERRIPE)

1. Cut the avocado in half lengthwise, twist halves apart and lift pit out with a spoon.
2. Scoop avocado into a bowl and mash. Add your favorite ingredients. Mix and enjoy your guac.

CREATIVE ELEMENTS

LOOK & FEEL

The following pages outline how we deliver our educational messaging through the lens of learning for our various audiences. While the messaging remains consistent, how we share the information is tailored to inform and highlight what's most important for each audience.



VISUAL GUIDELINES

VERTICAL AND HORIZONTAL LOGO LOCKUPS

CONSUMER/SHOPPER

The "Ready When You're Ready" logos below are only to be utilized on consumer/shopper facing communications. For consistency, use only the supplied logo files and don't manipulate in any way.



TRADE/FOODSERVICE

The "It's That Easy" logos below are only to be utilized on trade/foodservice facing communications. For consistency, use only the supplied logo files and don't manipulate in any way.



SOLID COLORS

The color palette has been selected to enhance communication hierarchy, provide contrast and create a unique look within the overarching Avocados From Mexico brand. To ensure consistency use only the approved Pantone colors or color builds referenced to the right.

LIGHT GREEN PANTONE 381	CMYK	45 0 99 0
	RGB	143 210 0
	HEX	9ACA3D

DARK GREEN PANTONE 334	CMYK	100 6 100 0
	RGB	0 158 79
	HEX	009E4F

BLUE PANTONE 3005	CMYK	84 42 0 1
	RGB	0 126 193
	HEX	4679B9

DARK BLUE PANTONE 647	CMYK	96 54 5 27
	RGB	0 85 139
	HEX	00558B

GRAY 40% BLACK	CMYK	0 0 0 40
	RGB	167 169 172
	HEX	A7A9AC

PRIMARY TYPE

Five weights of Hurme Geometric Sans are used throughout our communications to make our messaging clear and readable. Set body copy in Hurme Geometric Sans Regular.

HURME GEOMETRIC SANS 4 - BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

HURME GEOMETRIC SANS 4 - REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

ACCENT TYPE

In order to achieve visual contrast and impactful hierarchy Olivier Regular was added as an accent font. Olivier Regular conveys the feeling of personal human touch and is featured as the "solution" type within headline lockups. Always set in sentence or title case.

Olivier Regular

AabbCcDdEeffGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

GRADIENTS

Gradients were created to give visuals depth and dimension. Here are the approved gradients for all education communications. They are built from the primary education brand colors, and new gradients should not be created.

Gradients should be linear only and set at 135° angle with location of 37% with the dark color on the bottom right hand corner of the composition.

LIGHT GREEN > DARK GREEN

PATTERN ON BACKGROUND

Place pattern with the top fade onto a green gradient (Primary background) or blue gradient (Secondary background).

Set opacity to 40%

Use the "Multiply" blending mode

BLUE > DARK BLUE

PATTERN GREY

C	M	Y	K
0	1	0	1
20			
R	G	B	
208	210	211	

PATTERN

Inspired by Mexicanity, movement and the avocado, a fresh pattern has been created, especially for education. See proper usage below:

CORRECT PATTERN USE

Fade the top of the pattern to 0% opacity when utilized on the green or blue gradient background.

NEVER USE THE PATTERN IN FULL OPACITY



TECHNIQUES PRIMARY KEY VISUALS

EMPOWERING AT A GLANCE

These are the four primary key visuals that illustrate effective techniques to select, ripen, preserve and serve avocados. These key visuals will empower the consumer with knowledge about the process of preparing, consuming and saving avocados in the freshest ways, resulting in an increased perception of value. The messaging is clear, direct and simple with an instructional flow to provide easy and understandable educational tips at a glance.



VISUAL SOLUTIONS

The key visuals also provide an example of how all creative elements come together to create a final layout. The headline simply relates the technique, challenge and solution while supporting how-to steps providing specific details.

Additionally, the imagery provides the visual solution to the technique and challenge, while depicting everything that is needed to complete the task.



READY TO **SELECT**

SELECTING **WITH PURPOSE**

The selection process is very important to ensure that a consumer has the perfect avocado on hand. From immediate enjoyment to meal-planning for later, selecting the right avocado is key and ultimately leads to consumer satisfaction and increased perception of the fruit's value.

Avocados From Mexico provides solutions that break through purchase barriers and empower consumers to utilize what's available in-store and on-hand. The visuals here depict the most effective methods for selecting an avocado. The messaging was tailored to speak to a consumer in a clear, direct and instructional manner—making sure to avoid confusing, difficult steps that make the process seem overly complicated.



READY TO **RIPEN**

READY WHEN **YOU'RE READY**

Having the perfect avocado ready when you're ready all starts with the ripening process. Speeding up and slowing down ripening is paramount to a consumer's avocado experience. During product testing, the four techniques to the right were shown to be the best and most effective methods to speed up and slow down ripening.

READY WHEN **YOU'RE READY**

READY TO
RIPEN
YOUR AVOCADO?
Bag it!



1
Place the avocado with a banana or apple in a paper bag and fold to close.

2
Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.



For more avocado tips, visit AvoReadiness.com

READY WHEN **YOU'RE READY**

READY TO
RIPEN
YOUR AVOCADO?
Bag it!



1
Place the avocado with uncooked rice in a paper bag and fold to close.

2
Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.



For more avocado tips, visit AvoReadiness.com

READY WHEN **YOU'RE READY**

READY TO
RIPEN
YOUR AVOCADO?
Set it!



- 1 Set the avocado in a warm and sunny window or leave out on your counter.
- 2 Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.



For more avocado tips, visit AvoReadiness.com

READY WHEN **YOU'RE READY**

READY TO SLOW DOWN
RIPENING
OF YOUR AVOCADO?
Chill it!



- 1 Place a ripe avocado in a refrigerator.
- 2 Ready to enjoy anytime.



For more avocado tips, visit AvoReadiness.com

TESTING FACTS

In general, avocados in a bag with a banana, apple or uncooked rice, ripen faster than most techniques.

However, we found that bananas and apples are more readily available in consumers' homes.

Avocados that sat in a window ripened quickly throughout the duration of the test. Heat appears to play a major factor in speeding up ripening.

Colder environments, such as the refrigerator, assist in slowing down the ripening process.

READY TO PRESERVE

SOME FOR NOW, GREAT FOR LATER

The preservation of avocados has long been a challenge for consumers looking to prolong the life of their avocados. With Avocados From Mexico's trusted preservation techniques, consumers can enjoy their avocados at their own convenience—ripe, delicious and ready to go during any part of the day or night.



READY TO **SERVE**

PREPARING **PERFECTION**

The serving techniques in our key visuals focus on educating the consumer about the preparation of avocados, ensuring they get the most out of their fruit. From cutting to scooping, slicing and dicing, these methods lead to consumer enjoyment, optimal usage and pleasing visual presentation of the fruit.

Each step in the serving process is informing the consumer in a simple and direct way—ultimately creating the perfect avocado experience and increased value perception for all Avocados From Mexico consumers.



READY WHEN **YOU'RE READY**

READY TO USE YOUR
OVERRIPE
AVOCADO?
Guac it!



1
Cut the avocado in half lengthwise, twist halves apart and lift pit out with a spoon.

2
Scoop avocado into a bowl and mash. Add your favorite ingredients. Mix and enjoy your guac.

For more avocado tips, visit AvoReadiness.com



GETTING THE MOST OUT OF YOUR AVO

The overripe technique speaks to getting the most out of your avocado every time—educating consumers with a quick and easy solution to solve all avocado left-over challenges and create new avenues for users to enjoy.



¡GRACIAS!



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