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T&G Global marketing campaign wins big

New Zealand based fresh produce grower, marketer and distributor recognised at the 2019 Australian Marketing Institute Awards



The marketing campaign for T&G Global's Orchard Rd Fruit brand has been named national winner for small budget marketing at the 2019 Australian Marketing Institute Awards.

Created by New Zealand independent advertising agency, Lachlan McPherson & Friends with Seed Advertising, the campaign centred on the ambitious goal of creating brand awareness across multiple channels on a limited budget.

Utilising social media, in-programme brand integration, integrated magazine and real-time precision-targeted mobile digital, T&G Global were able to achieve outstanding sales growth.

The campaign was launched across selected fruit stores in Australia in 2018, before expanding into Aldi stores.

The Orchard Rd brand, which includes blueberries, cherries, Gold Kiwi, citrus,

sugar plums and grapes, gained an outstanding response from consumers.

A panel of 120 judges individually reviewed 200 entries, determining the winners of each category.

Global brand portfolio manager for T&G Global, Cecilia Flores Paez, explained T&G's approach to the campaign, "Brand loyalty comes from not being disappointed. We made sure, through our campaign, that our consumers know that if they buy Orchard Rd they are getting great quality," said Paez.

"Using insights and precision marketing, we were able to achieve great sales, successful store activations and great shopper engagement which cemented our presence on supermarket shelves. We are now implementing the same approach in other countries as we take the brand to the world."

Lachlan McPherson, L&F agency founder

added, "T&G Global values fresh thinking and are continually developing new ways to grow and thrive in markets all around the world. It is exciting to see our creative collaborations receiving recognition as well as sales results."