



A U S T R A L I A N  
**M A C A D A M I A S**

*The world's finest nut*

**A S T A R I N T H E M A K I N G**





## **SPREADING THE MACADAMIA MESSAGE IN KOREA**

---

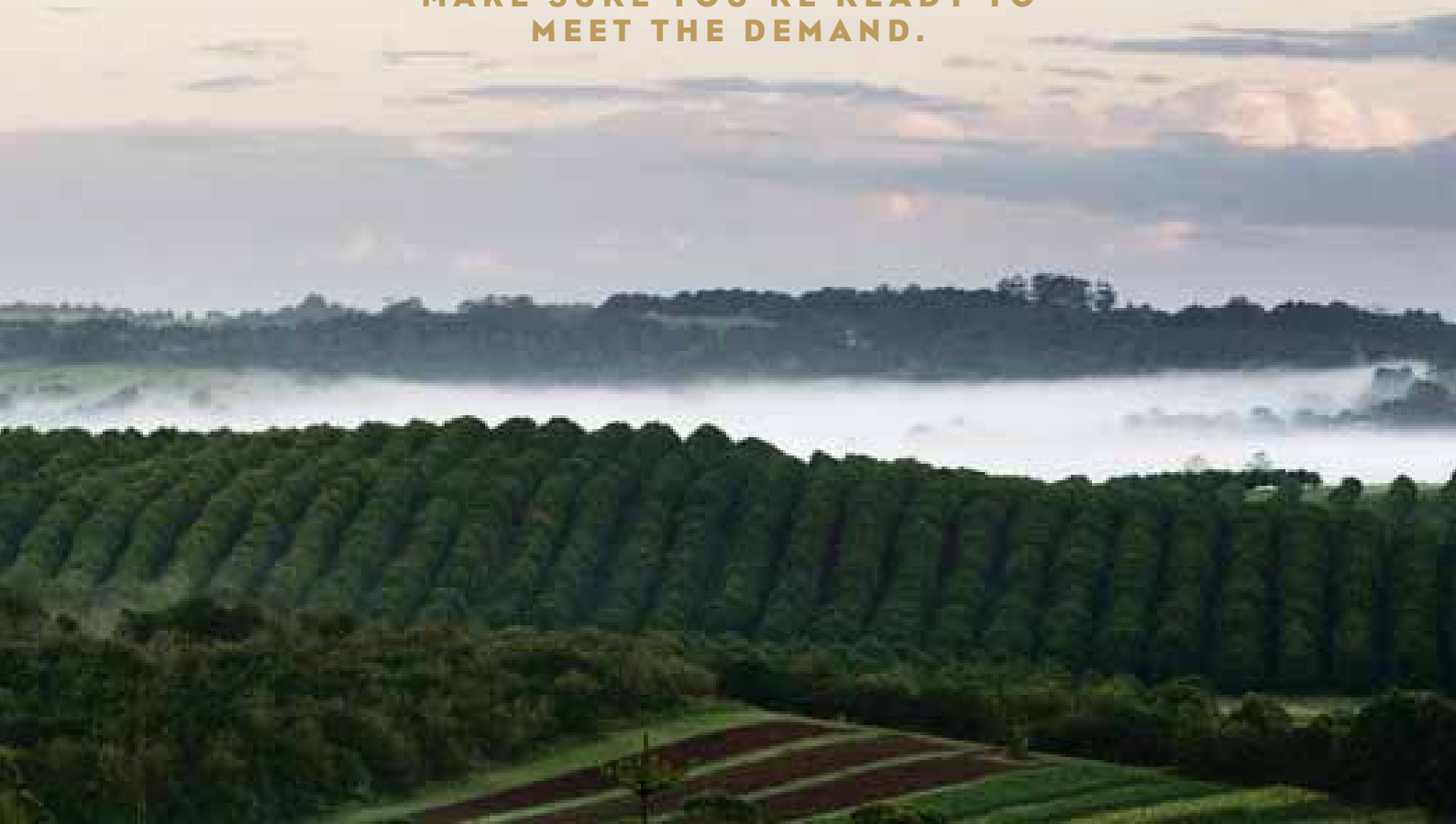
**AUSTRALIAN MACADAMIA NUTS ARE ENJOYED BY MILLIONS  
ACROSS ASIA, WITH IMPORTS PERFORMING STRONGLY IN MANY  
OF THESE MARKETS.**

To date, macadamias have had a low profile in Korea. However this is set to change in 2013/14 with our commitment to an exciting new consumer launch campaign.

The campaign will be highly visible across mainstream and digital media and has been created to raise awareness of macadamias and encourage product trial among Korean consumers.

The focus will be on introducing macadamias as a premium snack choice and educating consumers about macadamias – what they are, where they come from and how they can be used.

**MACADAMIAS WILL BE ON THE MINDS  
OF KOREAN SHOPPERS LIKE  
NEVER BEFORE, IMPACTING EVERY  
POINT OF THE SUPPLY CHAIN.  
MAKE SURE YOU'RE READY TO  
MEET THE DEMAND.**



# Potential worth preparing for

## The Korean market is ripe for macadamias!

Our market research\* has revealed a wellspring of unrealised potential.

ALMOST **80%** OF KOREAN MACADAMIA CONSUMERS EAT THEM FOR THE DELICIOUS TASTE  
**HOWEVER...**

**Only 1/3** of respondents have heard of macadamia nuts – far less than other nut varieties

**Almost 70%** of macadamia users enjoy them as a snack or in confectionery



**OPPORTUNITY:** Increase visibility and awareness of macadamias

**OPPORTUNITY:** Broaden consumer knowledge of macadamia applications

**Korean women** are more likely than men to consume macadamias in confectionery

**Only 9%** of Korean macadamia users are consuming them regularly

**2 key reasons** for Koreans not choosing macadamias over other nuts is that they are 'unfamiliar' and they have a 'lack of knowledge' of the product

**Regular users** are spending on average KRW16,900 per month, while occasional users are spending an average of KRW9,200 per occasion

**For Korean** macadamia consumers, 'quality' and 'price' are the two most important factors when purchasing macadamias.

**OPPORTUNITY:** Educate female consumers on more health-conscious applications to encourage everyday use in addition to occasional 'treat' consumption

**OPPORTUNITY:** Educate consumers on extended use to increase frequency of consumption and shift share from other nut varieties

**OPPORTUNITY:** Bring macadamias to the mainstream and demonstrate new uses

**OPPORTUNITY:** Demonstrate new uses to encourage more frequent spending on macadamias

**OPPORTUNITY:** Educate consumers on the superior quality of Australian macadamias.

# A strategic plan with significant reach

**Total reach up to 20.5 MILLION consumers  
& media in excess of KRW 1.3 BILLION**

The 12-month program will consist of an initial consumer launch, followed by an ongoing campaign to continue to build awareness and educate Korean consumers on the many benefits of macadamias.

**Compelling messaging combined with significant reach will bring macadamias to the fore and drive consumer demand.**



### IN PROGRAM TV PLACEMENT

worth over KRW 160 million will reach  
5.4 million consumers

Macadamia feature on *Seasoned Ladies* – a program following Lee Seung Yeon and *100 Women*



### MAGAZINE ADVERTORIALS

worth over KRW 130 million will reach  
10.7 million consumers

Schedule of major women's and lifestyle titles including *Women Donga*, *Health Chosun*, *Woman Joongang*, *Lemon Tree*, *Full House O Happiness*



### POWER BLOGGER OUTREACH

worth over KRW 682 million will reach  
2 million consumers

Over 180 highly credible posts will communicate positive product experience and increase digital mindshare among target consumers.

**Includes major consumer promotion – WIN a trip to Australia!**

#### DID YOU KNOW?

75% of consumers are either 'fairly likely' or 'highly likely' to purchase a product based on a Facebook recommendation.\*



**FACEBOOK** campaign worth over KRW 349 million will reach 2.4 million consumers

The most widely used social network in Korea, an official Facebook page will be the strategic hub of our digital marketing in Korea. 10 strategically optimised posts per week will feature friendly, simple yet stylish content, including promotions, recipes, quizzes and polls.

## PROMOTIONAL CALENDAR

ACTIVITY	2013						2014					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
TV												
Magazine		Woman Sence Joongang Jubu Sengwhal Maison Living Sence	Woman Sence Joongang Jubu Sengwhal Maison Living Sence	Woman Sence Joongang Jubu Sengwhal Maison Living Sence					Woman Joongang	Jubu Sengwhal Living Sence	Maison	Living Sence
Power Bloggers		🌕	🌕	🌕	🌕	🌕	🌕	🌕	🌕	🌕		
Facebook Promotion	Win a trip to Australia!	Best Holiday Macadamia Desserts Contest	Korean Thanksgiving Promo	Halloween Promo	Good Luck on Suneung	Share Your 2014 Bucket List	Happy New Year Promo	Macadamia Cooking Guru Contest	New Start Promo	Spring Flowers Contest	Family Month Promo	Genius Diet Ideas with Macadamias



\*Source: Facebook Online Webinar 2012



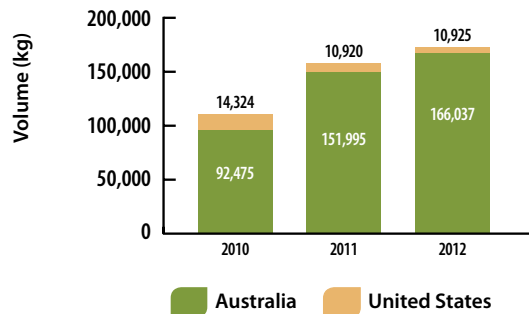


## AUSTRALIA - THE TRUSTED SOURCE OF MACADAMIAS

**OVER 45% OF RESPONDENTS WHO ARE AWARE OF MACADAMIAS BELIEVE AUSTRALIA IS THE MACADAMIA SOURCE WITH THE HIGHEST QUALITY IMAGE.**

Australia was the source of around 90% of Korea's macadamia imports in 2012 and Korea's import of Australian macadamias increased by almost 80% between 2010 and 2012.

MACADAMIA KERNEL IMPORTS TO KOREA



*We're embracing the opportunity to communicate Australia as the origin of macadamias, and trusted supplier to Korea.*

Korean consumers consider brand more important when purchasing macadamias than any other nut, so building the Australian macadamia brand will be integral to the success of this campaign.



## ACTION

**YOU'LL WANT TO BE PART OF**

**AS MACADAMIAS TAKE CENTRE STAGE IN KOREA,  
CONSUMER DEMAND WILL SOAR TO NEW HEIGHTS.**

By supporting this campaign and committing to increased volumes for 2013/14, you will be securing your share of this exciting growth.

*Be part of this exciting chapter  
for macadamias in Korea -  
starting August 2013!*





AUSTRALIAN  
**MACADAMIAS**

*The world's finest nut*

For further information, please contact +61 2 6622 4933

**[www.australian-macadamias.org](http://www.australian-macadamias.org)**