



- Advertisement -

California Table Grape Commission has global approach to

promotions

By

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Jeff Cardinale, communications manager for the California Table Grape Commission revealed it's an exciting time for the state's grape industry and 2021 projects to be one of the best seasons ever.

Nineteen countries around the world will have promotions for California grapes this season, which represents 94 percent of the California grape export volume in 2020.

And the Commission has a lot on tap to ensure that California grapes are front and center and there will be plenty of promotions of California grapes globally.

For instance, consumers from around the world will see ads for California grapes at home, on their way to the store, and even in the store.

At home, California grape commercials will air in local languages in Japan and Taiwan. Online, consumers will see ads from participating retailers.

In South Korea, ads for California grapes will appear in high-traffic subway stations, near grocery store stops, in bus shelters, on outdoor video screens and on billboards at shopping malls, where retailers are known to stock California grapes.

Once at the store, consumers will be able to taste and see the goodness of California grapes through sampling programs, plus in Taiwan retail stores will display print and video ads digitally in lightbox displays.

Retailers participating in display contests will showcase beautiful California grapes with point-of-purchase materials in local languages. In select countries retail customers who participate in loyalty promotions get points for every grape purchase.

California grapes will be on a roll, as mobile markets will cruise through the streets of Manila in the Philippines offering samples of California grapes.

In the U.S., since more consumers are switching from cable television to streaming services, commercials for California grapes will also be making the move. This year, California grape commercials will air on a variety of streaming services, networks, and online sites targeted to reach primary shoppers.

Retailers in the U.S. and Canada who agree to advertising or in-store activities can have their logos added to the commercials for airing in select markets within two miles of the store location. Commercials will remind shoppers that fresh grapes from California are a healthy snack, bursting with flavor and California goodness.

Additionally, last year, the Commission tried something new. With millions of consumers stuck at home during the pandemic and looking for new ways to pass time, an old favorite grew in popularity and with a new twist: radio and podcasts.

In the early season, ads motivating shoppers to choose the goodness of California grapes over imports aired in select markets in both English and Spanish.

Four radio show influencers voiced ads focused on choosing grapes from California as a healthy snack and that will continue in 2021.

Amy Brown will return to voice radio ads that will run on stations that air the Bobby Bones and Women of iHeart Country radio shows, plus on the four Things with Amy Brown podcast.

Enrique Santos will reach Spanish-speaking consumers on stations that air the Tu Mañana program and English-language stations that air On the Move, plus on the Hola, My Name Is podcast. Mario Lopez will voice California grape ads on stations that air ON with Mario Lopez and iHeartRadio Countdown, plus on the ON with Mario Lopez podcast. And on stations that air the Steve Harvey Show, Nephew Tommy will voice California grape spots.

On radio stations throughout Canada and the U.S., retail tagged California grape ads will run on traffic, news, and weather reports during morning and evening drive times.

An example of one of the spots, entitled California Goodness is as follows:

“The California table grape farming community works hard to provide fresh, healthy grapes every season. Please stand with the growers and farmworkers, whose livelihoods depend on you choosing California grapes when you shop. Your support matters. Available at (store).”

And health messages will air around the country on the Radio Health Journal network. The spots, voiced by dietitian Courtney Romano, will air June through December on 600 stations.

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