



AGENDA
California Ripe Olive
Marketing Subcommittee Meeting
DoubleTree Hotel
Arbor Room
November 14, 2019
11:30 AM

Conference Call Line: 1-669-900-6833 Passcode: 516 432 062

- I. Call To Order**
 - a. Roll Call
 - b. Election of Chairman for Marketing Subcommittee (action item) p.3
 - c. Approval of 11-7-18 Marketing Subcommittee Minutes (action item) p.4

- II. 2019 Marketing Program Review p.9**

- III. Marketing Plan Proposals**
 - a. Marketing Plan Proposal Presentations p.25

- IV. Approval of 2020 Marketing Plan and Budget (action item) p.146**

- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget (action item) p.151**

- VI. Other Business**

- VII. Adjournment**

Executive Subcommittee

- G1. Michael Silveira
- G2. Mark Hendrixson
- G3. Dennis Burreson
- G4. Julia Tinsely
- G5. Tim T. Carter
- G6. Ed Curiel
- H1. Janet Edwards
- H2. Felix Musco
- H3. Edward Garcia
- H4. Mark Heuer
- H5. Pat Ricchiutti
- H6. Vacant

Marketing Subcommittee

- G1. Bill McFarland
- G2. Colleen Morris
- G3. Tim T. Carter
- G4. Ed Curiel
- G5. Tracey Wood
- G6. Giulio Zavolta
- G7. Scott Hamilton
- G8. Mark Hendrixson
- G9. Phil Quigley
- G10. Edward Garcia
- H1. Michael Silveira
- H2. Rick Benson
- H3. Pablo Nearey
- H4. Sergio Mendez
- H5. Vito DeLeonardis
- H6. Felix Musco
- H7. Pat Ricchiutti
- H8. Vacant

Inspection Subcommittee

- G1. Julia Tinsley
- G2. Dennis Burreson
- G3. Matt Miller
- G4. Pablo Nerey
- G5. Rick Benson
- G6. Janet Edwards
- G7. Chris Henderson
- G8. Jacob Peters
- G9. John Pieretti
- G10. Scott Hamilton
- H1. Michael Silveira
- H2. Edward Garcia
- H3. Carolina Burreson
- H4. Galen Pfeiffer
- H5. Phil Quigley
- H6. Colleen Morris
- H7. Vacant
- H8. Vacant
- H9. Vacant

Research Subcommittee

- G1. Dennis Burreson
- G2. Matt Miller
- G3. Carolina Burreson
- G4. Julia Tinsley
- G5. Michael Silveira
- G6. Vito DeLeonardis
- G7. Chris Henderson
- G8. Giulio Zavolta
- G9. John Pieretti
- G10. Pablo Nerey
- H1. Ed Curiel
- H2. Pat Ricchiutti
- H3. Galen Pfeiffer
- H4. Jacob Peters
- H5. Janet Edwards
- H6. Sergio Mendez
- H7. Mark Heuer
- H8. Vacant

******* ACTION REQUIRED *******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: ELECTION OF CHAIRMAN FOR MARKETING SUBCOMMITTEE

RECOMMENDATION: THAT the Subcommittee elect a Chairman to represent the Marketing Subcommittee and to report to the Full Committee Chairman.

Elect Chair + Vice Chair

******* ACTION REQUIRED *******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: NOVEMBER 7, 2018 MARKETING SUBCOMMITTEE MINUTES

RECOMMENDATION: THAT the Subcommittee approve the minutes from the November 7, 2018 Marketing Subcommittee Meeting.

BACKGROUND: Each meeting, the Subcommittee must approve the previous meeting minutes.

FISCAL IMPACT: None



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Wednesday, November 7, 2018
11:00 a.m.
Double Tree Hotel - Modesto, CA**

I. CALL TO ORDER

A meeting of the Marketing Subcommittee was called to order at 11:03 a.m. The following members were present:

Members:

Galen PFEIFFER
Tracy WOOD
Ed CURIEL
Rick BENSON
Phil QUIGLEY
Mike SILVEIRA
Mark HENDRIXSON
Sergio MENDEZ
Edward GARCIA
Felix MUSCO

GROWER
MUSCO
GROWER
GROWER
BELL CARTER
GROWER
GROWER
BELL CARTER
GROWER
MUSCO

Staff:

Todd SANDERS
Liza RAMON
Lindsey BATTY
ELIZABETH CARRANZA

Guests:

Terry VAWTER
Kathie NOTORO
Dan BARBER
Shelly KESSEN

Affiliation:

USDA
USDA
Fleishman-Hillard
Fleishman-Hillard

I. CALL TO ORDER

A majority of the Subcommittee Members present, a quorum was established.

MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 6-13-18 Marketing Subcommittee meeting be approved. (Motion 11-7-18 #1)

II. MARKETING 2019 PLAN

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. The Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2019.

Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, partnerships and international program research. These items total of \$63,500.

- | | | |
|----------------------------------|---|----------|
| 1) Education and Partnerships | - | \$63,500 |
| a. Alliance for Food and Farming | | |
| b. CA Grown | | |
| c. Partnerships | | |
| d. Travel | | |
| e. Olive Day | | |
| f. Trade Show PMA | | |
| g. Crisis Communication | | |

MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee recommend a \$450,000 Marketing Subcommittee Budget for 2019 FY. (Motion 7.7.18 #2)

MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$63,500 for the COC internal portion of the Marketing Budget. (Motion 11.7.18 #3)

MOVED by Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.7.18 #4)

Adjournment

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 12:00 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 7, 2018 in Modesto, California, by the Subcommittee.

November 8, 2018
Date: November 8, 2018

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 7, 2018

MOTION 11.7.18 #1

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 6-13-18 Marketing Subcommittee meeting be approved.

MOTION 11.7.18 #2

APPROVED

MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee recommend a \$450,000 Marketing Subcommittee Budget for 2019 FY.

MOTION 11.7.18 #3

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$63,500 for the COC internal portion of the Marketing Budget.

MOTION 11.7.18 #4

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

*******INFORMATION*******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: 2019 MARKETING PROGRAM REVIEW

BACKGROUND: Fleishman Hillard will provide updates to on the current status of the 2019 marketing program and the activities that have gone on this far.







CALIFORNIA RIPE OLIVES: 2019 PROGRAM UPDATE

Presented By: *FleishmanHillard* | November 14, 2019

CALIFORNIA RIPE OLIVES 2019 PROGRAM AT-A-GLANCE




California Ripe Olives & The Big Game!

Pulse point package #1

-  Simply Recipes site takeover
-  Full page feature
-  Influencer ambassador activation
-  CA Ripe Olives social media integration and asset refresh

California Ripe Olives & July 4 Fun

Pulse point package #2





-  Simply Recipes site takeover
-  Influencer ambassador activation
-  CA Ripe Olives social media integration and asset refresh



Special Event:
Everything Food Conference

California Ripe Olives & Thanksgiving

Pulse point package #3

-  Simply Recipes site takeover
-  Full page feature
-  Influencer ambassador activation
-  CA Ripe Olives social media integration and asset refresh



CURRENT OUTREACH

CALIFORNIA RIPE OLIVES & THANKSGIVING
+ CA GROWN SOCIAL MEDIA INTEGRATION

SIMPLY RECIPES THANKSGIVING SITE TAKEOVER

- Simply Recipes is the #1 food site for women, age 25 – 49
- California Ripe Olives will transform Simply Recipes into a festive Thanksgiving table with a multi-day takeover November 26-28
- Site visitors will see 5 different ads throughout the site featuring recipes from influencer ambassadors
- Ads drive consumers back to CalOlive.org
- Estimated 1 million impressions



INFLUENCER AMBASSADOR ACTIVATION

- Year-long ambassador partners are showcasing their unique twists on Thanksgiving classics using California Ripe Olives
- Content amplified via the ambassadors and California Ripe Olives digital channels to inspire California Ripe Olive use at Thanksgiving
- 5 new recipes added to CalOlive.org and used in Simply Recipes advertising and in the “Flavors of Fall” full-page food feature
- 1.3 million impressions ...and counting!



THE POWER OF SOCIAL + DIGITAL INFLUENCERS



Leigh Anne Wilkes
Our Homebased Mom

Creates Recipes



Original Content

3 blog posts
13 social posts
3 recipes
21 photos
 =
40 content items

Shared with
Leigh Anne's
Audience

LEIGH ANNE WILKES
ourhomebasedmom



Leigh Anne's
Audience Shares



406

556

962

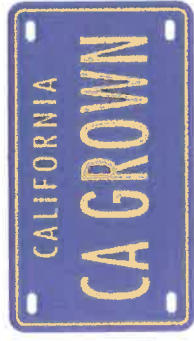
Content Amplified on
California Ripe Olive
Channels



California Ripe Olives
 Published by Cheyenne Cameron-Shutt, June 29 at 1:29 PM
 We're gearing up for all the 4th of July festivities and this Tomato-Olive
 Relish is definitely on the menu!
 @ourhomebasedmom is giving you the step-by-step on our Instagram Stories
 right now. You're not going to want to miss it!
www.instagram.com/olives

2,034,084
Online Impressions
From Leigh Anne

CA GROWN SOCIAL MEDIA INTEGRATION



cagrownofficial



...

3,878 posts 26.8K followers 1,147 following

CA GROWN

The official Instagram account of CAGROWN Celebrating the bounty of our great state.
@CAGROWNflowers @California.Wines

#CAGROWN

FREE E-coolbook!

bit.ly/CAGROWNfreebook

elisebauer naturalflyella vidcalifornia - #1 #mips

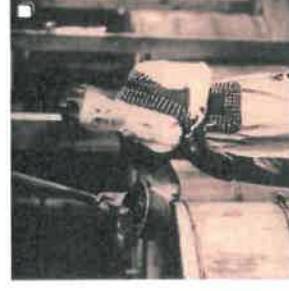
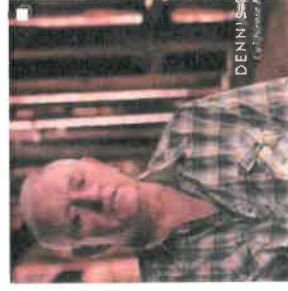
- CA Grown Instagram takeover highlighting California Ripe Olive growers

- Published series of posts/videos showcasing the journey of California Ripe Olives from tree to table

- Garnered more than 1,000 engagements (likes) in just three days!

- All posts drove to CalOlive.org and the @CalRipeOlives Instagram channel

- Second takeover conducted 11/9 + 11/10





EARLY 2019 OUTREACH

PULSE POINT 1 | PULSE POINT 2 | SPECIAL EVENT

ASSET DEVELOPMENT | SOCIAL MEDIA

Food



GAME DAY EATS AND TREATS

SCORE MAJOR POINTS WITH DELICIOUS DISHES

STUFFED PEPPERS
 Get your game on with this easy-to-make recipe. Stuffed peppers are a crowd-pleasing dish that's perfect for game day. They're easy to make and can be prepared ahead of time.

STUFFED PEPPERS RECIPE
 1. Preheat oven to 375°F.
 2. Cook ground beef in a large skillet with onion and garlic until browned.
 3. Add tomato sauce, cheese, and vegetables to the beef.
 4. Stuff peppers with the beef mixture.
 5. Bake for 30-40 minutes.

STUFFED PEPPERS VARIATIONS
 • Add mushrooms, spinach, or zucchini.
 • Use ground turkey or chicken instead of beef.
 • Add a touch of hot sauce for extra kick.

STUFFED PEPPERS TIPS
 • Use a mix of cheddar and mozzarella cheese.
 • Add a splash of Worcestershire sauce to the beef mixture.
 • Bake in a covered dish to keep the peppers moist.

STUFFED PEPPERS INGREDIENTS
 1 lb ground beef
 1 onion, diced
 2 garlic cloves, minced
 1/2 cup tomato sauce
 1/2 cup cheddar cheese, shredded
 1/2 cup mozzarella cheese, shredded
 1/2 cup green beans, drained
 1/2 cup mushrooms, sliced
 1/2 cup spinach, sliced
 1/2 cup zucchini, sliced
 1/2 cup hot sauce (optional)

STUFFED PEPPERS NUTRITION
 1400 calories, 45g fat, 25g fiber, 30g protein, 100g carbs, 10g sugar, 10g sodium.

STUFFED PEPPERS FAQ
 Q: Can I freeze stuffed peppers?
 A: Yes, you can freeze them for up to 3 months.

STUFFED PEPPERS HISTORY
 Stuffed peppers have been a popular dish in many cultures for centuries. They're a great way to use up leftover ground beef and vegetables.

STUFFED PEPPERS IDEAS
 • Serve with a side of rice and beans.
 • Add a dollop of sour cream on top.
 • Use as a base for a pizza.

STUFFED PEPPERS RECIPE CARD
 Recipe courtesy of The Whole Foods Market.

STUFFED PEPPERS INGREDIENTS
 1 lb ground beef
 1 onion, diced
 2 garlic cloves, minced
 1/2 cup tomato sauce
 1/2 cup cheddar cheese, shredded
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Simple Entertaining Tips to Take Your Table to the Next Level

1. A well-planned table setting is the key to a successful dinner party.
2. Choose a theme for your dinner party to make it more memorable.
3. Set the mood with soft lighting and music.
4. Don't forget to have a backup plan in case of rain.

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 • Add a dollop of sour cream on top.
 • Use as a base for a pizza.

CALIFORNIA RIPE OLIVES & THE BIG GAME!



Simply Recipes

- Site takeover the Friday before Super Bowl
- Ads linked back to CalOlive.org
- 1.4 million impressions in 24 hours



Full page food feature

- Distributed before Super Bowl and tied to spring sporting events
- Content illustrated how California Ripe Olives elevate game-day favorites
- 1,359 total online + print placements; 300 million impressions over 6 months



Blogger ambassador activation

- Ambassadors shared game day content across their digital properties highlighting California Ripe Olives
- 5 new recipes added to California Ripe Olives social channels and CalOlive.org
- 1.9 million impressions

CALIFORNIA RIPE OLIVES & JULY 4TH FUN

Simply Recipes

- Site takeover on July 2nd
- Ads linked back to CalOlive.org
- 3.1 million impressions in 24 hours



Blogger ambassador activation

- Ambassadors showcased July 4th content highlighting the versatility and flavor of California Ripe Olives
- Amplification of content across blogger and California Ripe Olives digital channels
- 5 new recipes added to CalOlive.org and used in Simply Recipes advertising
- 1.4 million impressions



EVERYTHING FOOD CONFERENCE

- California Ripe Olives showcased at top-rated food conference in Layton, Utah in May
- More than 600+ of the top food content creators and influencers attended
- California Ripe Olive growers, Ed Curiel + Rick Benson, engaged with attendees
- Branded booth with product displays, sampling, and collateral
- One-on-one speed networking sessions with 40+ influencer attendees
- Custom California Ripe Olives offsite influencer dinner with 18 attendees

21

“This is the heart of food. All of it comes from the hands of another. The land and families are part of that food's story and need to be shared. Too often, that story gets lost.”

Thank you for making this an important point of California Ripe Olive's mission.”

-Influencer attendee Traci York of Vanilla Bean



MAKING THE MOST OF EXISTING GROWER VIDEOS

- 45+ “mini” videos created from the existing full-length grower videos and the mini-documentary
- Custom created for social media
- All videos reflect “Grown in California, Enjoyed by Families Everywhere” theme



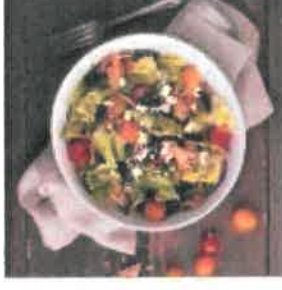
85 views · Liked by lifearoundmytable

calripeolives Did you know that the curing process for California Ripe Olives has been around since the 1800s? It's all thanks to a woman named... more



CALIFORNIA RIPE OLIVES SOCIAL MEDIA INTEGRATION

- ~91K impressions for ambassador-created content on Facebook
- ~3.2K monthly impressions on Instagram
- ~1.1K monthly views and 5 new Pinterest boards
- Social channels are a top driver to CalOlive.org





THANK YOU!

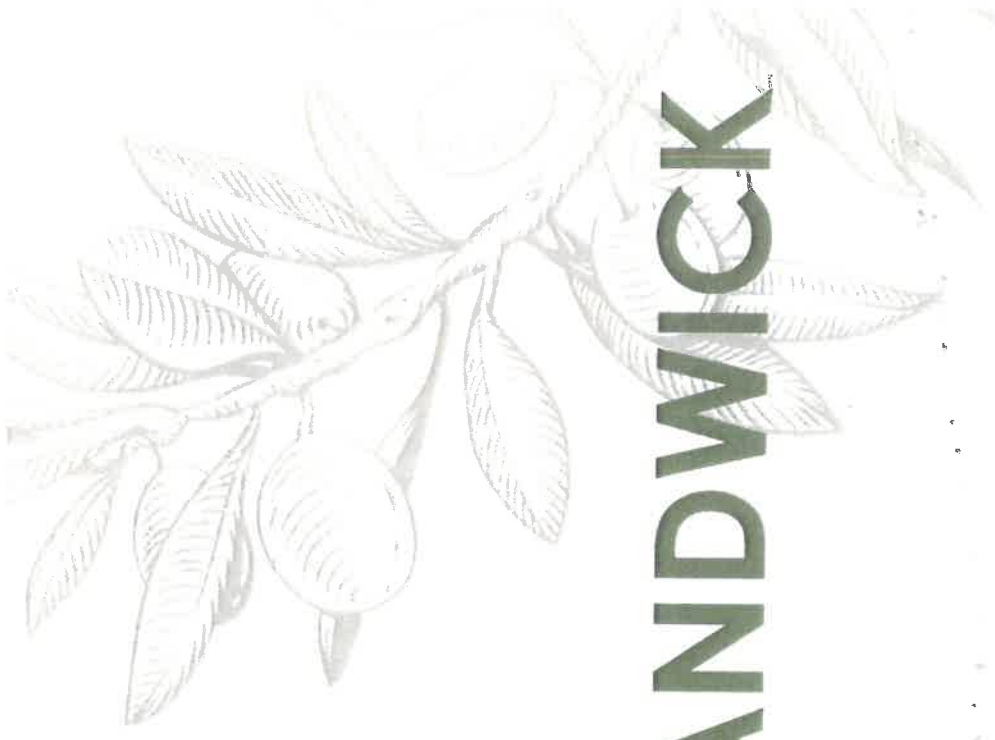
***** INFORMATION *****

FROM: MARKETING SUBCOMMITTEE

SUBJECT: 2020 MARKETING PLAN PROPOSALS

BACKGROUND: Per USDA Marketing Order and Agreement Division's request, the COC was asked to send a request for proposals for the 2020 marketing program. The COC staff contacted twelve different marketing companies and received three competing proposals. The three companies will be presenting their proposals to the Marketing Subcommittee who will recommend a marketing company to the Full Committee for the 2020 COC marketing program.

HELLO WE'RE WEBER SHANDWICK



CATEGORY + BRAND MARKETING



**YOUR GOAL:
BUILD DEMAND
& VALUE FOR
CALIFORNIA OLIVES
AMONG MILLENNIAL MOMS**



HEADWINDS ...

IMPORTS



HARVEST FAILURES



FLAT CONSUMPTION



DECLINES IN CENTER-AISLE SHOPPING



DESIRES FOR FRESH, LESS PROCESSED



... TAILWINDS

AMERICAN GROWN

PLANT-BASED

GOOD FATS

KETO/PALEO

MEDITERRANEAN DIET

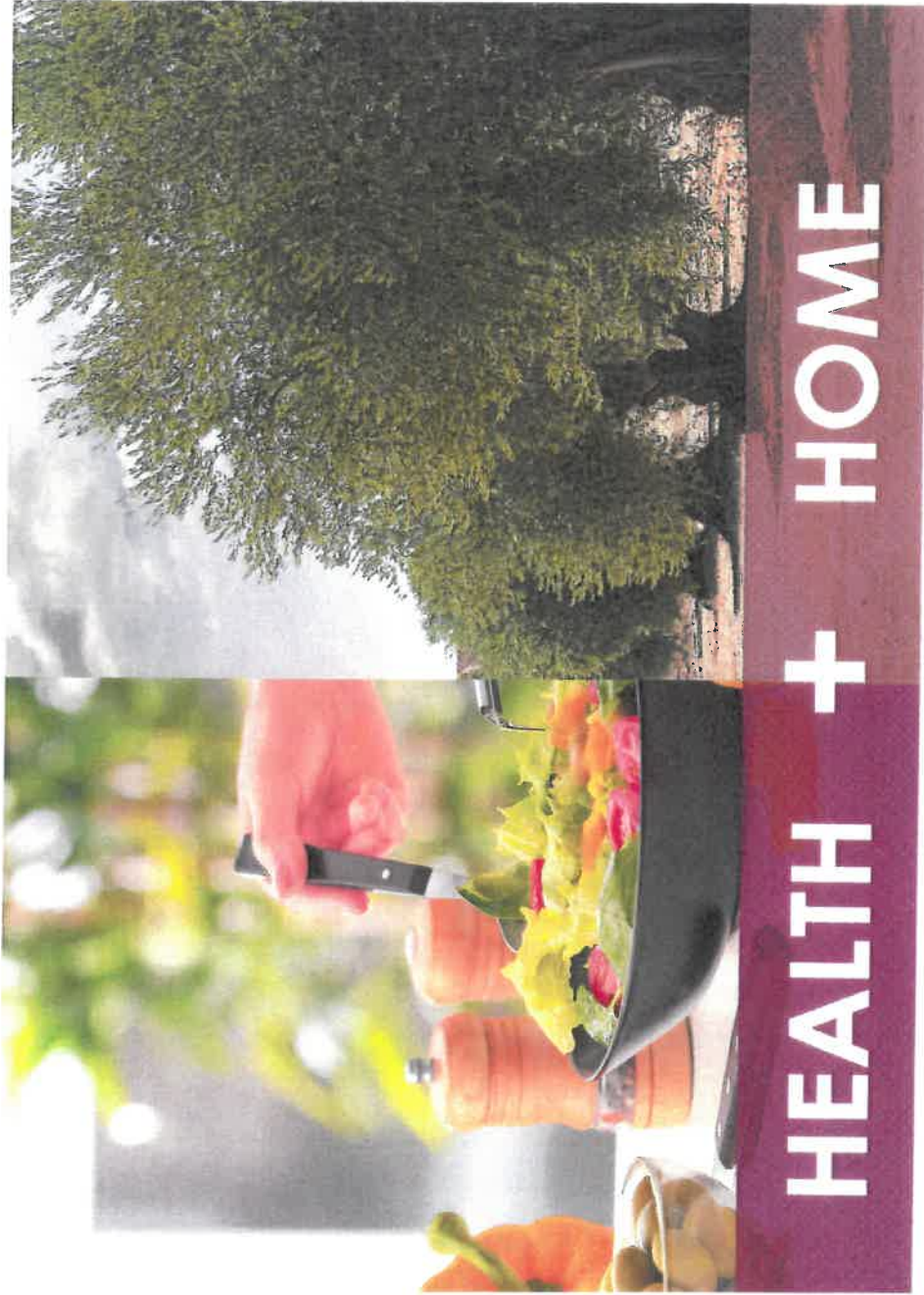
SNACKING

BITTER, LESS SWEET TASTE



BUT, IT'S NOT ENOUGH
IN ORDER TO BUILD OUR VALUE
PROPOSITION FOR CALIFORNIA RIPE OLIVES
WE NEED TO ELEVATE KEY BENEFITS THAT ARE CURRENTLY
UNDERLEVERAGED



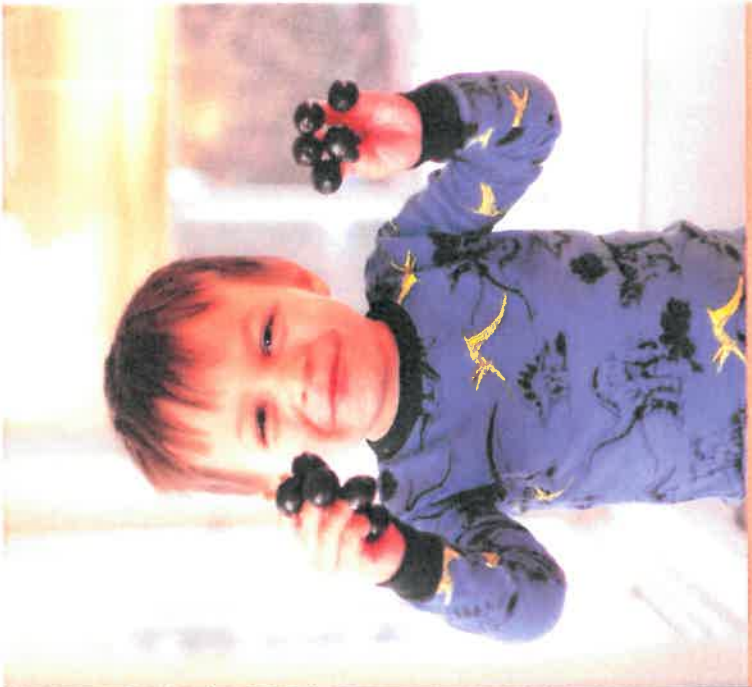




HEALTH +



HOME +



+ EMOTION

WE MUST CRAFT A NEW NARRATIVE FOR
CALIFORNIA RIPE OLIVES, A POWERFUL STORY THAT LEVERAGES
YOUR UNIQUE STRENGTHS

 HEALTH

 HOME

 EMOTION

 VERSATILITY

 HERITAGE

WE MUST CRAFT A NEW NARRATIVE FOR
CALIFORNIA RIPE OLIVES, A POWERFUL STORY THAT LEVERAGES
YOUR UNIQUE STRENGTHS

- HEALTH
- HOME
- EMOTION
- VERSATILITY
- HERITAGE



OLIVES ARE
MORE
THAN A FRUIT,
THEY'RE A
LIFESTYLE.

Live your best life

Live your best life

Q1

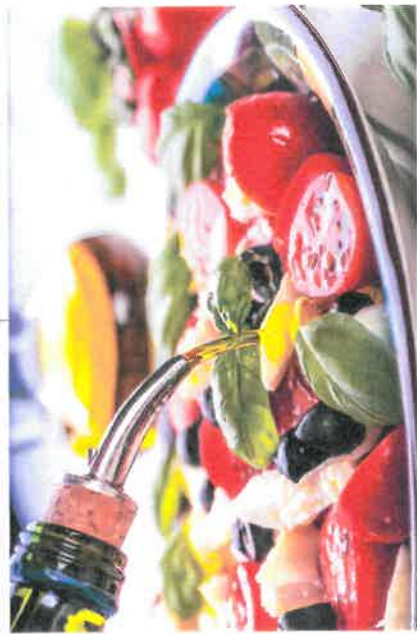
Q2

Q3

Q4

HEALTH & WELLNESS

OCCASIONS



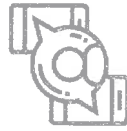


INFLUENCERS



MEDIA RELATIONS

HOW WE'LL DO IT:
OUR TACTICAL PLAN



ONLINE



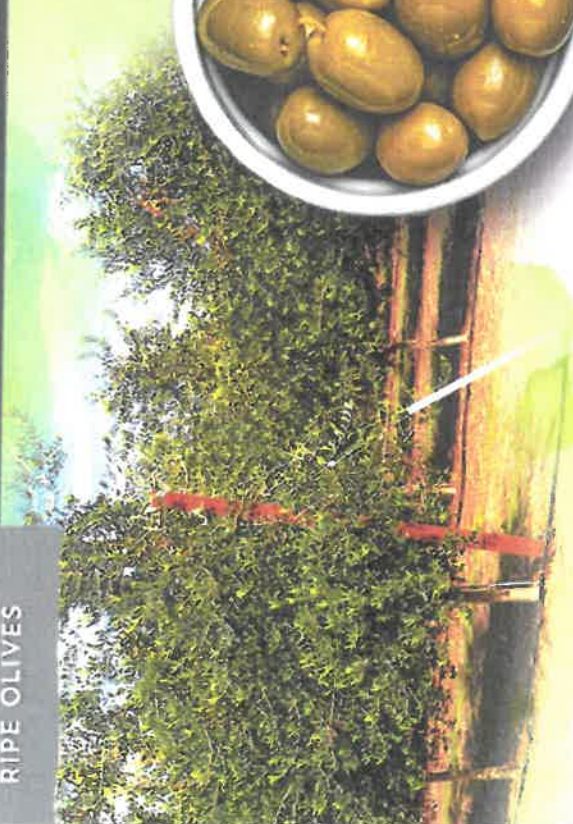
SOCIAL CONTENT

ONLINE FIRST, LET'S REFRESH YOUR WEBSITE





Olive your best life



About the Industry

The ripe olive industry has a deep history in California.

[Learn More](#)



From the Farm to the Table

Each California Ripe Olive goes through a unique process before ending up on the store shelf.

[Learn More](#)



Meet Our Growers

The California olive industry is made up of hardworking grower families.

[Learn More](#)



California Ripe Olives Three Ways

Three unique ways to enjoy California Ripe Olives.

[Learn More](#)



Olive delicious.

From flawless accessory to the star of the show, California ripe olives have the rich, perfectly brined flavor to create your best table.



**Red Curry Fried Rice
with Olives**



**Summer Seafood Salad
with Olives**



**Chicken Skewers
with Olive Pesto**



Live healthy.

Good fats, fiber and vitamins.
Take care of your health and treat
your tastebuds.

California Ripe Olives are not only delicious, but they contain Vitamins E and A, iron and fiber.

They are packaged at their peak freshness to preserve nutrients for year-round enjoyment. Vitamin E is an antioxidant which helps protect cells from oxidation and fight off free radicals produced during cellular energy production. A serving of olives has .25 milligrams of Vitamin E.

Nutrition Facts	
Serving Size 4 Large Olives (15g)	
Amount Per Serving	
Calories 25	Calories from Fat 20
Total Fat 1.5g	% Daily Value*
Saturated Fat 0g	4%
Trans Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 1.5g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 1g	0%
Protein 0g	

Olive authentically.

Our growers cultivate our unique olives through their own unique blend of multi-generational family farming and cutting-edge innovation.



The Ricchiuti Family



The Aguiar and
Silveira Family



Inestroza Family

INFLUENCERS EVOLVING YOUR APPROACH



CASTING A WIDER NET OF INFLUENCE



snixy KITCHEN



kitchen
confidante



ms. Debra



DAWN JACKSON
BLATNER



LOWS to LUXE



Buro Update



Real Food
DIETITIANS



MAMA notes

RECIPE BLOGGERS ARE STILL THE BASE

HEALTH, PARENTING, LIFESTYLE

HOW WE'LL USE THEM:

"OLIVE IN THE MOMENT" CONTENT SERIES

Posts

 bun_undone

 **The Mama Notes**
September 9 · 🌐

Camping at Yosemite with the boys. It's a natural wonder. Just like California Ripe Olives! #OliveInTheMoment



48 1 Comment 2 Shares 10.2K Views

Like Comment Share



bun_undone Stopped at Kiler Ridge Olive Farms to fuel up! Couldn't be more beautiful. Or delicious! #OliveInTheMoment #CaliforniaRipeOlives

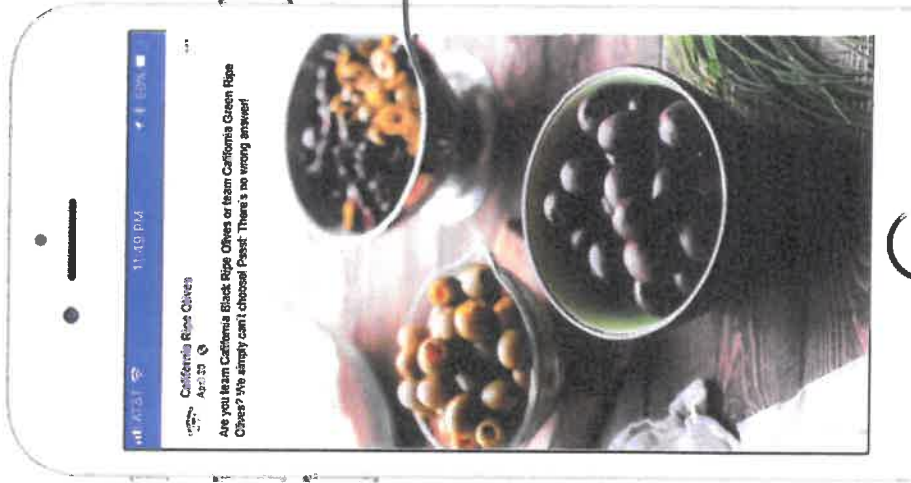
SOCIAL OPPORTUNITIES FOR QUICK WINS



WHEN IT COMES TO CONTENT, BRANDS ARE EVOLVING TO A PAID-FIRST, "FEWER, BIGGER, BETTER" APPROACH

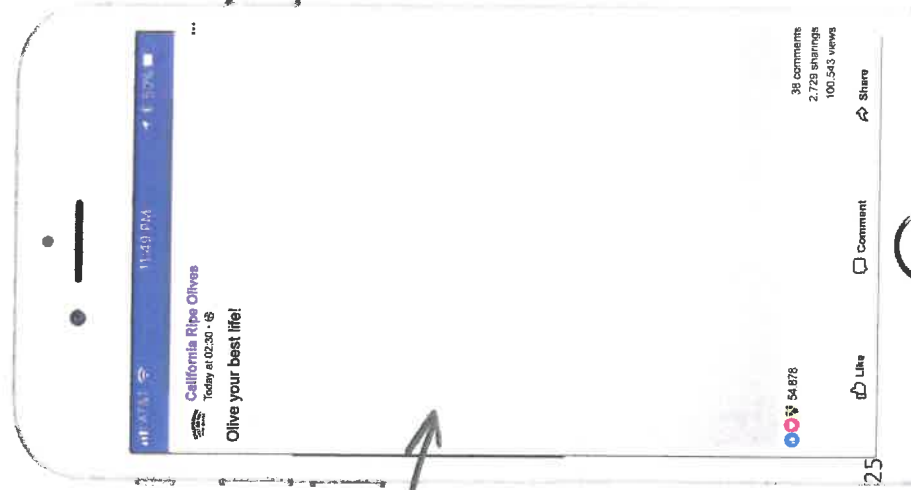


FROM HIGH-VOLUME ORGANIC,
PRIMARILY STATIC CREATIVE



50

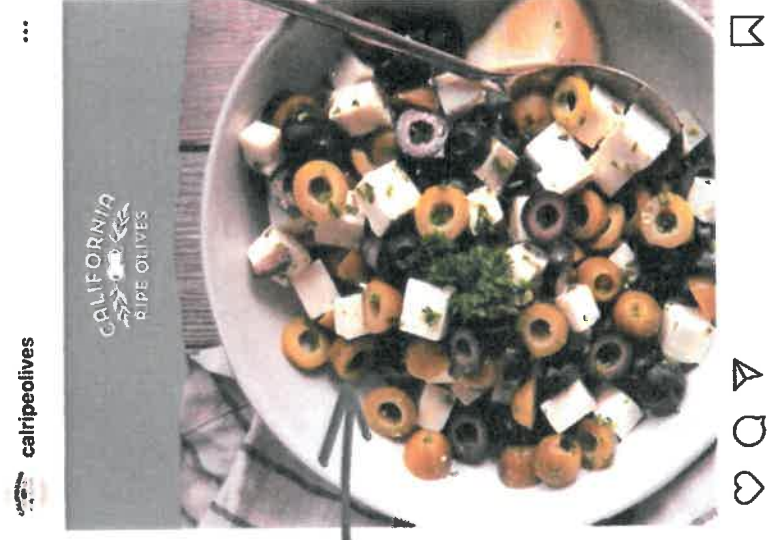
TO MOBILE-FIRST, DYNAMIC
AND IMMERSIVE STORYTELLING



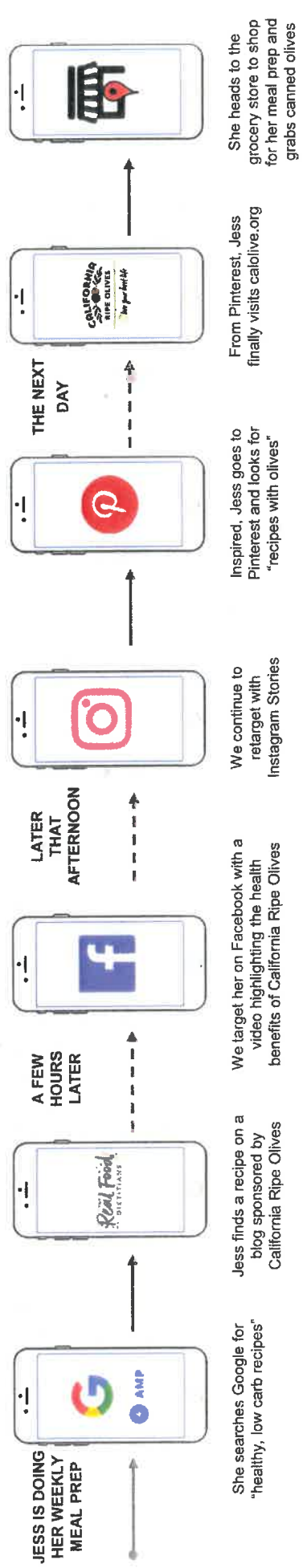
25

25

INSERT BRANDING TO DIFFERENTIATE CALIFORNIA RIPE OLIVES FROM OTHER OLIVES IN THE MARKET



USE PAID TO REACH YOUR TARGET WHILE THEY ARE SEEKING INSPIRATION





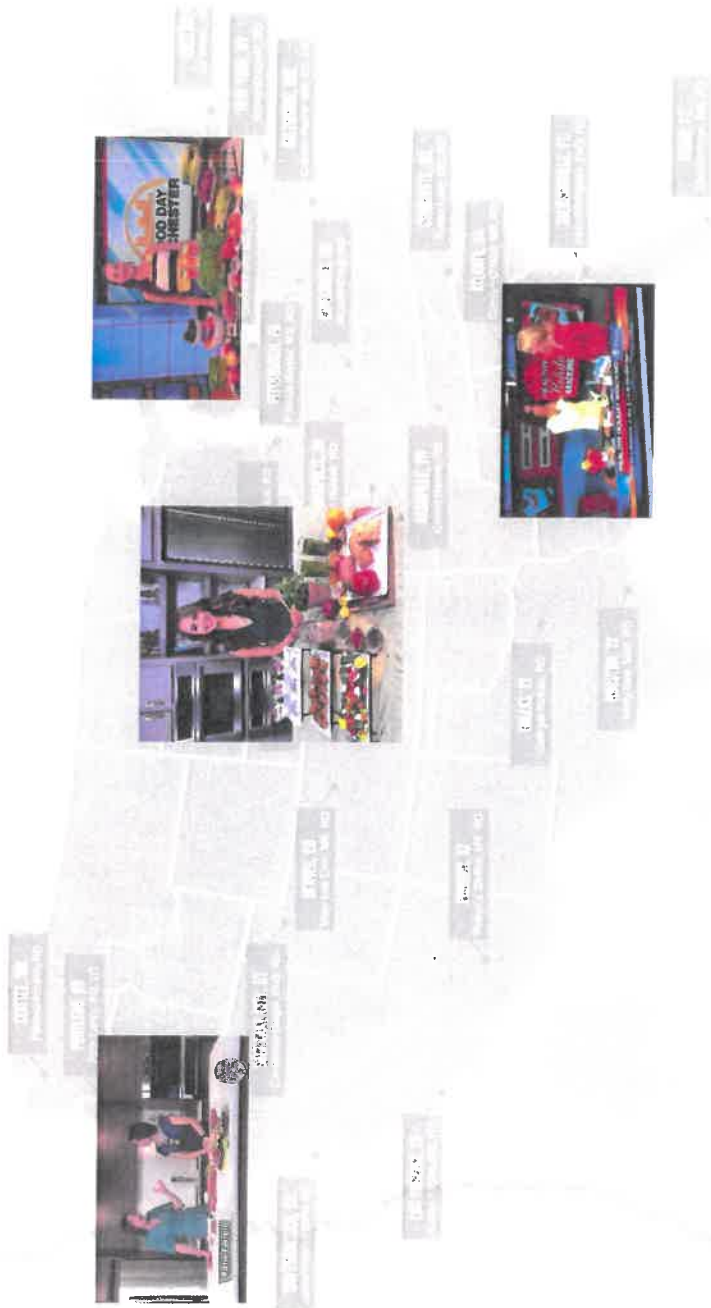
MEDIA RELATIONS EARNING COVERAGE AND CONVERSATION

OUR FRAMEWORK

Q1	Q2	Q3	Q4
<p data-bbox="704 1388 743 1745">HEALTH & WELLNESS</p> <p data-bbox="764 1654 800 1955">NEW YEAR, NEW YOU</p> 	<p data-bbox="764 1209 800 1461">SPRING SHAPE-UP</p> 	<p data-bbox="764 653 829 1079">SUMMER WRAP-UP & BACK TO SCHOOL</p> 	<p data-bbox="704 520 743 751">OCCASIONS</p> <p data-bbox="764 237 800 575">HOLIDAY ENTERTAINING</p> 



Q1 ACTIVATION: NEW YEAR, NEW YOU



Q2 ACTIVATION: SPRING SHAPE-UP



Q3 ACTIVATION: BACK TO SCHOOL



Holley Grainger,
Dietitian and Mom



Q4 ACTIVATION: HOLIDAY ENTERTAINING



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ALWAYS-ON NEWS BUREAU

	Q1	Q2	Q3	Q4
--	----	----	----	----

HEALTH & WELLNESS

OCCASIONS

INTEGRATED QUARTERLY THEME

New Year, New You

Summer Wrap-up & Back to School

Holiday Entertaining

- New Year's Game Day
- Valentine's Day
- American Heart Month (February)
- Canned Food Month (February)
- National Nutrition Month (March)

- Spring shape-up
- Memorial Day
- Easter
- International Mediterranean Diet Month (May)
- National Olive Day (6/1)

- Back to school
- Labor Day
- Summer road trips
- Fall football
- National Fruits and Veggies Month (September)
- Meal planning

- Comfort food/ return of the crockpot
- Halloween
- Thanksgiving
- Friendsgiving
- Holidays
- New Year's Eve

PITCH THEMES

SAMPLE TARGETS

60

MEASURING SUCCESS



OUR APPROACH TO MEASUREMENT

WE EVALUATE SUCCESS THROUGH THE LENS OF OUR TARGET:

SEES	THINKS	DOES
Are millennial moms seeing California Ripe Olives?	What does she think about California Ripe Olives?	How does she react during consideration stage?
Reach: impressions, views, share of voice	Engagement and sentiment	Recipe downloads, recipe clicks, Facebook brand lift survey

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WHY WE'RE YOUR PERFECT PARTNER

CATEGORY MARKETING LEADERS

DEMAND DRIVERS

PERCEPTION CHANGERS

FOOD AND NUTRITION EXPERTS

CREATIVE POWERHOUSE

INFLUENCER MARKETING MASTERS

DIGITAL INNOVATORS

THANK YOU!



Prem

PR & SOCIAL

Making brands memorable.

Marilyn Cowley, Founder / Creative Director
Marilyn@premprsocial.com
650-218-2205



PREM PR & Social is a full-service marketing firm that specializes in growing **authentic** brands.

We partner with brands that we believe in and take them to the next level. Our team is comprised of **fresh, innovative** and **creative** minds that have the innate ability to take on each brand as their own.

Our goal is to always support, enhance and amplify your brand by designing meaningful user experiences that are authentic to your brand's voice and culture.

We are out-of-the-box thinkers and it shows in our work and impeccable **results** for our clients. Our slogan is, "we make brands memorable" because we want to leave a lasting im"**prem**"sion.

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Since 2015, PREM has been helping clients stay top-of-mind for their target market by flawlessly executing strategic marketing initiatives. We take our knowledge and marketing expertise combined with our extensive network to show you the power of partnering with PREM.

With the majority of our team being born and raised in the fertile Central Valley, agriculture is in our DNA. Building and maintaining strong relationships with consumers, growers, ranchers, researchers and other audiences you value is our strength and passion.

We have over 100 years of combined experience working with a variety of clients ranging from food service to restaurants to agriculture. Our **personal** approach to working with clients allows us to focus on lasting **results**, **effective** marketing strategies, and **memorable** initiatives.

We are an *extension* of your team.

ALL SERVICES OFFERED

- Social Media Management
- Digital Advertising
- Content Marketing
- Video Production
- Influencer Marketing
- Brand Strategy
- Professional Photography
- Graphic Design
- Media Buying
- Website Design
- Event Planning
- Public Relations

OUR SPECIALTIES

Social Media Management

Content creation, increasing social media following, social media management, consulting

Public Relations

Press releases, public relations strategies, branding, media pitches, media relations, PR boxes

Event Planning

Grand openings, fundraisers, product launches, event PR, creative services

Professional Video & Photo

Photoshoots, video shoots - Valuable assets for businesses

BUT WAIT, THERE'S MORE...

Website Development

Your website is an extension of your business. A modern and personalized website has the ability to positively transform any business.

Graphic Design

We are here to create your vision – or help you find the vision you've been searching for.

Search Engine Optimization (SEO)

Optimizing your website, making your content relevant, working off-page SEO, updating NAPs across the entire web.

Digital Marketing

Trackable digital ads through search ads, display ads, PPC and call ads.

Influencer Marketing

We connect brands with influencers -- and vice versa.

Content Marketing

Creating, publishing, and distributing content for a targeted audience online.

STAFF BACKGROUND

A team comprised of the best in the biz.
Meet **YOUR** team.



Marilyn Cowley

CEO, CREATIVE DIRECTOR

Marilyn Cowley is the CEO and Creative Director of PREM – PR & Social. She started PREM because of a #passion for helping businesses stay on top of trends. Over the years she has had the privilege to run large campaigns for national brands like Dave & Busters and Pizza Guys as well as work with other restaurants and businesses in the food industry. Not only does she pride herself on results but the power of the connections she has established. From working with A-list celebrities to getting her clients in the New York Times, Marilyn says it's about who you know and what you know. When she's not leading the team, you can find her on the big screen hosting a TV show called "*Lifestyle Matters*" in the Central Valley. A show that features businesses and tells their story, which is just one more way she can help elevate businesses presence.

Marketing Campaigns, Social Media, Creative, Public Relations, Event Planning



Francesca Flores

ASSOCIATE DIRECTOR OF MARKETING

Francesca has a strong background in marketing and driving multi-million dollar marketing campaigns. Some of her most notable and successful marketing campaigns lies in the 2015 California Fig Festival in conjunction with the California Fig Advisory Board and managing marketing efforts for NCAA Division I sports, including a top 25 ranked basketball and football team. Her most recent marketing experience was with Cal Athletics where she was part of a team that launched a marketing campaign driving nearly 1 million dollars in ticket revenue for the FY18 football season through social media campaigns, digital advertising and email marketing.

Marketing Campaigns, Creative Assets, Digital Marketing, Event Planning



Alex Looper

DIGITAL MARKETING SPECIALIST

For over 19 years Alex has worked in the digital marketing world helping a wide range of clients. He has achieved top world rankings for numerous businesses through highly advanced marketing strategies. Throughout his career he has worked with many businesses in the agricultural industry including California Dried Fruit, Horn Technologies, Global Farm Sales, Global Ag Alliance and Farm to Table Berries developing comprehensive digital marketing campaigns. Alex's passion is providing value to his clients, and being a resource/conduit for translating the creative and technical aspects of marketing campaigns into digestible information that helps spark excitement and understanding into his client's businesses.

Digital Marketing, Graphic Design



Mike Sanchez

DIRECTOR OF PUBLIC RELATIONS

Mike has spent nearly a decade helping tell the stories of the Fortune 100 to the smallest-but-promising startups. He believes the largest agencies have taken the 'relations' out of PR, often viewing clients as line items instead of collaborative partners. Passionate about telling a good story, Mike likes to work directly with clients to eliminate the middleman which allows for the freedom to focus solely on doing great, award-winning work. Past clients including Samsung, Logitech, Visa, GoPro, TreeFresno, Kaiser Permanente, Trinchero Wines, Hypur, Maluuba, Fresno Greek Festival, Element 7, Black Dog LED, TreeFresno, Community Food Bank, Bernooli and more.

Public Relations, Marketing Campaigns



Keihon Sarkhosh

DIRECTOR OF VIDEOGRAPHY

Growing up and living in the Central Valley, Keihon has strong roots in the agricultural industry. His eye for creating one-of-a-kind videos has taken him across the world landing him jobs internationally. Some of his most notable clients have been Lion Raisins, Sterling Caviar, Fuel Fest and Embassy Suites. As the Director of Videography, he and his team specialize in digital strategy, creating memorable videos for our clients. Nowadays, video is what brands NEED to be creating and we have a #VideoGuru of our own.

Marketing Campaigns, Creative Assets, Videography

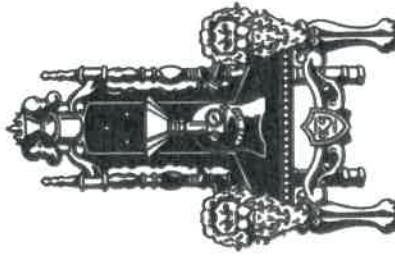


Yarik Petrash

DIRECTOR OF PHOTOGRAPHY

Yarik has a unique eye for capturing a brands message through photos. His talents have landed him jobs all over the country, making him a master in capturing moments and food. As the Director of Photography, he leads his team to create valuable assets that drive our campaigns for our clients.

Creative Assets,
Photography



Kuppa Joy
COFFEE ROASTERS

Medici
The Neapolitan Pizza Company



Pizza  Guys.

OUR WORK

The proof's in the portfolio!



PREM's marketing efforts helped Golden Memorial grow in sales by almost 10 million in 4 years. Due to our efforts Golden Memorial has maintained its status as #1 in the final expense industry.

2015 Sales: \$41,540,179

2019 Sales: \$50,000,000

- Comprehensive Marketing Campaigns
- Celebrity Endorsement
- Social Media Management
- Event Planning
- Video Production
- Photography
- Media Buying
- Email Marketing





Goal:

To increase awareness of California Figs domestically and internationally.

1 DAY:
2,000 attendees
+800,000 impressions

Event Planning: The California Fig Festival

International Relations

Graphic Design

Social Media

Digital Marketing

Media Buying

Email Marketing

Public Relations

Content Marketing





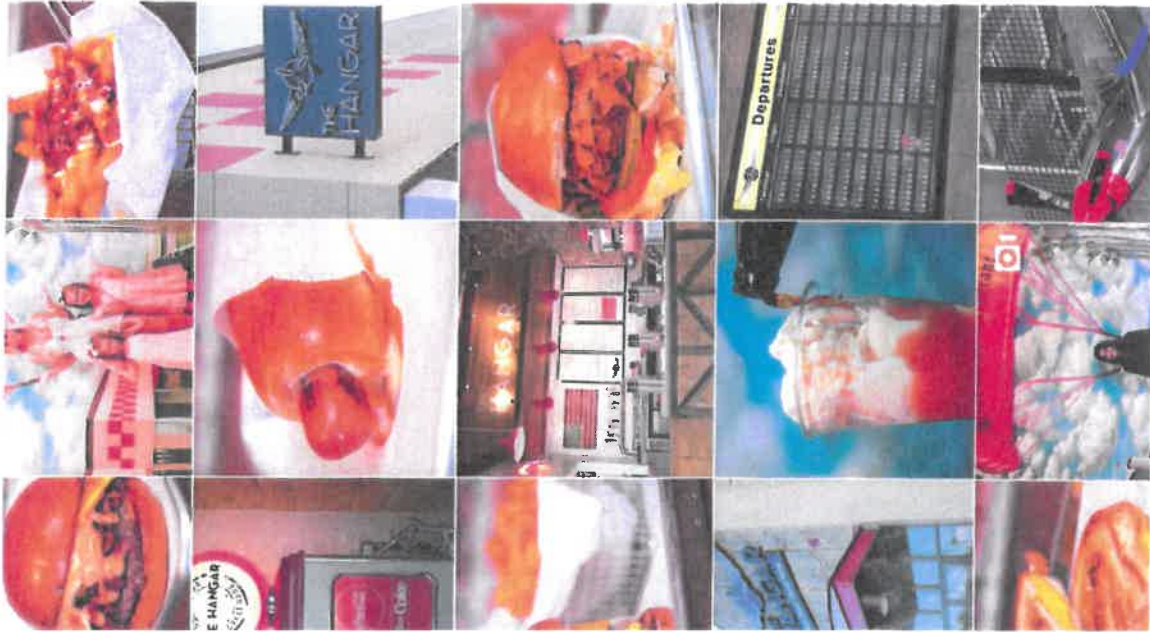
Goal: *To generate awareness and sales of broccoli rabe in the food service and restaurant industry on the West Coast.*

Event Planning: Chef Seminar at Williams Sonoma SF

- Bay Area Chefs and Food Service Representatives Invited
- Over 70% of Chef Seminar attendees added broccoli rabe to their menus
- +500,000 impressions on consumers



Graphic Design Public Relations Content Marketing Social Media



FACEBOOK ANALYTICS:

Fans: +3,587

Total Engaged People: +100,561

Impressions: +1,918,621

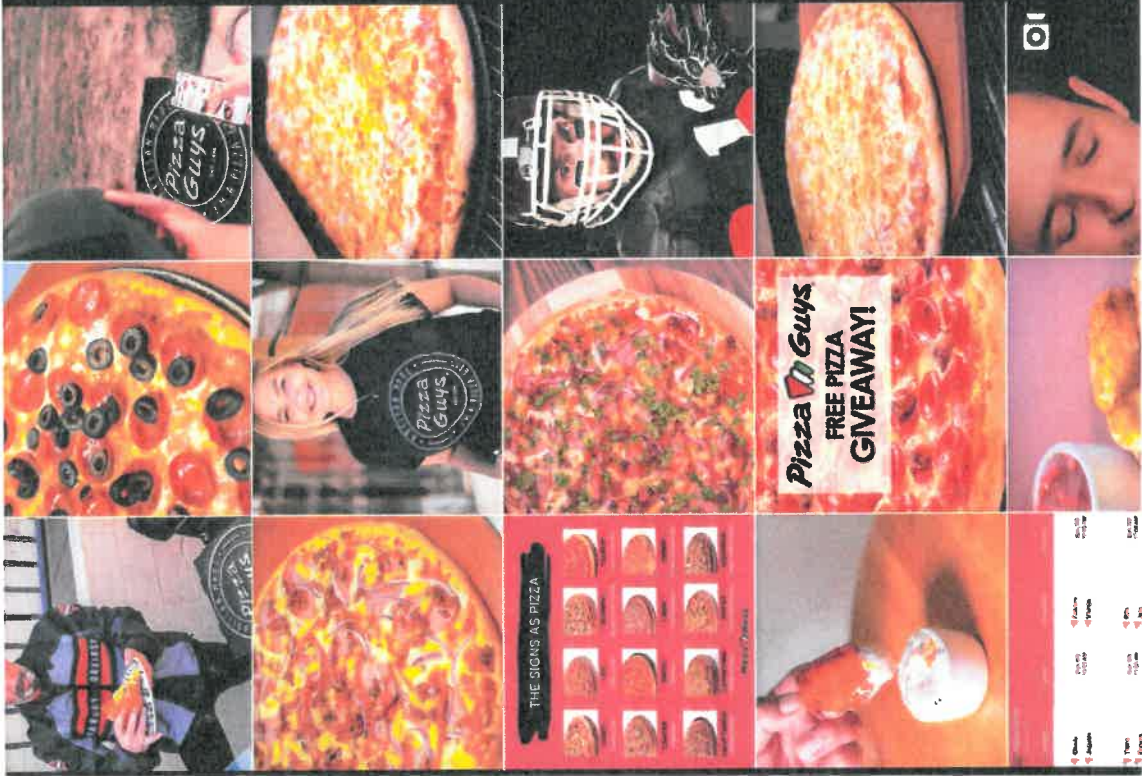
INSTAGRAM ANALYTICS:

Gained New Followers: +6,217 - increased by 5.551%

Impressions: +1,025,795 - increased by 88,636%

Reach (Unique People): +697,848 - increased by 11,4677%

Profile Views: +50,725 - increased by 275%



GOAL: To increase brand awareness and following for all social media accounts.



Analytics

Gained New Followers: 4,023 - increased by **506.79%**

Impressions: 664,901 - increased by **597.22%**

Reach : 526,393 - increased by **780.93%**

Profile Views: 12,751 - increased by **176.71%**

Alright, enough about us.

Let's get to California Ripe Olives!



ENJOYED BY FAMILIES EVERYWHERE



AUDIENCE

Older millennial:

- 25-40 years old
- Men and Women

Audience Segments:

- Foodies
- Influencers
 - Food Bloggers
 - Lifestyle
- The Health Nut
- The Dieter
- Different Cultures (ex. Greek, Mediterranean, Mexican, Italian, American)

OPPORTUNITY AREAS

EDUCATE CONSUMERS

Canned vs. Jarred, Inexpensive vs. Value, the different varieties of olives, etc.

HEALTH

Diet friendly, antioxidants, healthy fat, skin/beauty benefits

SOCIAL MEDIA TRENDS

Sustainability, charcuterie boards, staple garnish, health

BRAND ALIGNMENT

We want to create a stronger sense of what "California Ripe Olives" is about through marketing.

ENGAGING CONTENT

Provide valuable content to our audience and they will engage, like giveaways and recipe curation

STORY TELLING

More story telling, more growers, more education, more history, more culture, #OliveUs

OUR GOALS FOR CALIFORNIA RIPE OLIVES

- Create a comprehensive campaign that will increase value and demand of California Ripe Olives
- Educate and influence our end consumer through different marketing initiatives (social media, video, PR marketing material)
- Humanize California Ripe Olives
- Feature growers, olive eaters, chefs, influencers
- Foster more engagement
- Make California Ripe Olives top of mind
- Make “**CALIFORNIA** ripe olives” a staple in all cultures
- Grow our partnership with California Grown
 - Love California, #CAGROWN

"OLIVEUS"

US= Inclusive, Unity

OliveUs is a proposed campaign to show you not only our **creativity** but how we will drive the **demand** and **value** of California Ripe Olives. This proposed campaign will influence and educate your target market, encourage engagement, and overall purchasing decisions.

OliveUs will create an **authentic connection** with our target market by influencing them with an **inclusive** and **community-driven** marketing plan. Each consumer segment will be targeted with relatable content that will resonate within each segment. To name a few, a female aged 25-35 based segment will be targeted with content surrounding **sustainability, healthy on-the-go recipes and social media trends**. A 35-40 year old male and female segment will be targeted with content featuring **health benefits, recipes, and snack food for the kids**.

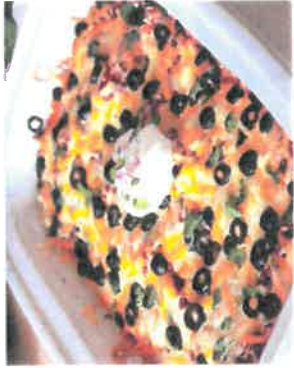
Olives bring **OliveUs together** whether it is through sustainable BPA-free cans, health benefits for life longevity, or friendly conversation at a dinner party over the most delicious charcuterie board.

#OLIVEUS

Through this campaign, we will create shareable and engaging content through the hashtag **#OliveUs**. The hashtag will be used on all social media platforms to show "OliveUs" incorporating California Ripe Olives into our lives. OliveUs will leave a **lasting impression** on the consumers as we showcase **different cultures** and people using California Ripe Olives in recipes, **family traditions** and everyday life. In turn, people will tag and share their content with our hashtag

#OliveUs, fostering a **community** that is inclusive and cultured.

The campaign "OliveUs" will allow us to target people of all segments and bring them back to the importance of California Ripe Olives and California Grown.



EVENTS FOR "OLIVEUS"

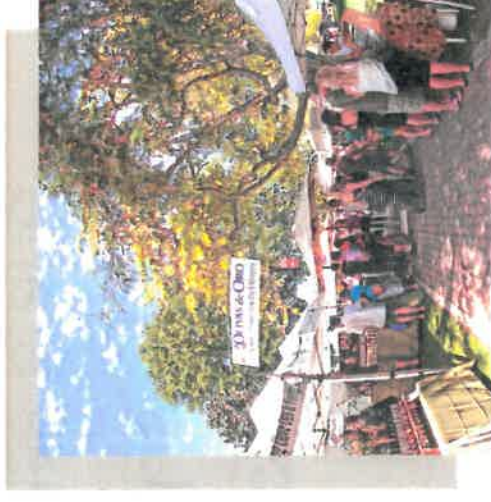
Hosting events will bring families and community members together to support #OliveUs. These proposed events will educate, increase brand awareness to consumers and drive sales.

CALIFORNIA RIPE OLIVE FESTIVAL

In honor of National Olive Day- June 1st

Goal: Raise awareness of California Ripe Olives and increase the demand and value.

- The best Chefs & Restaurants from the Central Valley will showcase dishes using California Ripe Olives for all attendees to sample.
- Chefs will participate in an OliveUs dish competition with awards that will be judged by California Olive Growers and Board, as well as voted on by the community.
- A celebrity chef from Food Network will be invited to host a cooking demo on the main stage
- A California Grown VIP tent will serve olive dishes and beverage pairings
- Live music will play in the beer and wine garden
- Family activities



HARVEST TOUR

Goal: Engage social media influencers and influence their followers purchasing decisions and recipes. #OliveUs

- Invite 10 influential/cultural food bloggers to a California olive grove
- Take them on a harvest tour and actually pick ripe olives
- Invite a well-known chef to teach attendees how to make different dishes with California Ripe Olives
- Give each influencer the opportunity to giveaway "A free olive grove tour and cooking class for two people - all expenses paid!"
 - Entry Rules: Must like @CalRipeOlives Instagram and Facebook page and tag two friends
- Each influencer will go home with educational material and recipes to share with their followers
- A professional video will also be created to document this Harvest Tour

- Incorporate California Grown



CHARCUTERIE BOARD MAKING CLASSES

Goal: Develop relationships and educate influential people around the country on California Ripe Olives, so they can influence their follower base.

- Partner with Whole Foods to sponsor 6 charcuterie board making classes that feature California Ripe Olives throughout the United States
- Hire a well-known chef/nutritionist to host each class
- Invitees will be local influencers/bloggers
- Attendees will go home with educational material on California Ripe Olives and shareable social media content #OliveUs



SOCIAL MEDIA

Social media should be the main ingredient of any marketing strategy. Therefore, it's vital to have your social media platforms correctly optimized and maintained in order to maximize conversions. Overall, social media will play a key role in branding California Ripe Olives, influencing our end consumer and ultimately their purchasing decisions.

We will focus on growth and engagement with 4 **main** platforms incorporating our campaign hashtag **#OliveUs**:



Facebook, Instagram, Twitter, Pinterest

**PROJECTING A 1,000% GROWTH FOR
EACH PLATFORM BY DECEMBER 2020.**

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FACEBOOK, INSTAGRAM & TWITTER

- Strategy Development
- Content Creation & Scheduling
- Strategically Branded Feed/Posts
- Consistent Posts 7 days a week
- Influencer Outreach
- Researched Hashtag Bank
- Consistent Engaging Instagram Stories
- Engaging with Followers
 - Organic Content
 - Instagram Stories/Highlights
 - Contest, Giveaways, Q&A's
 - Responding to Followers through DM & Comments
 - Gifs and Polls
- Creating Social Media Ad Campaigns
- Tracking Analytics Periodically

PINTEREST

Goal: Increase Awareness, Engagement, & Brand Consistency

- Creating Pinterest boards that align with the brand
- Unique Pinterest Pin creations based on services and products of brand
- Creating growth through interaction with consumers
- Generating website traffic by linking website in pins
- Daily Pinterest management to engage with consumers and respond to messages
- This platform will be best for engaging with women ages 25-45 for recipe development.

ANALYSIS OF COMPETITION

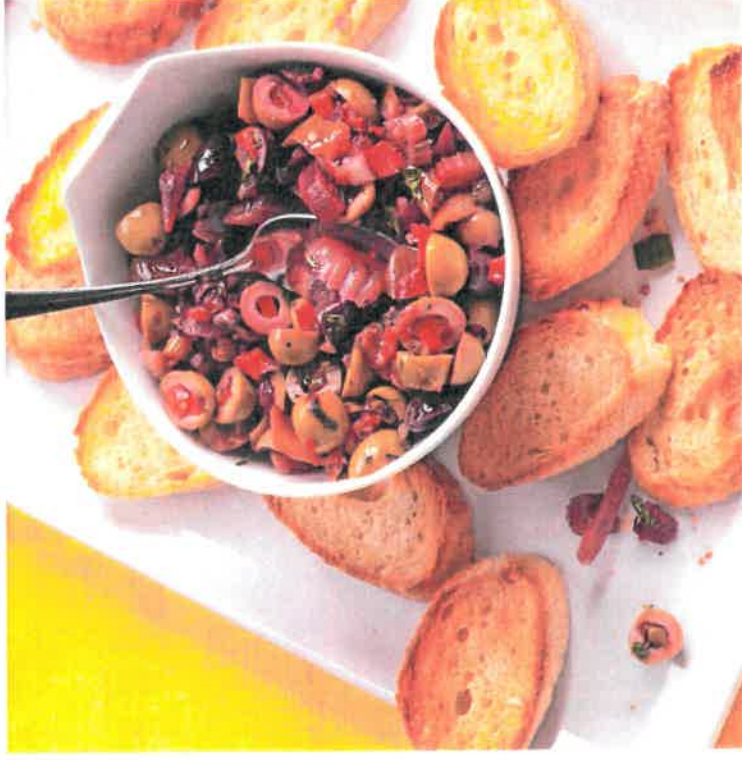
					
	California Ripe Olives	California Olive Ranch	CA GROWN	Pearls Olives	Mezzetta
Followers	959	10.0K	27.2K	6.9K	6.9K
Media	193	960	4.0K	1.2K	560
Total Likes (last 30 days)	207	1.9K	9.1K	2.6K	555
Total Comments (last 30 days)	5	1.5K	192	705	62
Total Engagement (last 30 days)	212	3.5K	9.3K	3.3K	617
Most engaged post (last 30 days)	Mon 12 - 2pm	Mon 2 - 4pm	Mon 6 - 8am	Mon 4 - 6pm	Mon 12 - 2pm
Last Published	Oct 31, 2019 12:05pm	Oct 29, 2019 11:19am	Oct 31, 2019 9:22am	Oct 31, 2019 1:12pm	Oct 28, 2019 1:05pm
Used Hashtag (last 30 days)	#farmtofork #thankafarmer #nom	#letyourfoodshine #nationalpastaday	#CAGROWN #BuyCA #InSeasonNow	#familyowned #olives #pearlsoives	#mezzettasauce #pastasauce #mezzetta
Engaged Hashtag (last 30 days)	#farmtofork #thankafarmer #nom	#letyourfoodshine #nationalpastaday	#CAGROWN #BuyCA #InSeasonNow	#familyowned #olives #pearlsoives	#mezzettasauce #pastasauce #mezzetta

@CALRIPEOLIVES PROPOSED INSTAGRAM GRID





We've partnered up with Chef Shayna to create 3 snack ideas to get your kids excited about eating their veggies! Head to our website for our kid (& mom) approved snack recipes. #OliveUs



The perfect holiday dish to bring #OliveUs together. Check out our bruschetta recipe for your holiday party below!



Meet our growers, Dave and Mary! They've been growing California Ripe Olives in the Central Valley for 30 years now. Watch the video in our bio to learn more about Dave and Mary's journey.

#OliveUs

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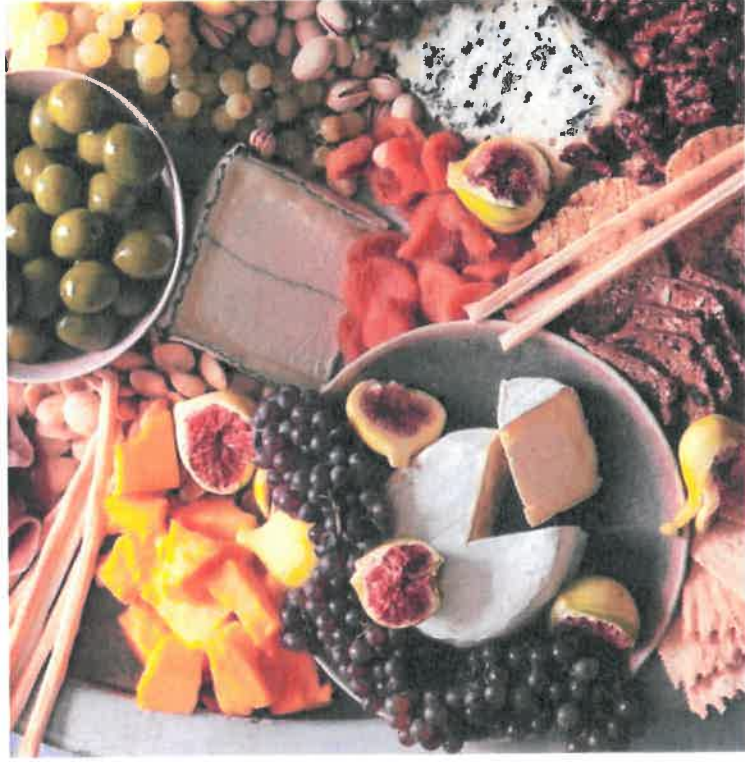


For hundreds of years olives have been bringing #OliveUs together through recipes, family traditions and cultural celebrations.

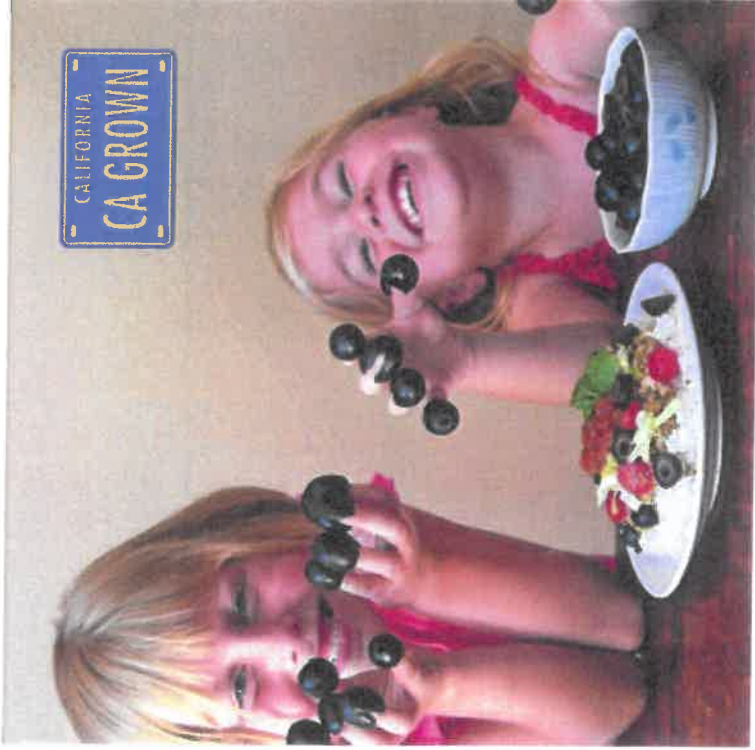
What is your favorite olive dish?



What date night looks like with California Ripe Olives. #OliveUs



What are your favorite items to add to a charcuterie board? Ours: California Ripe Olives



Olives bring families together. #OliveUS



Nonna has been using California Ripe Olives in her time-tested Italian family recipes for decades. #OliveUS

INFLUENCER GROWTH

MORE INFLUENCERS, MORE GROWTH.

RESEARCH AND CONNECT WITH
POTENTIAL INFLUENCERS

SEND PRODUCT AND PROVIDE EDUCATION

RE-SHARE VALUABLE INFLUENCER AND
USER-GENERATED CONTENT



INFLUENCER MARKETING

Influencer marketing will allow us to reach tangible benefits like **driving traffic, cross promotion, organic content** and **follower engagement**. At PREM we have an extensive network of Influencer relationships. Partnering with influencers like @choosing_balance, @chef_shayna and @healthfulradiance will allow us to reach fans of influencers who trust their endorsements. We will strategically partner with influencers who have a large following and have the power to influence purchasing decisions. Promoting California Ripe Olives through influencers will showcase the **community** and **authenticity** behind the #OliveUs campaign. Influencers will be encouraged to speak about California Ripe Olives through recipe creating, blog post and organic content that educates consumers. PREM will also utilize and connect with influencers, food bloggers and chefs for **recipe curation**.

anniepapi
Clovis, California



INFLUENCER MARKETING



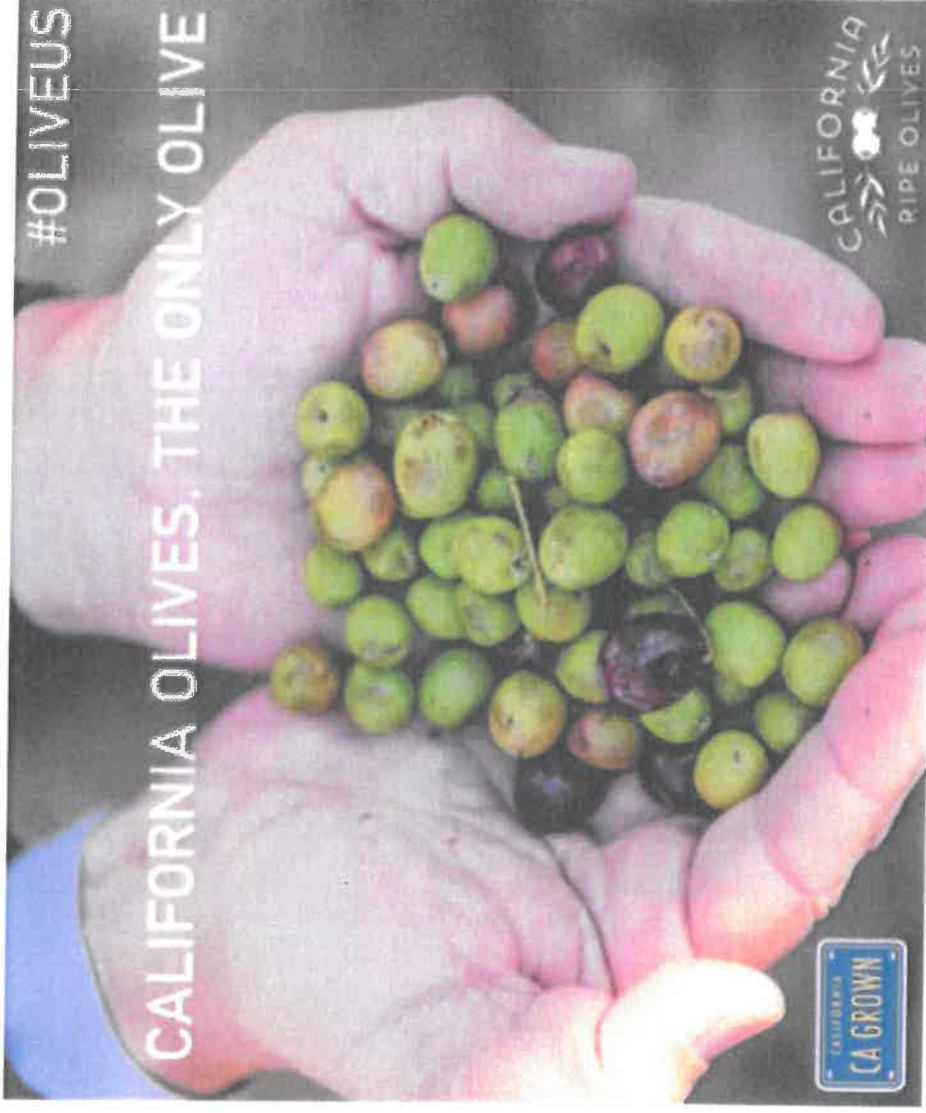
**MORE INFLUENCERS,
MORE GROWTH.**



DIGITAL ADVERTISING

SOCIAL MEDIA / TARGETED DIGITAL ADS / GEOFENCING

PREM and the California Ripe Olive committee will define the goal for our digital advertising campaign. Our goals should align to drive awareness, generate leads and increase engagement and sales. Digital Advertising is the most trackable marketing tool, allowing us to see every analytic and conversion.



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ASSETS

PROFESSIONAL PHOTOGRAPHY

PROFESSIONAL VIDEO

- Recipe Videos
- Farmer/Grower Features
- Kid and Mom Cooking/Snack-Making with Olives
- Cultural Recipe Videos
- Vintage Video - Farm to Fork
- Education Video Series
- History of California Ripe Olives

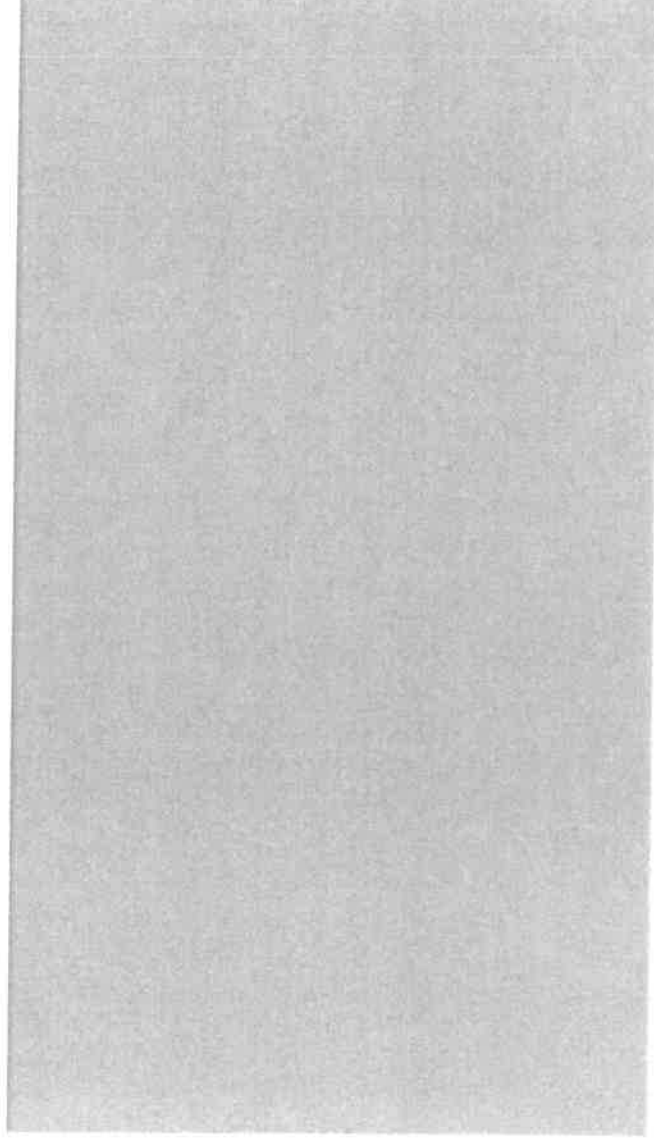
P.O.S PROMOTIONAL/ADVERTISING MATERIAL



VIDEO PRODUCTION

HERO VIDEO / INFLUENCER VIDEOS

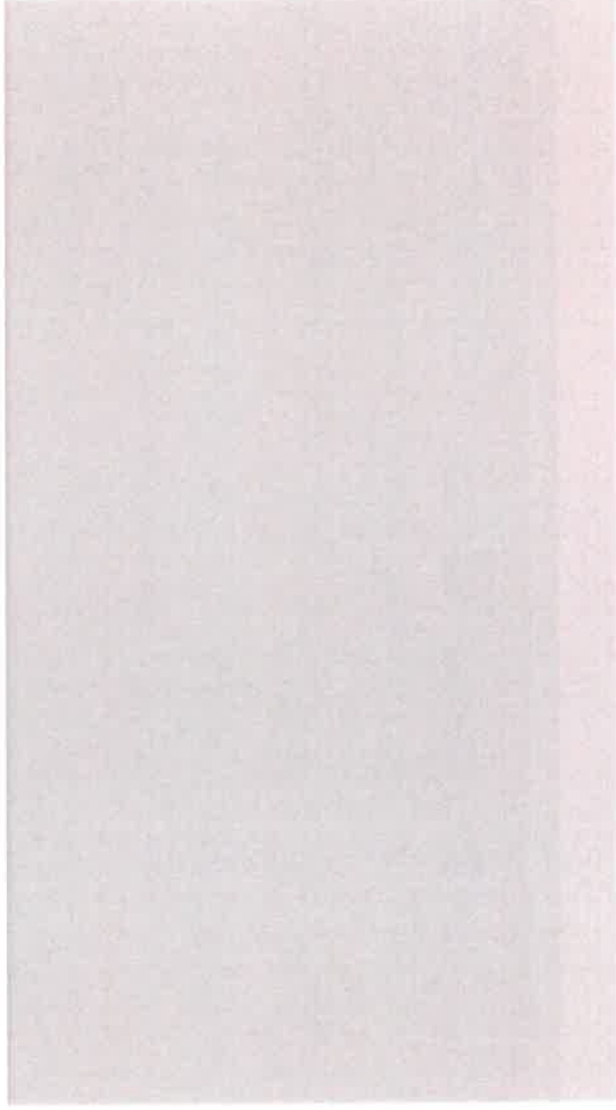
PREM will create influencer-based "stories" of real people, and how olives play an integral part of their lives. Whether it's for healthy snacking, cooking, or their overall lifestyle, these videos connect with users and viewers while creating a personality and relatable experience.



"OLIVEUS" HERO VIDEO

HERO VIDEO / INFLUENCER VIDEOS

REM will create the main branding / "Hero" video for California Ripe Olives. We will establish a voice, culture, and personality for California Ripe Olives. This video will connect with all ages, demographics, and lifestyles and will encourage consumption and driving sales.



FAMILY FOCUSED VIDEOS

RECIPE VIDEO / FAMILY VIDEOS

PREM will incorporate a family focused feed for California Ripe Olives. We will establish a sense of tradition in making recipes with California Ripe Olives. These video will connect with all ages and seamlessly influence families to include olives into day-to-day life.

SEARCH ENGINE OPTIMIZATION (SEO)

PREM will use Search Engine Optimization (SEO) techniques to **position** California Ripe Olives in the **top ranks** of being discovered by search engines when people are searching for keywords and phrases such as "Best Olives To Eat." SEO will drive organic search engine results to the California Ripe Olives' website.

LEAD GENERATION & EMAIL MARKETING

With the use of SEO and Digital Advertising to attract consumers, we can **lead** our target consumer to landing pages where they will subscribe for an offer or simply join a monthly newsletter. This will allow California Ripe Olives to build the #OliveUs **community** and **relationship** between consumers. Email marketing will enhance the relationship with our consumers and further educate them which in turn will lead to sales.

WEBSITE

It is important to have a clean user interface that is photo based and on brand to provide a **user-friendly** experience. This will drive traffic, increase engagement, and **lower the bounce rate**. Providing valuable content like useful web pages, blogs & recipe articles, and videos will attract visitors to seek the answers to their questions about California Ripe Olives. We want to build out a more interactive interface for consumers.

ANALYTICS

With monthly reporting we can use metrics and data to determine how successful our digital marketing efforts are in achieving our goals. Digital marketing dashboards are full of analytics and will allow us to adjust our strategy as we learn more about the website and our targeted audience.



best car insurance california



Target Specific Keywords

All News Shopping Maps Images More Settings Tools

About 208,000,000 results (1.17 seconds)

Progressive® Car Insurance | Switch & Save \$699 on Avg/Yr

www.progressive.com/

Get A Progressive Car Insurance Quote & Start Saving! Buy Online Today. Compare Rates. 24/7 Customer Service. Bundle Home & Auto. Name Your Price Tool. Roadside Assistance. Number 1 in Home Quoting. 80 Years of Service. Loyalty Rewards Program. Online Quoting.

Create Targeted Click Ad Campaigns
(The user will be directed to the link we create)

Compare Auto Insurance Rates - QuoteLab.com

www.quotelab.com/ (325) 307-5881

Get the Lowest Auto Insurance Quotes from the Nations Top Providers in 2 Minutes. Compare Multiple Quotes. Switch & Save up to 73% Fast and Free Quotes. Discounts for New Drivers. Insurance coverage: Auto, Motorcycle, Home, Health.

Create Targeted Call Ad Campaigns
(The user will have the ability to call a phone number with one click, directly from the ad)

Compare Free Quotes Now · Bundle with Home and Save · Multi-Car Discounts

2019's Top Car Insurance | The Best Quotes in California

www.thecarinsuranceguide.com/

The Most Recommended Car Insurance Companies. Shop in Seconds to Save \$1,000's!

Amica® Car Insurance | Get a Free Online Quote

auto.amicacoverage.com/

Get the Best Possible Value With Our Wide Range of Discounts. Call Today

Or Create Targeted Display Ad Campaigns. Display ads are graphic advertisements placed on other websites through an audience network. (See infographic on ad placements)

California Ripe Olives

SEARCH | Facebook | Twitter

FEATURED TEXT GOES HERE

Subtitle Goes Here

Button/Link



CALIFORNIA RIFE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

ABOUT THE INDUSTRY

RECIPE 1

RECIPE 2

RECIPE 3

VIEW ALL

FEATURED RECIPES

Recipe 1

Recipe 2

Recipe 3

VIEW ALL

ABOUT THE INDUSTRY

RECIPE 1

RECIPE 2

RECIPE 3

VIEW ALL

FEATURED RECIPES

Recipe 1

Recipe 2

Recipe 3

VIEW ALL

MEET OUR GROWERS

VIEW ALL VIDEOS

FOLLOW US ON SOCIAL

MEET OUR GROWERS

VIEW ALL VIDEOS

FOLLOW US ON SOCIAL

VIEW ALL

FROM OUR PARTNER

Simply Recipes

Recipe 1

Recipe 2

Recipe 3

INDUSTRY & NEWS

OMR February 2019 Olive Monthly Report More Details

OMR January 2019 Olive Monthly Report More Details

OMR December 2018 Olive Monthly Report More Details



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PUBLIC RELATIONS

PREM's philosophy is a multi-pronged approach to ensure coverage in key business, consumer and trade publications highlighting California Ripe Olives' delicious flavor, high quality and California heritage. This approach will set California Ripe Olives apart from other olives on the market while bolstering the visibility and thought leadership of the The California Olive Growers and Committee.

BUSINESS

Target business press by highlighting the **\$490 million in annual economic output** that the olive industry powers. Tell the story of how many people this industry employs and how its success helps families - particularly those in the Central Valley.

PR BOXES - #OLIVEUS

Creative "PR Boxes" will be sent seasonally to key social media influencers. PR boxes are a way to **influence** our key target market by sending them a complimentary box with goodies from California Ripe Olives. The box could have items such as cans of olives, coupons, recipes and of course California Grown items and swag. Once they receive this box the idea is that they will share this box of goodies with their followers. These boxes have the potential to turn into a "subscription box" and be revenue driving.



PUBLIC RELATIONSHIPS CONT.

CONSUMER

Highlight the superior taste, quality and value of California Ripe Olives by consistently securing coverage in key food, spirits and lifestyle publications via pairing guides, recipes and trend stories. Ultimately placing California olives in the hands of chefs and making California-based olives the preferred choice over European options by showcasing our better taste.

THOUGHT LEADERSHIP

In addition to earned communications, we'll publish a steady cadence of contributed articles to be placed organically and as sponsored posts in select publications. Overall, helping us control the narrative and alternate our focus to be on our growers, the California Olive Committee's rich history and work, or on key trends impacting agriculture.

CRISIS & REPUTATION MANAGEMENT

Every organization is vulnerable to crises. The days of playing ostrich – burying your head in the sand and hoping the problem goes away – are gone. While prevention is the best strategy, we can provide you with strategic support, advocacy and tactical execution should a crisis arise - helping communicate your messaging, assuage stakeholders and quickly solidify and strengthen your brand's integrity.

PROPOSED BUDGET - 1 YEAR (C)

California Olive Festival	\$150,000
Harvest Tour	\$40,000
Charcuterie Board Making Classes	\$20,000
Social Media Management	\$60,000
Influencer Marketing	\$30,000
Digital Advertising	\$150,000
Search Engine Optimization	\$60,000
Email Marketing & Newsletter Development	\$25,000
Website Redesign/Management	\$20,000
Asset Development (photo, video, POS)	\$150,000
Public Relations	\$100,000
PR Boxes	\$40,000
1 Year Total:	\$845,000

REFERENCES

PIZZA GUYS

Mike Morgan, VP of Operations
(916) 293 2002

GOLDEN MEMORIAL INSURANCE

Ray Barragan, Owner/President
(559) 999 5566

CALIFORNIA FIG COMMISSION

Karla Stockli, Chief Executive Officer
(559) 281 0440

Let's create an #OliveUs

CONTACT US Buzz!

Headquarters

1060 Fulton St, Fresno, CA 93721, USA

Phone

650 218 2205

Email

marilyn@premprsocial.com



November 14, 2019



RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE



FLEISHMANHILLARD

CALIFORNIA OLIVE COMMITTEE AND FLEISHMANHILLARD

2020 Program Recommendations

WHAT WE HEARD

- Integrate with CA GROWN
- Keep the focus on the target audience of moms
- Continue to highlight California Ripe Olive growers
- Highlight California Ripe Olive recipes that are family-friendly, easy, and approachable
- Make the most of existing recipes, photos, and videos
- Budget range in flux; target \$450K – but could be higher or lower. Open to seeing a tiered budget approach



**WHAT WE CAN'T STOP
THINKING ABOUT ...**



BUT, DO PEOPLE REALLY CARE WHERE THEIR OLIVES COME FROM?

Yes, they do.

*Amplify our point-of-origin
message ...*

*Build upon the best of
where we have been ...*

*Create new ways and
engage in new places to
reach our key audiences ...*



*Knock it
out
of the
Park*

with

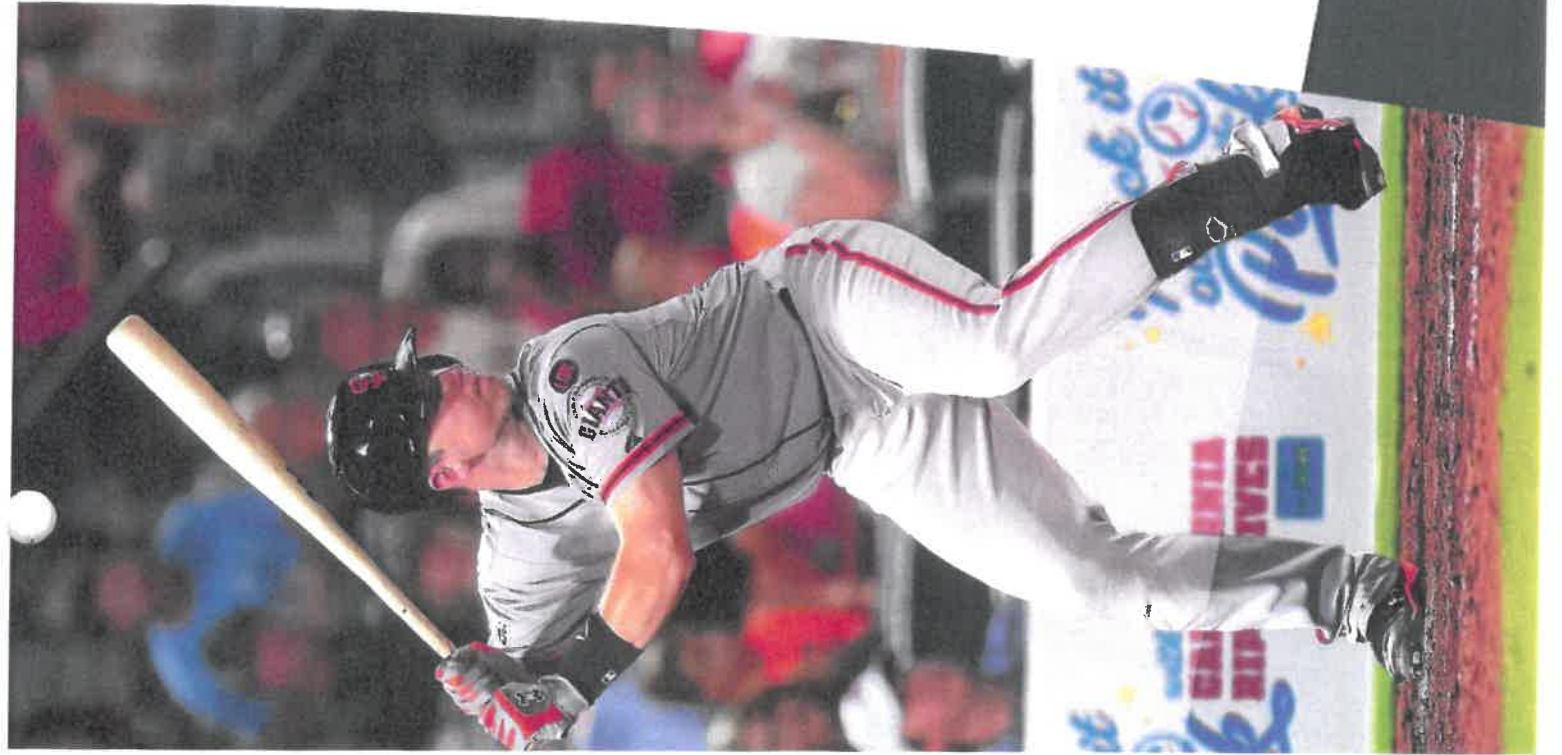
**CALIFORNIA
RIPE OLIVES**



BATTER UP!

Here's how we'll knock it out of the park ...

- San Francisco Giants integration & National Olive Day activation at Oracle Park
- MLB All-Stars Play Ball Park sponsorship
- Fresno Grizzlies & Sacramento River Cats Minor League activations
- Collateral, premiums and mascot development



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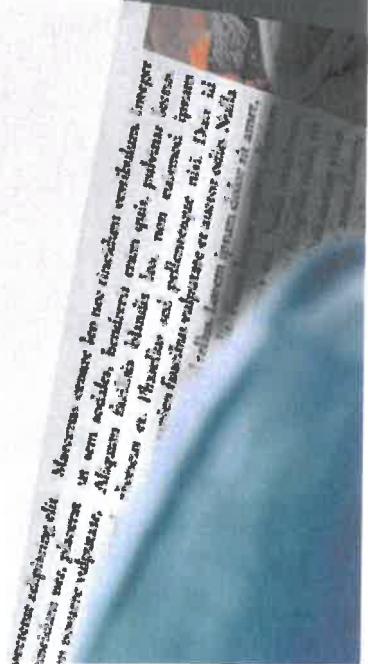
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 - Culinary House national media activation
 - Full-page color feature





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- DELISH video development and digital ad integration
 - Culinary House national media activation
 - Full-page color feature
-
- CA GROWN integration and 'Road Trip'

ANTICIPATED RESULTS

200,000+

face-to-face opportunities

310+ million

impressions

60+

new photos, recipes, videos

25%

expansion of social reach

BATTER UP!

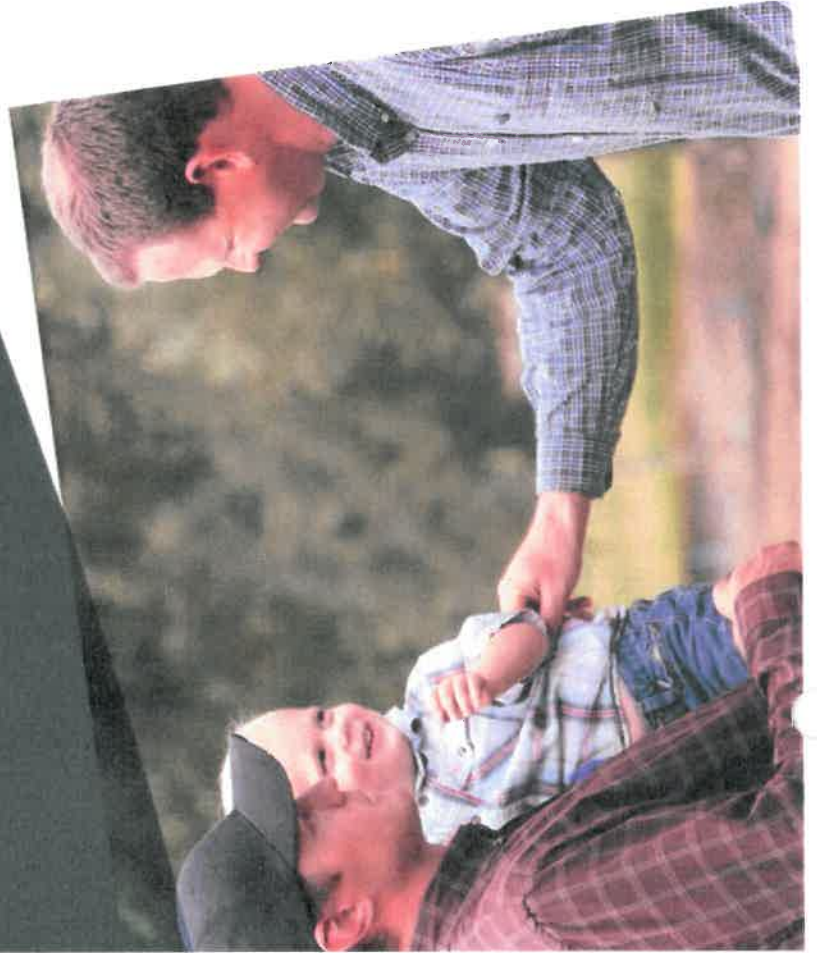
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- CA GROWN integration and 'Road Trip'

WHY IT WORKS.

PROGRAM RATIONALE CHECKLIST:

- ✓ Extensive grower integration opportunities
- ✓ Fun, family-friendly uses of California Ripe Olives
- ✓ California centered + year-round, national footprint
- ✓ “Hard-hitting” approach at any level of CA Grown integration



Fast, fun &
family-friendly
friendly
every day with a
sun icon
every day in
California
with California
Ripe Olives

MEET CATHERINE MCCORD

- California-based mom raising three “California-grown” kids
- Founder of Weelicious.com
- Writes monthly “Snack Mom” column in *Parents* magazine
- Cookbook author: *One Family. One Meal.* and *Weelicious Lunches: Thinking Outside the Lunchbox*
- Expansive media reach appearing in national print and on television
- Catherine’s Weelicious site reaches 2.9 million parents each month



FAST, FUN AND FAMILY-FRIENDLY!

Here's how we'll inspire mom to enjoy California Ripe Olives every day ...

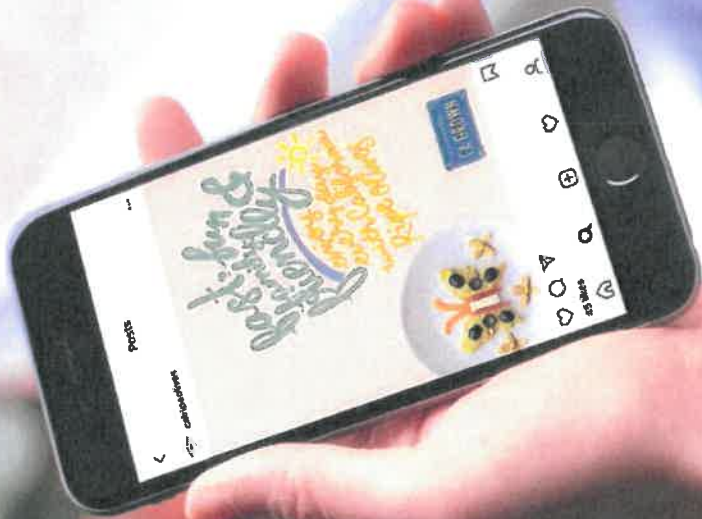
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- Weelicious digital and social integration
- Immersive hands-on influencer event hosted by Catherine
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...and more! ...and more! ...and more!



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 - *Parents/Parenting* digital partnership





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ANTICIPATED RESULTS

317+ million
impressions

55+
new photos, recipes, videos

25%
expansion of social reach

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WHY IT WORKS.

PROGRAM RATIONALE CHECKLIST:



- ✓ Campaign strongly reflects “California Ripe Olives: Enjoyed by Families Everywhere” overarching positioning and platform
- ✓ Highly integrated approach to reach millennial moms
- ✓ Inspires everyday use of California Ripe Olives
- ✓ Numerous opportunities to integrate California Ripe Olive multi-generational grower family stories
- ✓ Ideal alignment and engagement with CA GROWN activations in 2020

Supporting the global marketing efforts, while keeping the industry informed ...

Evergreen activities include:

- International recipe development
 - Timely industry e-newsletters with program updates
-

Your FH team will take an “always on” approach to:

- 24/7 on-call crisis communications support
- Program measurement updates
- Weekly update calls on all facets of the program





WHY FLEISHMANHILLARD?

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THANK YOU!

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******* ACTION REQUIRED *******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: 2020 BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2020 FY.

BACKGROUND: Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. The Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested proposals for 2020.

Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, and partnerships. These items total of \$73,500.

- | | | |
|----------------------------------|---|----------|
| 1) Education and Partnerships | - | \$73,500 |
| a. Alliance for Food and Farming | | |
| b. CA Grown | | |
| c. Partnerships | | |
| d. Travel | | |
| e. Olive Day | | |
| f. Trade Show PMA | | |
| g. Crisis Communication | | |
| h. Ag in the Classroom | | |

In addition, the Committee must approve the following:

- 1) Budget for the 2020 season; and
- 2) The Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

FISCAL IMPACT: \$73,500 for the 2020 FY.

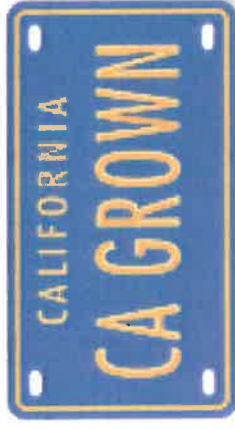


MARKETING PROGRAM

NOVEMBER 14, 2019

MARKETING PARTNERSHIPS 2019

- CA Grown
 - Increasing CA Ripe Olive Highlights
 - Alliance for Food and Farming
 - Represent organic and conventional farmers of fruits and vegetables and farms of all sizes.
 - Deliver credible information about the safety of produce.
- CA Ag in the Classroom
 - Dedicated to educating youth throughout California about the importance of agriculture in their daily lives.



MARKETING 2019



PMA-International Reception Olive Day Crisis Communication

2019 U.S. FRESH FRUIT *industry reception*

SATURDAY, OCTOBER 19
8:00 P.M. - MIDNIGHT

Join us for an evening of networking with domestic and international buyers at:

**Parish Room at
House of Blues Anaheim**
400 West Disney Way, Suite 337
Anaheim, CA 92802

House of Blues is nearby the Convention Center and surrounding hotels. Please note that bus transportation will not be provided.

A row of five logos: 1. U.S. Fresh Fruit logo with a stylized fruit icon. 2. California Pears logo with a pear icon. 3. California Blueberry Commission logo with a blueberry cluster icon. 4. California Ripe Olives logo with an olive branch icon. 5. American Pecans logo with a pecan icon and the tagline 'THE ORIGINAL GIFT'.



THANK YOU!

******* ACTION REQUIRED *******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE MARKETING BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

