

Everyday Australian Extra Virgin Olive Oil

AUSTRALIAN OLIVE ASSOCIATION EVERYDAY CAMPAIGN REPORT 2018

Presented by Will Fuller
FULLER Brand + Communications

The difficult second album,
novel, campaign period...
November 2017 - October 2018

THE STRATEGY

Increase demand for Australian Extra Virgin Olive Oil (AEVOO) by educating and creating awareness of the value proposition (compared to other oils).

With three simple messages;

AEVOO is Healthy,
Fresh and Tasty

2017 BUILD IT

Brand - Website -
Content - Social Channels

Outbound content
distribution

2.5 Million Impressions
– 77,000 visitors
to the website

2018 THEY WILL COME

Website Updates
- Content - Social
Channels - SEO

Inbound visitors

5 times the organic traffic
- Staying for twice as long

WEBSITE UPDATES

New imagery

New user journey

Included 'Certified'
language and symbol
to prominence

Australian Extra Virgin Olive Oil

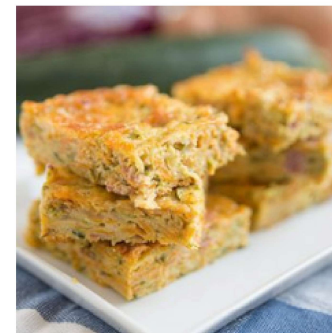
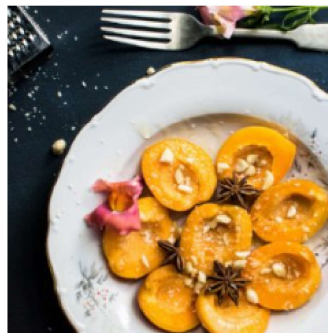
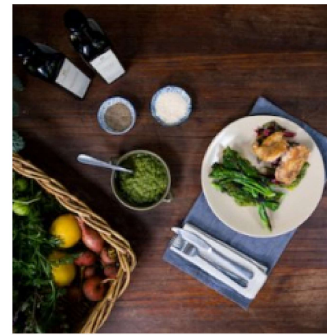
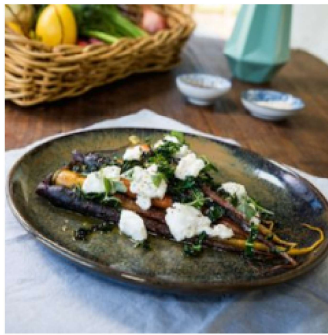


Everyday



- RECIPES -

SEE ALL



Australian Extra Virgin Olive Oil



INGREDIENTS

1 cup Australian Extra Virgin Olive Oil (AEVOO)

4 zucchinis, grated
2 carrots, grated
1 cup corn kernels (frozen or canned are fine)
1 handful parsley, finely chopped
2 large brown onion, finely chopped
6 rashers bacon, finely chopped
2 cups cheddar cheese, grated
2 cups self-raising flour
10 eggs
Salt and cracked black pepper

METHOD

Preheat the oven to 170°C, then grease and line a large baking tray with baking paper.

Combine zucchini, carrot, corn, parsley, onion, bacon, flour and cheese in a large bowl, then add the Australian Extra Virgin Olive Oil and beaten eggs. Mix together thoroughly to ensure the flour is combined with the rest of the ingredients.

Season with a little salt and pepper (if your kids don't like cracked pepper, a dash of white pepper will do), then pour into the lined baking tray.

Place the tray into the oven and bake for 45 mins until set and lightly golden on the top.

Allow to cool slightly before cutting into squares for the perfect lunchbox treat!

CLASSIC

FRESH

HEALTHY

MILD

RECIPES

ROBUST

Look for the Symbol

Want the best? Choose a product with the Certified Australian EVOO trademark to ensure you're getting 100% AEVOO.



NEW CONTENT

21

BLOG POSTS

Australian Extra Virgin Olive Oil



CRACK OUT THE CROCKPOT! EASY SLOW COOKER RECIPES FOR WINTER

June 28, 2018

What better way to warm up your wintery nights than with a belly full of hearty slow-cooked food? Even better if it's ready to go when you get home – so dust off your Crockpot and get set to slow cook your way to wintery goodness.



FRESH IS BEST: WHY AUSSIE'S SHOULD BUY AUSTRALIAN EVOO

May 8, 2018

For the average consumer, buying Extra Virgin Olive Oil (EVOO) can be a confusing process.

Australian Extra Virgin Olive Oil



HEIRLOOM CARROTS WITH GOAT'S CURD AND KALE

June 28, 2018

Heirloom carrots are the darling of winter markets and menus right now.

Australian Extra Virgin Olive Oil



FIVE FANTASTIC BREAD RECIPES USING AUSTRALIAN EVOO

May 30, 2018

We all know Australian Extra Virgin Olive Oil (EVOO) is great for dipping bread into. It's also a wonderful ingredient to use when baking the bread itself. You can swap in Australian EVOO for any type of oil when settling in for a bake-off. It tastes better, is suitable for all home [cooking including baking](#), and has more health benefits than any other oils.

NEW CONTENT

4
VIDEOS



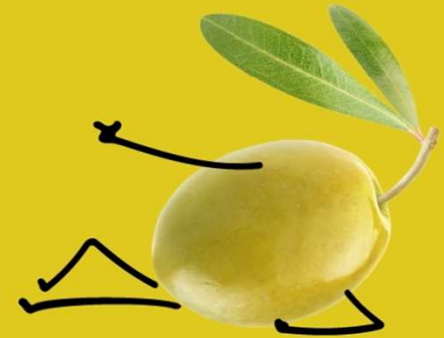
NEW CONTENT

1

ANIMATION

Australian Extra Virgin Olive Oil

Everyday



SOCIAL CHANNELS



35
ORGANIC
POSTS

AVG.
65
LIKES/
POSTS



Australian Extra Virgin Olive Oil

5 June · 🌐



Want the freshest and healthiest Extra Virgin Olive Oil around? Get your hands on a certified Australian Extra Virgin!



...the fresher your EVOO is...

Australian EVOO Fresh is Best!

[Learn More](#)

48

2 Comments 26 shares 9.3K Views

Like

Comment

Share



Australian Extra Virgin Olive Oil

12 December 2017 · 🌐



For a healthier alternative, roast your Christmas Chicken in fresh, Australian Extra Virgin Olive Oil...



56

5 Comments 9 shares 17K Views

Like

Comment

Share



Stephen Parker I do this all the time... naturally. But i also slip a little bit of the evo oil under the skin of the chicken with some lemon, garlic and rosemary.

[Like](#) · [Reply](#) · [Message](#) · 43w



Silvia Talarico So good to finally see good Australian extra virgin used and enjoyed. It's taken a long time. I have been using and enjoying olive oil for 60 years

[Like](#) · [Reply](#) · [Message](#) · 43w



Bill Perrett Always do,the fruit flavour is like juice of the vine

[Like](#) · [Reply](#) · [Message](#) · 43w



Doreen Nott Always use cobram 👍

Like · Reply · Message · 46w



Jacqui Plozza 🙌❤️🙌❤️

Like · Reply · Message · 46w



Sabina Ramm YeS, We use Extra Virgin Olive Oil for Everything,.
Because We know it's very important for our health"" 😊 "" 😊 ""
😊

Like · Reply · Message · 46w



Douglas Potter Whether with salads or cooking it's like using
liquid gold 🥰

Love · Reply · Message · 18w · Edited





Australian Extra Virgin Olive Oil

7 March · 🌐

Love Indian food? Experiment with this easy, healthy and vegetarian chickpea curry tonight!

<https://australianextravirgin.com.au/chickpea-curry-recipe/>



AUSTRALIANEXTRAVIRGIN.COM.AU

This Indian chickpea curry is easy to make and delicious!

This Indian style chickpea curry made using Australian Extra Virgin Olive Oil is not only delicious and nutritious, it's also easy to cook.

👍❤️ 237

37 Comments 190 shares



Like



Comment



Share

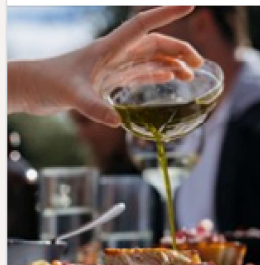


Australian Extra Virgin Olive Oil

21 June · 🌐

There is a big difference between Extra Virgin Olive Oil and Olive Oil. Find out why "Extra Virgin" is the healthiest, and tastiest, choice.

<https://australianextravirgin.com.au/extra-virgin-olive-oi.../>



AUSTRALIANEXTRAVIRGIN.COM.AU

Why choose Australian Extra Virgin Olive Oil over Olive Oil

In a health battle between Extra Virgin Olive Oil and Olive Oil, EVOO wins every time, and Australian EVOO is king! Here's why.

👍😲 133

8 Comments 58 shares



Like



Comment



Share

SOCIAL CHANNELS

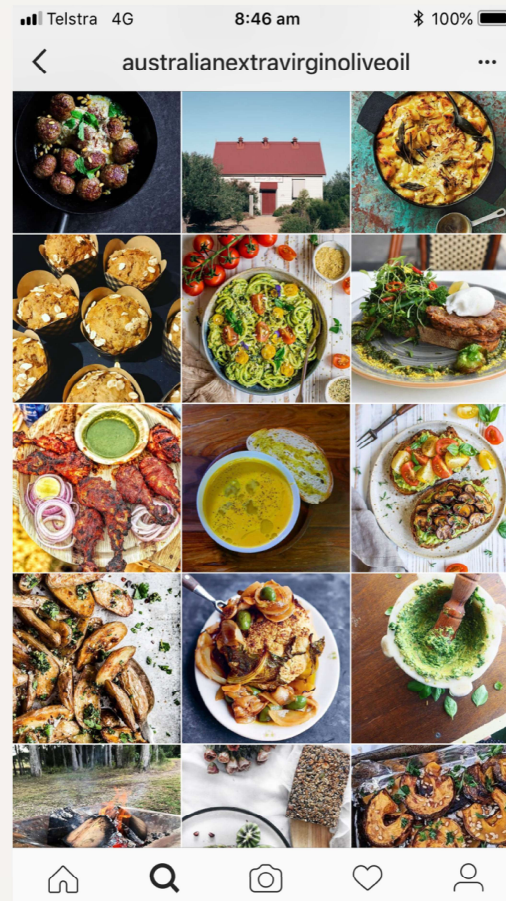
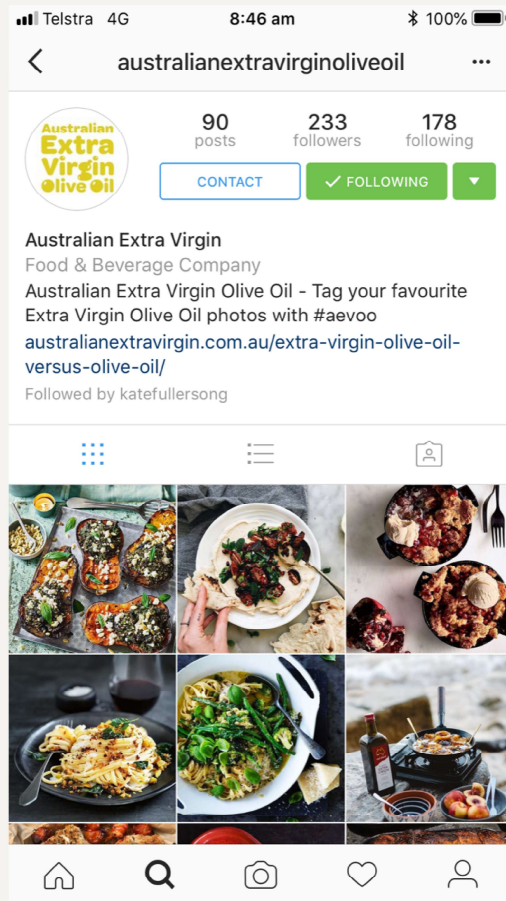


87
POSTS

AVG.
40
LIKES/
POSTS

**#EXTRAVIRGIN
OLIVEOIL
#AEVOO**

**Delicious Magazine
Donna Hay
Food bloggers
Chefs
Growers**





australianextravirginoliveoil • Follow

australianextravirginoliveoil For the most delicately delicious fish you've ever tasted, you have to try salmon poached in Australian Extra Virgin Olive Oil (EVOO). Recipe link in bio.

australianextravirginoliveoil #evoo #australianextravirginoliveoil #australian #buylocal #salmon #dinner #delicious #want #loveit #fresh #aevo #brilliant #love #inspo #dinnerinspo #yummy #yum #now #food #wednesday



35 likes

MAY 16

Add a comment...





australianextravirginoliveoil • Follow

australianextravirginoliveoil Try these delicious, nutritious and heart-happy recipes for a lighter Christmas. The link is in our bio!

australianextravirginoliveoil #hearthealthy #healthychristmas #delicious #chickenrecipes #EVOO #AEVOO #australianextravirginoliveoil #oliveoil #extravirgin #extravirginoliveoil #chicken #loveit #beautiful #christmas #health #healthy

miquelsoliveoil Looking good. I love finding fellow foodies 🍷.



19 likes

DECEMBER 1, 2017

Add a comment...



ELECTRONIC DIRECT MAIL

Emails on the
data base

3,283

Average open
rate of

24.3%



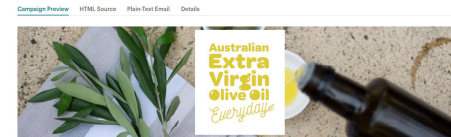
Bake your bread with Australian EVOO

Dipping freshly baked crusty bread in certified Australian Extra Virgin Olive Oil (EVOO) is delicious but did you know you can also bake bread with EVOO?

So get baking with certified Australian EVOO today, just make sure you look for the triangle certification symbol on the bottle.

[Read More](#)

From the kitchen



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[Read More](#)

From the kitchen



Zucchini Slice

One of our favourite go-to lunch ideas. Here's a zucchini slice, try this easy recipe with Australian Extra Virgin Olive Oil (EVOO) for a healthier, antioxidant-rich version of the classic.

Poached Salmon

For the most deliciously delicate fish you've ever tasted, you have to try salmon poached in Extra Virgin Olive Oil (EVOO). Try this warming winter recipe today.

[All Recipes](#)

Most Popular



Why Extra Virgin Olive Oil is the healthiest oil to buy

If Extra Virgin Olive Oil (EVOO) and Olive Oil were to battle it out in terms of health benefits, EVOO would come out on top. Here's why.

Top 10 Australian vegan bloggers

If you're thinking about going vegan, or just want to try having a few meat-free days a week, here are 10 of our favourite Australian vegan bloggers.



THE BIG NUMBERS

Total Reach

929,414

Total Sessions

60,232

THE NUMBERS THAT MATTER

Organic Sessions

33,472

Average time on page

2:34

**A WINNING
WEBSITE**

41

DOMAIN RATING

SEO THE GIFT THAT WILL KEEP GIVING

How to make table olives **11,500**

Brands Page **3,000**

Home page **1,362**

Top Australian food bloggers **643**

Healthy cooking oil ranking **490**

The best olive oil in the world **202**

A GREAT FOUNDATION

A dynamic content hub
that will continue to
educate consumers forever.

THE CHALLENGE

You Guessed It \$\$

Australian Mushrooms
3.5 Million

VS

Australian Extra
Virgin Olive Oil
\$100,000

GOING FORWARD

Consumer Research
Refining the Strategy
Connecting Consumer
to Certification

