

Vietnamese
Dragon Fruits



Fresh Fruit
Healthy Fruit



Media campaign proposal for the promotion of Vietnamese dragon fruits in Australian market

Background Information

- Following the successful entrance of Vietnamese lychees (2015) and mangoes (2016), the Viet Nam Trade Office in Australia launches a promotional campaign for Vietnamese dragon fruits, in order to introduce and build a friendly image for the newly imported fresh fruit from Viet Nam.
- The campaign includes the communication materials featuring the potential and quality of dragon fruits.

Dragon fruits in Australian market

- Locally grown, not imported
- Main seasons: summer and autumn
- Main consumer markets: Sydney, Melbourne, Brisbane
- Not a popular fruit in Australia

Opportunities and challenges of Vietnamese dragon fruits

- *Opportunities:*
 - Harvested almost year-round with sustainable productivity and quality
 - No competition from other export sources
 - Competitive price compared to local dragon fruits'
- *Challenges:*
 - Strict rules of the Australian Government for imported fresh fruits
 - Still not a popular fruit in Australia
 - Prejudice of Australian consumers on food and agricultural products imported from Asian countries

Target audiences

- Australian consumers
- Australian agricultural importers
- Distributors and retailers in Australia

Communication Objectives

- Create a good impression and raise awareness of Vietnamese dragon fruits.
- Build an image of a fresh tropical and nutritious fruit with new experiences.
- Show the production and export potential of Vietnamese dragon fruits to the Australian market.

Key Messages



- Fresh
- Healthy

Fresh



- Vietnamese dragon fruits has typical sweet taste of a tropical fruit.
- Dragon fruits are grown year-round in lands covered with sun and wind that is suitable for the growth of this particular plant.
- The dragon fruit farms comply with the production process and international preservation standards.

Healthy



- Dragon fruits are under safe cultivation, environmental protection and exportation standards
- Dragon fruits are rich in vitamin C, B, protein, potassium, water, calcium, fiber, iron, etc. Dragon fruit brings many health benefits
- Apart from enjoying the raw flavor, dragon fruit can be made into delicious and attractive dishes..

Viet Nam is the first country with export license for dragon fruits to the Australian market



- Australian dragon fruit farms are mainly located in the Southwestern region. However, Viet Nam still has an advantage to reserve a firm position of the first dragon fruit exporter to Australia.
- Vietnamese dragon fruits enrich Australian consumers' options in choosing nutritious fruits.

Communication materials

Video clip



- The video clip introduces the Vietnamese dragon fruits from the production and manufacturing processes to the preservation and packaging technologies for export that strictly meet international standards.
- Images of dragon fruit with attractive dishes will also be showed in detail in the clip

Leaflet



- This printed material published in English aims at consumers
- The dragon fruit is presented through eye-catching and fresh images.
- The process of production and the sanitary certificate are also explained clearly.
- Nutrition information of dragon fruit is highlighted with emphasis on health benefits.

Booklet



- This booklet targets importers and distributors.
- Content and images emphasize the quality, production processes, storage as well as export potential of the products.
- Other characteristics of the dragon fruit are also introduced in an attractive way: freshness, good-looking appearance, nutrition information, etc.
- A detailed introduction of cuisine and beverages made from dragon fruits, enclosed by recipes, is also presented.

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Thank you