

Branding and Positioning Campaign Hawai'i Macadamia Nut Association

TLC PR initiated a comprehensive marketing effort for the Hawai'i Macadamia Nut Association to raise awareness of and support for the industry state-wide, specifically focused on promoting the purchase of 100% Hawai'i-grown macadamia nuts (in the face of foreign competition).



The campaign components included the development of a theme (*The Hawai'i Nut ... Macadamias Grown with Aloha*), a logo, website, a stunning trade show booth and a brochure. The company also developed a **press kit** to tell the "mac nut story" through industry facts, health information and quotes garnered from supporting Hawai'i chefs.

The two-year publicity campaign resulted in over 88 media placements, including several national television placements (e.g., TV Food Network's "Follow That Food") and over 12.6 million impressions garnered as a result of those placements.

A successful tie-in with the Girl Scouts of America upon the launch of their new macadamia nut cookie provided a national context for the 100% Hawai'i-grown brand. Food editors locally and throughout the country were pitched both on use of the nut in recipes as well as on the news of research, which identified the nut as a healthy one due to low cholesterol count.

TLC PR also developed a tourism-driven publicity initiative to stimulate awareness among visitors-- The Great Hawaiian Mac Nut Trail—a self-drive tour of the macadamia nut farms and outlets on the Big Island. The development of this tour involved extensive research and coordination with association members. It resulted in increased awareness, traffic and sales.

TLC PR developed the first ad campaign in visitor publications and a partnership program with Hertz Rental Car to place a tantalizing rack card in Big Island car rentals promoting the purchase of 100% Hawai'i-grown nuts. Coordinated images used in the ad campaign, car rental collateral piece and airport displays all served to brand Hawai'i's nut as the premier nut of choice.

A month-long promotion with the Hawaiian Island Chefs highlighted the culinary aspects of the nut through in-restaurant specials and a recipe booklet entitled, *"Nuts About Macadamias: Dinner with Hawaiian Island Chefs."*

TLC PR also forged strategic partnerships that increased funding for HMNA. Special events such as trade and consumer shows were conducted during the year on a turn-key basis to expand the Association's presence. The company's work has been commended by members of the industry as well as by Hawai'i's congressional delegation.

Results: Extensive media coverage and awareness locally and nationally.

Client Comment: "This is a letter in support of TLC PR, whose creativity, energy and excellent public awareness skills have been one of the most worthwhile programs ever executed by the Hawai'i Macadamia Nut Association....The results have been overwhelming."

Mark Crawford, President
Hawai'i Macadamia Nut Association