



California Raisins UK

# Trade Activity Update

October 2017

## CALIFORNIA RAISINS HITTING NEW HIGHS IN SOCIAL MEDIA

With the world population now around 7.6 billion and approximately 2.3 billion [source Nielson] using social media platforms, the California Raisins Administrative Committee (RAC) are focussing on the many ways to utilise this ever-growing phenomenon.

Highlights from this year, including the highest monthly figures and reach for posts on Facebook Twitter and Instagram:

- Facebook – 243% increase over the past 12 months and in 1-month alone FB posts reached 110k users
- Twitter – 60% increase over the past 12 months and in 1-month alone Twitter posts were seen 150k times. Chocolate raisin day giveaway achieved 350 retweets.
- Instagram - from March to August, 23k unique reaches were achieved.

Most recently California raisins introduced videos and launched these onto YouTube and promoted key messages from Facebook onto Instagram. From earlier in the year, see our video of Dietitian Nichola Whitehead sharing '3 healthy recipes using California Raisins' – [click here](#).

<https://www.youtube.com/watch?v=CuxiAdBEMhE&t=1s>

California raisins hit new highs with Facebook followers increasing from 428 in 2015/16 to 1,324 in 2016/17. Readers and followers of social media are potential customers and according to a study from Nielson, 92% of buyers trust recommendations and products from people they know and 70% trust opinions and reviews they find online.

Increased awareness has been achieved with the continuing competition and give-away campaign ideas.

California raisins have also teamed up with celebrity baker Charlotte White and together with UK Dietitian Nichola Whitehead. Between them Charlotte & Nichola have over 300,000 followers helping to spread the RAC messages.

To view our past Summer, Easter & Christmas videos, [visit our YouTube Channel here](https://www.youtube.com/channel/UC73ybIM0rh9xYpVDWcX5zog/videos).

For more details please contact Dee on [info@ukraisins.com](mailto:info@ukraisins.com)



## THINK RAISINS. THINK CALIFORNIA

**California Raisins Administrative Committee**

c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS Tel: 01628 535 755 email: [info@ukraisins.com](mailto:info@ukraisins.com)