

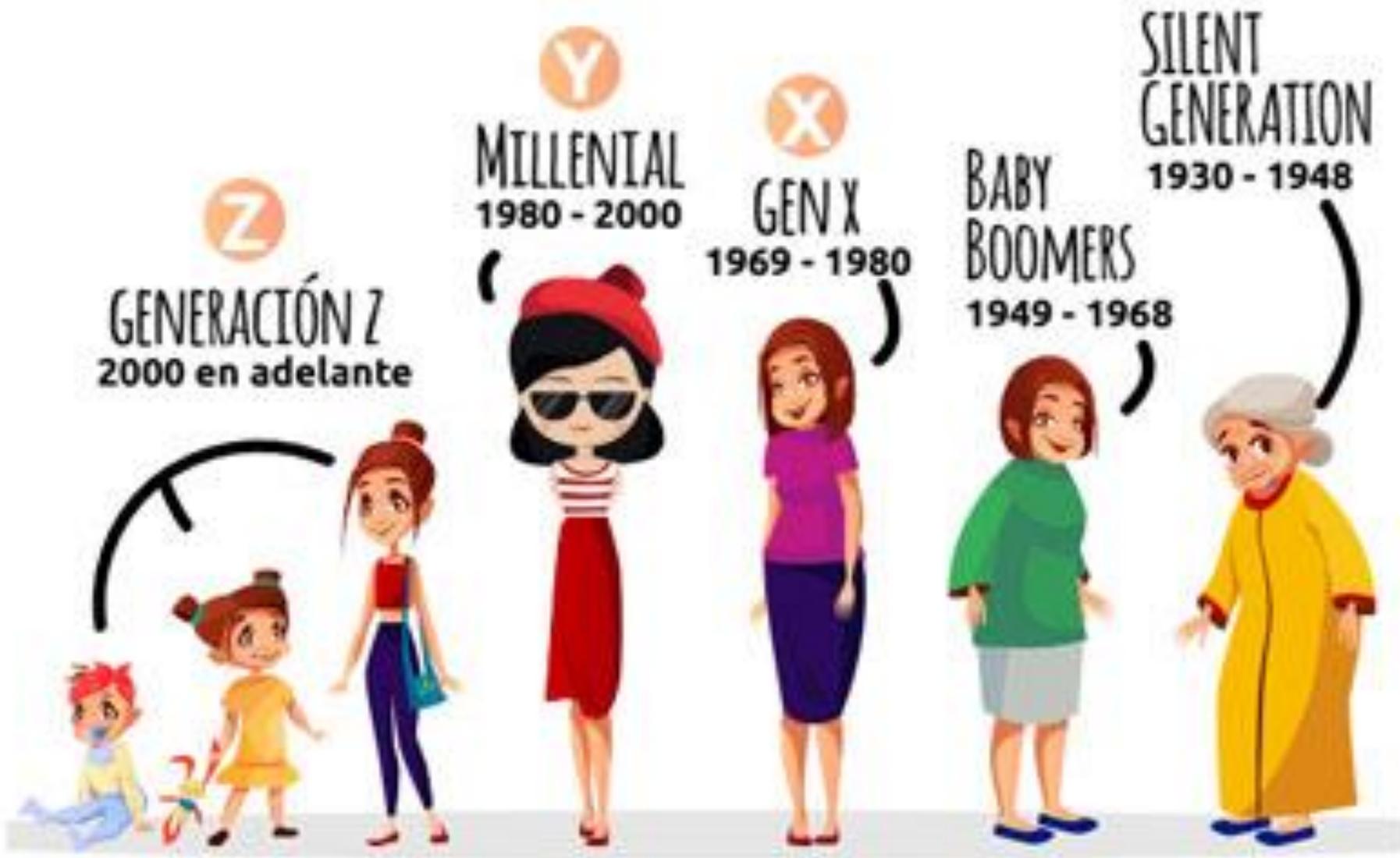


Estrategia Marketing Kiwi de Chile

Ignacio Caballero T.
20 Agosto 2024

Comité del Kiwi





Ages 18-34

Millennials ranked five media and entertainment brands in their top 10

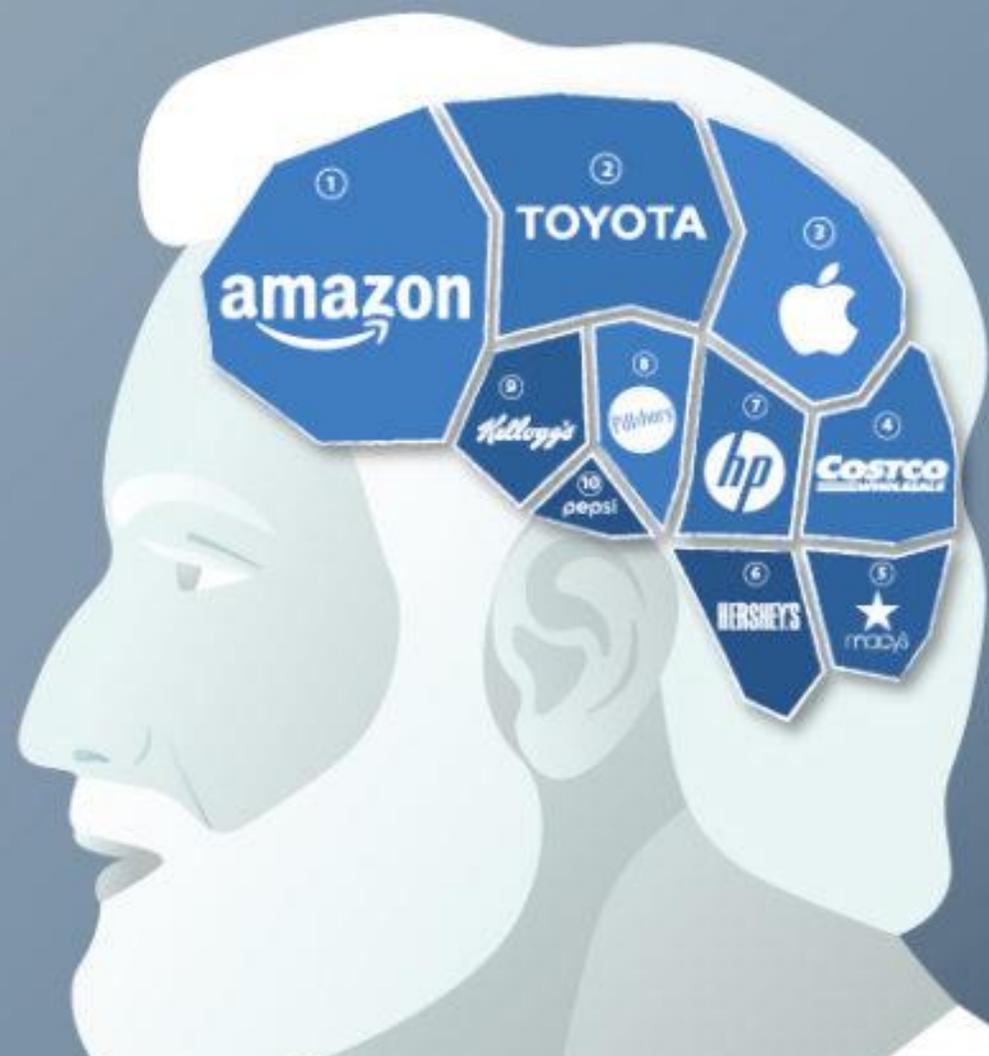
Gen Z / Millennials



Baby Boomers

Ages 55-64

Boomers ranked four consumer packaged goods (CPG) brands in their top 10



Social networks have surpassed search engines as the go-to product research channel for Gen Z

HUB FOR ONLINE PRODUCT RESEARCH

% who use the following to find information about brands, products, or services online



- Z** Gen Z
- M** Millennials
- X** Gen X
- B** Baby Boomers

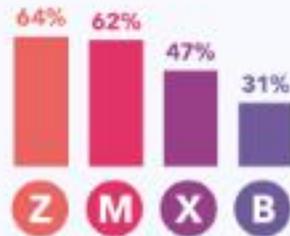
SOCIAL KEY TOUCHPOINT THROUGHOUT THE PURCHASE JOURNEY**

% who use social channels/state social channels are influential in the following

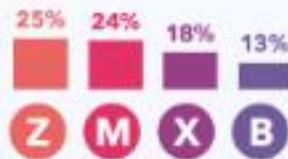
Brand Discovery



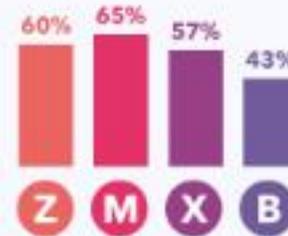
Product Research



Purchase Drivers

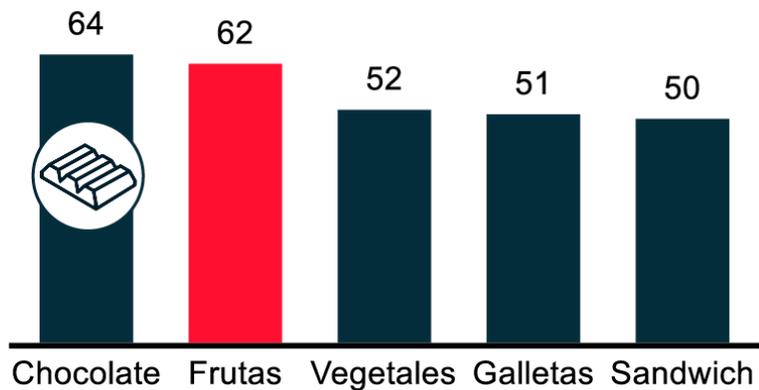


Brand Interactions

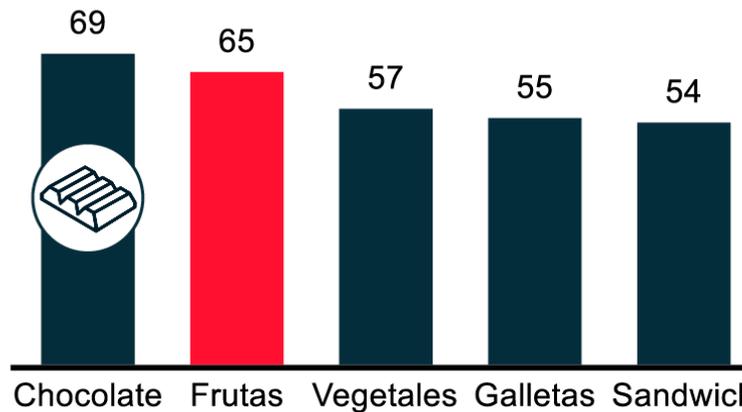


Tipos de snacks preferidos por región

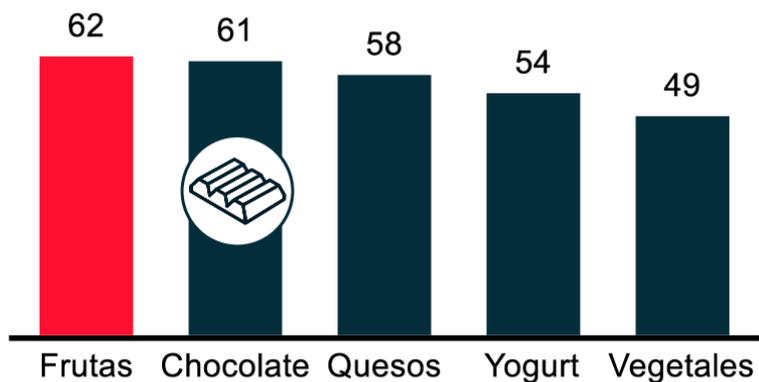
Global



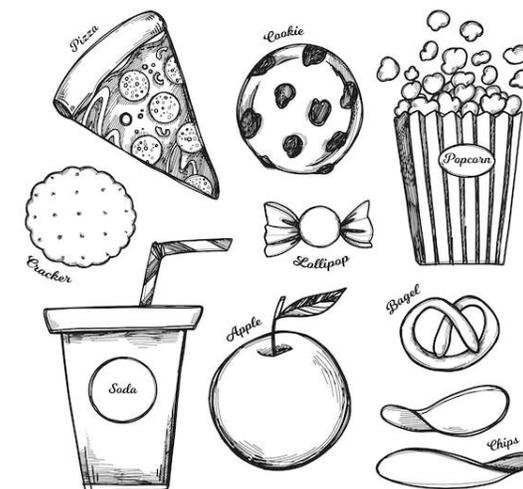
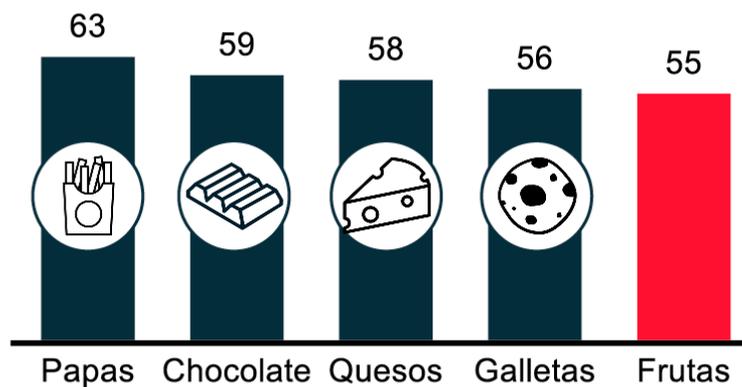
Asia Pacífico



Europa



Norteamérica



designed by freepik

Comité del Kiwi



Principales Factores para comprar fruta

EE.UU.		Valor agregado	Conveniencia	Salud	Transparencia
Europa		Sabor	Origen	Costo	Seguridad
China		Apariencia	Conveniencia	Tamaño	Marketing
India		Calidad y frescura	Precio	Marca	Contenido nutricional
Indonesia		Trazabilidad	Calidad y frescura	Apariencia	Color
Malasia		Calidad	Contenido nutricional	Sabor	Conveniencia



¿Consumo de Frutas / Kiwi en el Mundo?



49,8 kg

0,051 kg



79,2 kg

~0,001 kg

X = 0,132 kg



90,1 kg

 5,6 – 14 kg 

0,2%



51,6 kg

~0,03 kg



44,6 kg

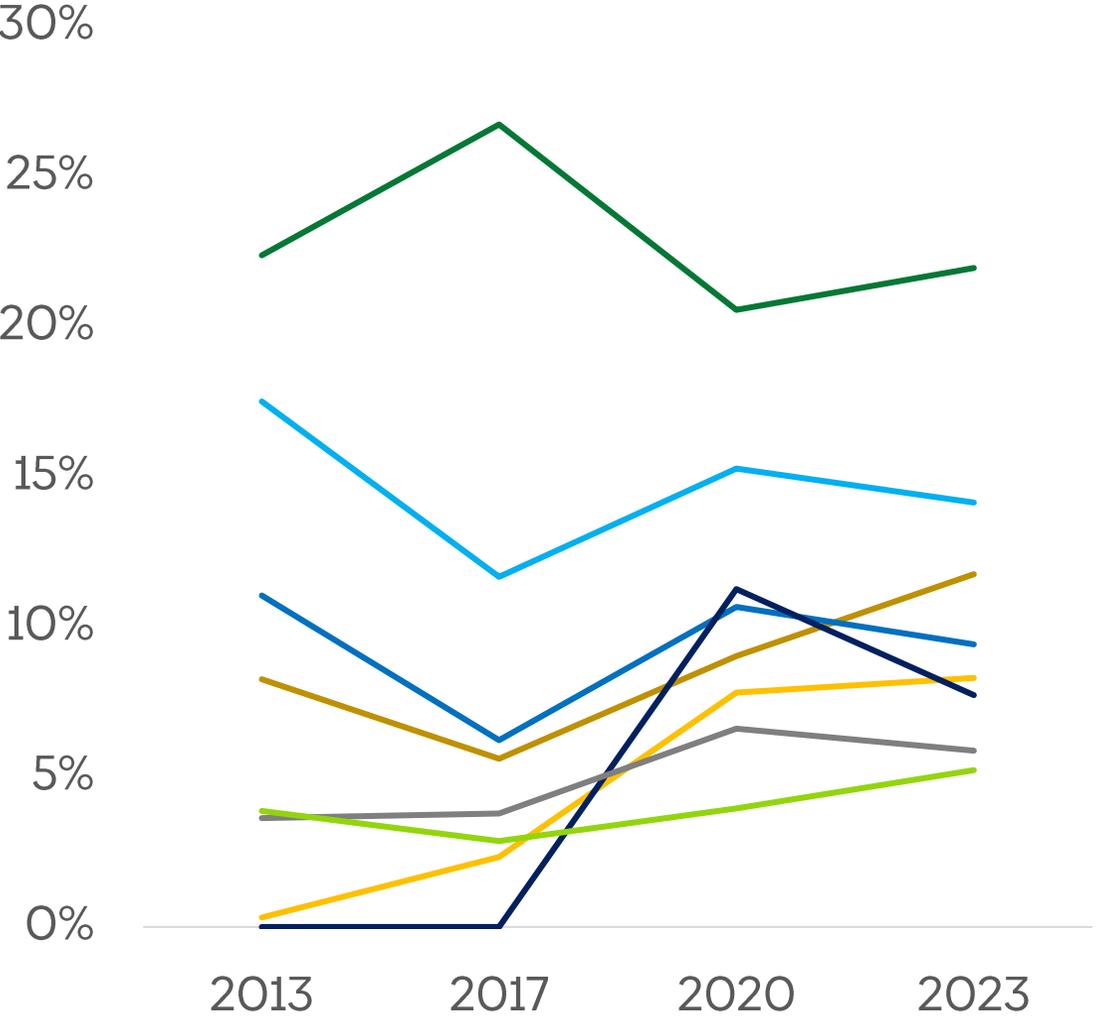
<0,07 kg

Comité del Kiwi



Estrategia Kiwi Chileno

Definición Mercados (MS FOB)



Millones

- Estados Unidos
- Brasil
- Italia
- India
- Países Bajos
- Reino Unido
- México
- TOTAL

- 1er mercado 
- Creciendo 
- Estancado
- Creciendo 
- Disminuyendo
- Estancado
- Creciendo 
- Recuperando



Comité del Kiwi



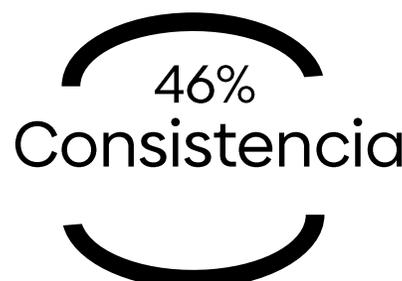
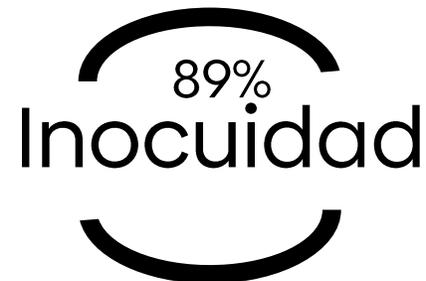
Estrategia Kiwi Chileno

Inversión por mercado

	2019	2020	2021	2022	2023	2024
TOTAL	\$205K	\$0	\$350K	\$200K	\$268K	\$390K
	\$80K		\$150K		\$117K	\$140K
	\$125K		\$150K	\$100K	\$86K	\$110K
			\$50K	\$100K	\$64K	\$70K
						\$70K



¿Factores que afectan el consumo Kiwi?



Estrategia Frutas de Chile - Kiwi Chileno



Excelencia – Empatía – Pasión
Pasión por nuestra fruta



Aumentar el consumo de Kiwi a través de un mayor reconocimiento y posicionándolo como
Muy saludable y versátil

Comité del Kiwi



Kiwi Chileno: Muy saludable y versátil



**Small in size.
Big on nutrition.**

Kiwifruit from Chile



**The Power of
Vitamin C in
Chilean Kiwi!**



www.fruitsfromchile.com



Fruits from Chile



**La buena vida se
disfruta con
Kiwis de Chile.**



**It's Simple...
Cut, Scoop
& Enjoy**

So Good for You
Kiwifruit from Chile

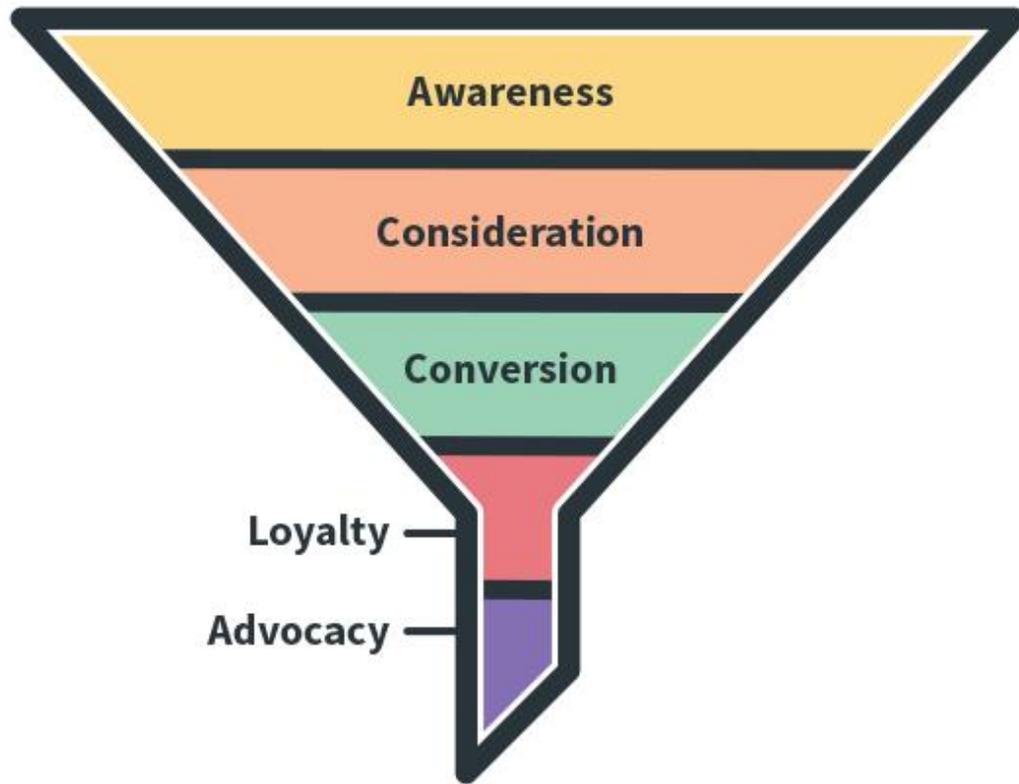


**Kiwis do
Chile, o sabor
da saúde.**

**El verano
se llena de
alegría
con Kiwis
de Chile.**



Tipos de Marketing: Awareness (Construcción Marca) / Conversión Ventas



Construcción Marca

- Crea Capital Marca
- Influencia ventas futuras
- Amplio alcance
- Largo Plazo
- Mensajes emocionales

Conversión Ventas

- Explota Capital Marca
- Genera ventas hoy
- Enfocado
- Corto plazo
- Mensajes persuasivos

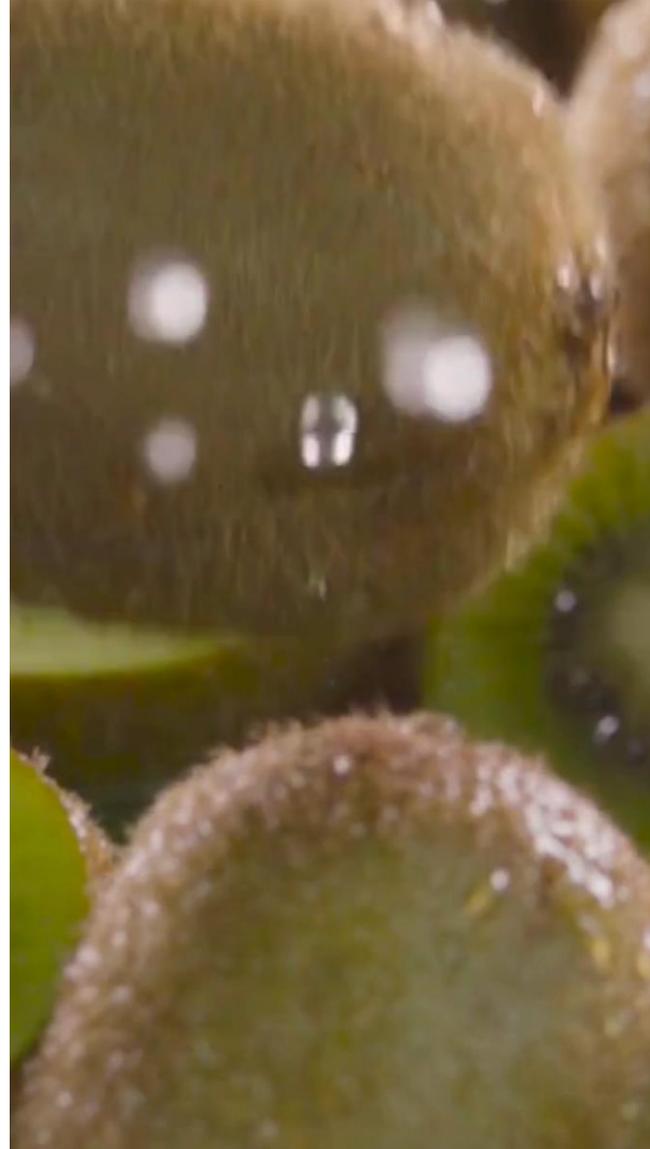
Tipos de Marketing: Awareness (Construcción Marca) / Conversión Ventas



Fuente: Les Binet & Peter Field, "Media in Focus: Marketing Effectiveness in the Digital Era,"

Kiwi de Chile: Muy saludable y versátil

Construcción Marca



Comité del Kiwi



Kiwi de Chile: Muy saludable y versátil

Construcción Marca



**AFTER-SCHOOL
SNACKS**

with



Kiwi de Chile: Muy saludable y versátil

Construcción Marca



Comité del Kiwi



Kiwi de Chile: Muy saludable y versátil

Construcción Marca



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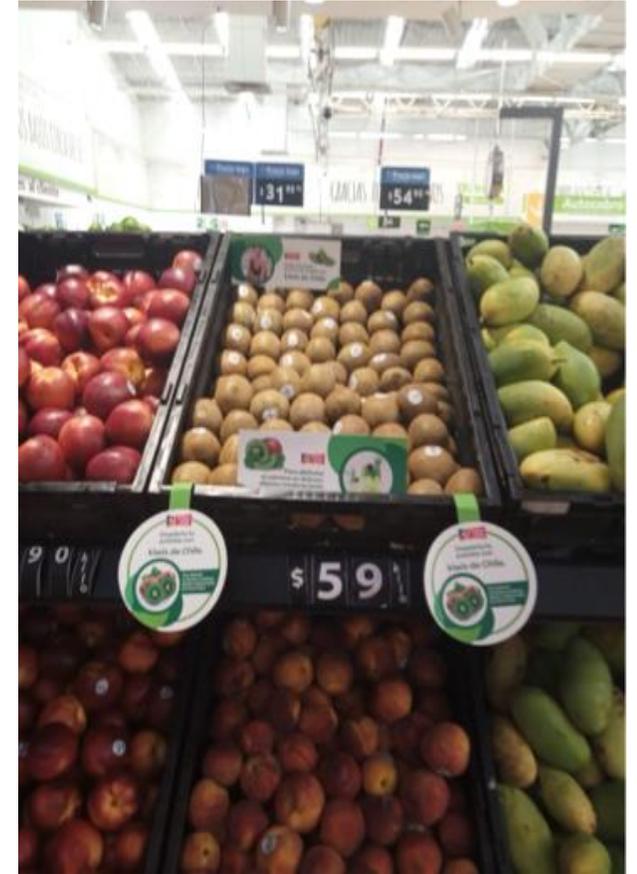
Kiwi de Chile: Muy saludable y versátil

Conversión Ventas



Kiwi de Chile: Muy saludable y versátil

Conversión Ventas



Comité del Kiwi



Kiwi de Chile: Muy saludable y versátil

Conversión Ventas

Smart & Final Search [] Reserve Pickup Time at 921 - Redondo Beach - PCH Hi Steve My Account

Shop Departments Business Weekly Ad Find A Store Recipes Coupon Gallery Past Purchases Favorites Cart \$9.98 2 items

Frutas de Chile It's Simple...Cut, Scoop & Enjoy! So Good for You, Kiwifruit from Chile.

SUMMER VIBES WITH CHILEAN KIWIS

Filter Results Relevance

Departments All Search Results Fresh Produce

Brand Stellar (1)

Deals On Promotion

Green Kiwifruit, 1 Pound \$3.99 \$3.99/lb

Gold Kiwi, 1 Each \$5.99

Numerator Numerator Promotions Intel Detail Data (PEP) - Selected Product Images

<p>Ripe Kiwi Fruit Chile 3/\$1.99</p> <p>Brooklyn Harvest Market, 7/12/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$1.99</p> <p>Brooklyn Harvest Market, 7/15/2024, Weekly Ad, New York, NY, Back, Page 8 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 6/21/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>
<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 6/14/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 6/7/2024, Weekly Ad, New York, NY, Back, Page 8 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 5/31/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>
<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 5/24/2024, Weekly Ad, New York, NY, Back, Page 8 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$2.49</p> <p>Brooklyn Harvest Market, 5/17/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>	<p>Ripe Kiwi Fruit Chile 3/\$1.99</p> <p>Foottown, 7/12/2024, Weekly Ad, New York, NY, Back, Page 6 of 8</p>

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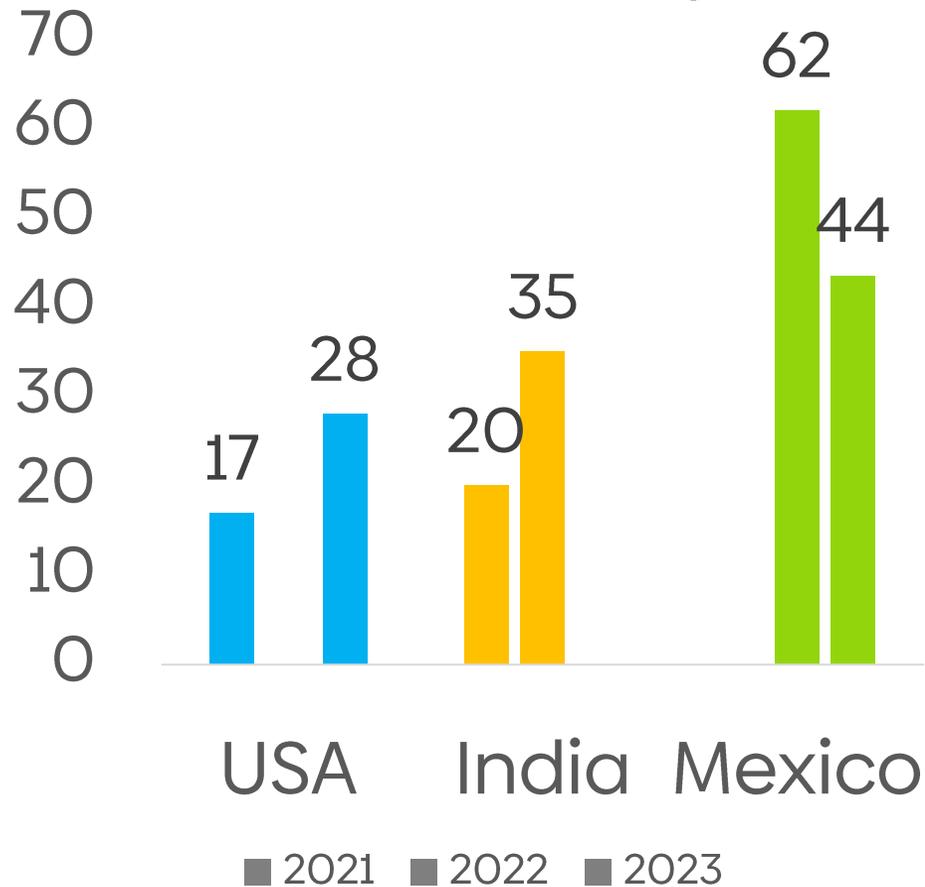
Comité del Kiwi



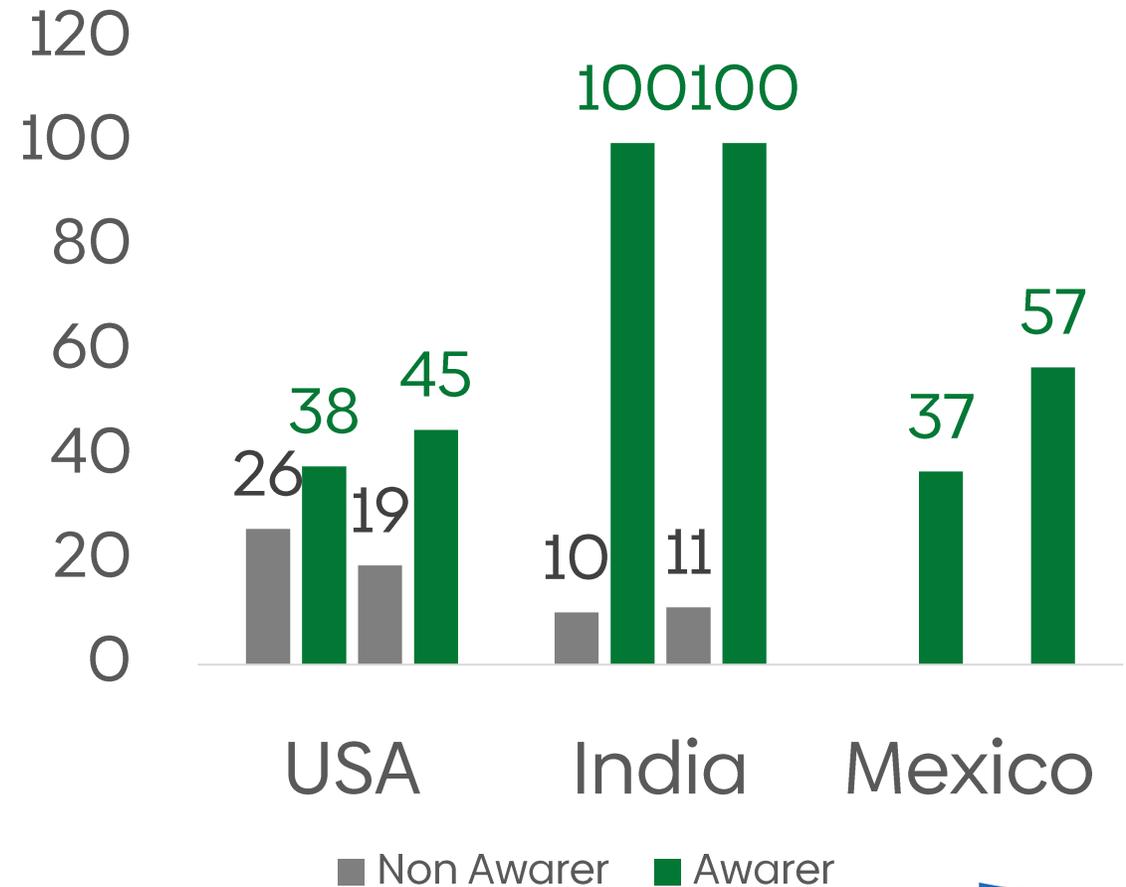
Resultados promoción Kiwi de Chile

Visibilidad & Awareness

1. Visibilidad (% Target)



2. Awareness (% Total)



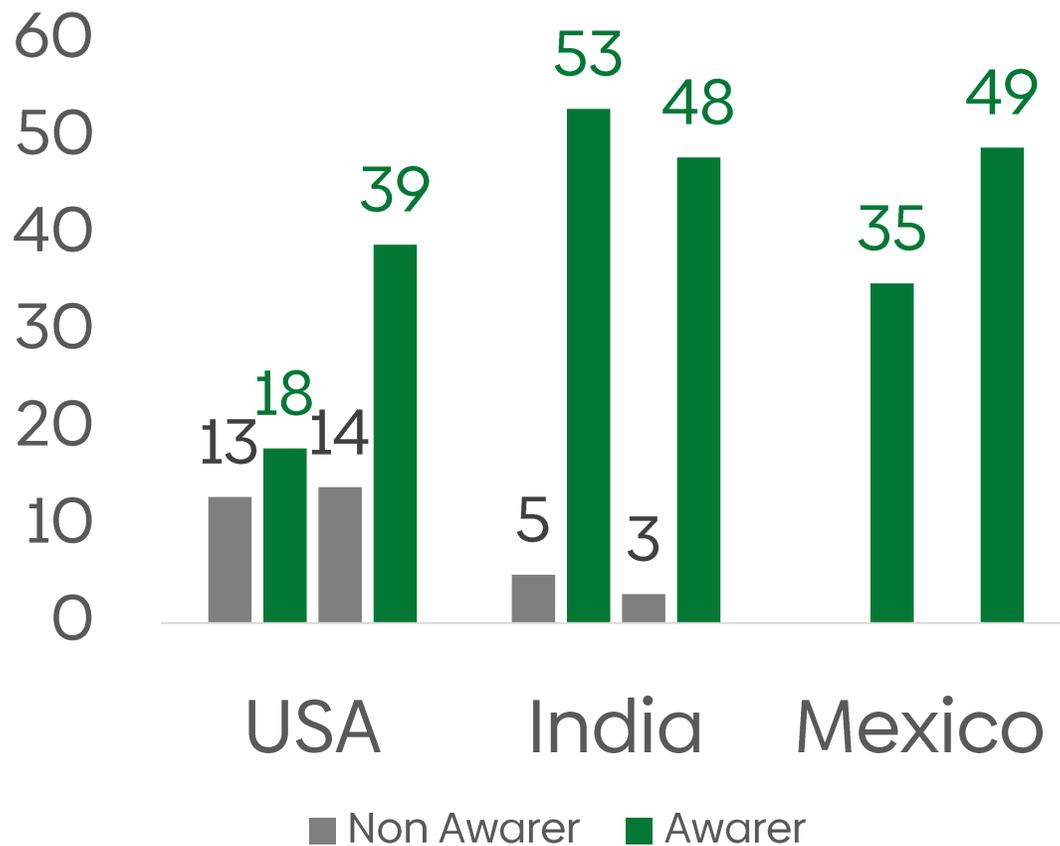
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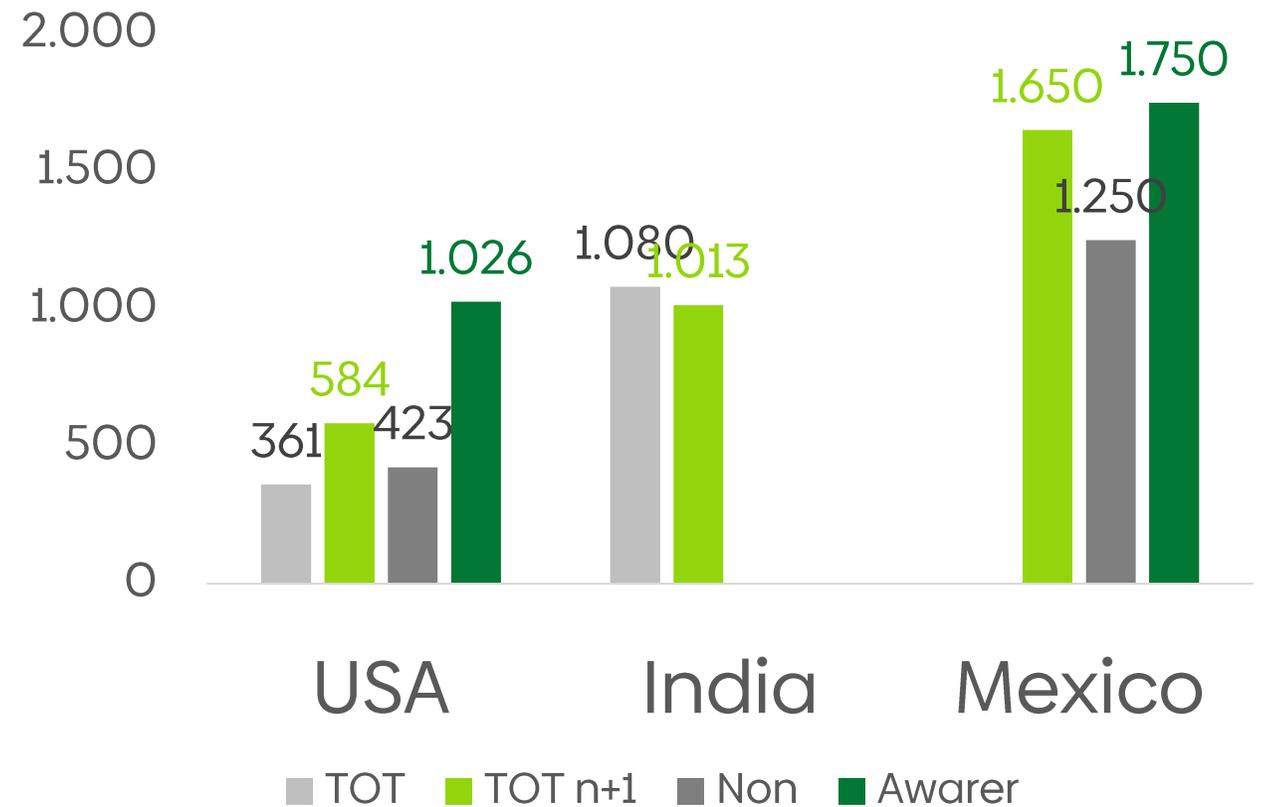
Resultados promoción Kiwi de Chile

Cantidad Compradores & per cápita

3. Compra (% Target)



4. Compra per cápita





Comité
de Cerezas

USD 5M /
400K tons
\$12,5 x ton



USD80M
/ 2,8M tons
\$29 x ton



Comité
del Kiwi

USD 390K
139K tons
\$2,8 x ton



USD 107M /
1,5M tons
\$71 x ton

Comité del Kiwi





Gracias

Comité del Kiwi

