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Media Release

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PAPAYA AUSTRALIA LAUNCHES INAUGURAL COMMUNICATION PROGRAM

A highly targeted national media relations campaign, intensive retail activity and online communications are just some of the elements of the strategic, creative and fully integrated three year communication program just launched by Papaya Australia.

Papaya Australia, the body representing the Australian papaya and papaw growers nationally, has appointed Sydney based PR agency Beyond The Square Communication to roll out the entire integrated communication campaign. Stemming from research conducted which showed that consumers hold low awareness of the fruit and are often confused between the two varieties; the yellow fleshed papaw versus the red fleshed papaya, the campaign will address these two key issues.

With papaw often perceived to be an older person's fruit, the communication program will reposition papaya and papaws as a fresh, modern and appealing fruit to a younger and trend conscious audience by introducing the fruit in new and exciting ways.

Joe Zappala, Chair of the Australian Papaya Industry says "The new direction in our communication strategy reinforces the backing of the industry to totally reposition papaya/papaw.

With the younger market virtually untapped there is much excitement in the industry over the campaign to change the image of this delicious tropical fruit. The campaign will focus on papaya/papaw's distinct qualities as a sophisticated, exotic fruit" he said.