

### Abstract:

While the number of Australian strawberry producers has declined by 40% over the past decade the value of production has increased by 58%. Such changes reflect structural changes occurring within an increasingly competitive industry. This paper discusses a study that was conducted to develop a marketing strategy that was conducted in order to reposition an industry so that it may grow in the face of a maturing product life cycle. To establish a benchmark position, an industry analysis based on the Five Forces model was first undertaken. This analysis was followed by a consumer analysis which consisted of (a) a series of focus group discussions and (b) a comprehensive consumer marketing research survey. The findings of this survey enabled a series of market segments to be identified and profiled. Based on these results a strategic marketing communication campaign aimed at increasing strawberry consumption was developed and implemented.