

Visual Content Agency wins Silver ADDY for West Pak Avocado Campaign

Visual Content Agency is pleased to announce that its campaign with West Pak Avocado, *The Avo Effect*, has won a Silver ADDY at the San Diego 2021 American Advertising Awards.



California, Encinitas, Apr 27, 2021 ([Issuewire.com](https://www.issuewire.com)) - Visual Content Agency, a full-service digital leader in content strategy, social media & video production, is pleased to announce that its campaign with West Pak Avocado, *The Avo Effect*, has won a Silver ADDY at the San Diego 2021 American Advertising Awards. The American Advertising Awards is one of the largest competitions of its kind and attracts nearly 35,000 submissions each year. Visual Content Agency was awarded Silver in the Integrated Advertising Campaign category.

California-based grower, packer, and distributor of premium avocados, West Pak's Marketing Manager, George Henderson, said, "We are honored to have collaborated with Visual Content Agency on such an inspiring project to show how impactful our avocados have had on our employees, customers, businesses and organizations around the globe." Henderson continues, "And we've been overjoyed to see that those efforts have been recognized by the American Advertising Awards."

The Avo Effect campaign launched in October of 2019 with installments throughout 2020 and shed light on the amplifying avocado industry covering emotionally compelling stories of how West Pak avocados have made a global footprint on trade, retail, food service, commissions, organics, sustainability, and social media influence.

Co-founder and Creative Director of Visual Content Agency, Vincent Apodaca, said, "The Avo Effect

was designed to bring the impact of the avocado to life online by showcasing the various industries that it positively reaches. At VCA storytelling is key and it was an honor to have the opportunity to travel globally with West Pak to produce the compelling message this campaign brings.”

Accompanying the campaign, the agency also cross-promoted on various digital mediums & content formats including social video, infographics, blogs, email marketing, trade media, and on West Pak’s blog, all of which sparked meaningful conversations around the impact of the avocado, generated buzz and resulted in recognition in the industry of marketing and advertising.

Co-founder and Director of Strategy of Visual Content Agency, Amy Hadrys, said, “It’s an incredible collaboration to be working with the West Pak Avocado team. Strategically, we analyzed the global epiphany the avocado has created to develop episodes that honed in on the company’s target audience and avocado fans. It’s amazing that the avocado has created such a societal mark and we are part of this journey.”

Visual Content Agency created, directed and produced, *The Avo Effect* in partnership with the West Pak Avocado sales and marketing team. The campaign was made possible with the collaborative joint efforts with Purely Visual PR, All Good Productions, Dominique Labrecque Photography, David Berry Productions among others. The series can be found at AvoEffect.com, under the hashtag [#AvoEffect](https://twitter.com/AvoEffect), and on all of West Pak’s social media accounts.

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About Visual Content Agency

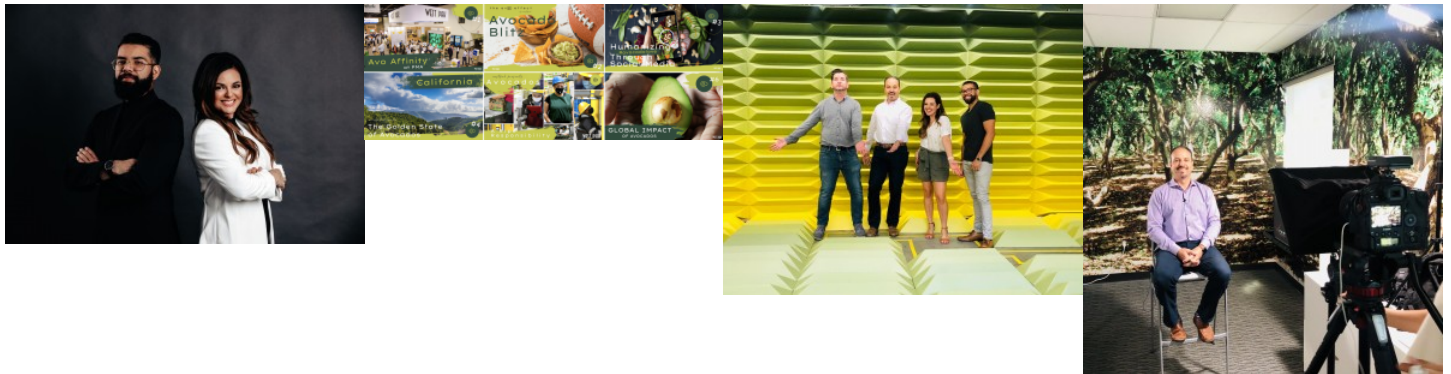
In 2015, founders and siblings, Amy Hadrys and Vincent Apodaca started Visual Content Agency after seeing a gap in the digital marketing industry. Businesses were beginning to need social media and production more often but lacked a streamlined process to leverage their internal marketing goals, better tell their story and show visible results. With over twelve years of experience, Amy and Vincent merged their digital and creative experience of working with national and local brands for their experience in content strategy, social media, and production. Today, they have a team of creatives who service industries such as food, beverage, lifestyle brands, non-profits, and mid-size organizations across San Diego, the U.S. & the globe. Their portfolio includes management of annual content marketing plans, creative storytelling, social media marketing & influencer campaigns to social video docu-series, live events & creative photography.

About West Pak Avocado

West Pak started in 1982 as a family-owned business packing and distributing avocados out of a facility in Fallbrook, California. It’s now been cultivated into a highly respected world leader in the produce industry. Through strong relationships with local growers, West Pak founders Galen Newhouse and Randy Shoup purchased fruit from California farmers and supplied top-quality products to regional customers. The company has since grown to five distribution facilities totaling 226,042-square-feet across the United States and Mexico. Today, West Pak avocados are sourced from over 1000 growers owning over 65,000 acres across California, Mexico, Chile, and Peru. Current distribution includes 350+ customers throughout the United States, Canada, Mexico, Japan, China, South Korea, Hong Kong, and the Middle East.

About the San Diego ADDY Awards

The ADDYs are the advertising industry's largest and most representative competition, attracting thousands of entries every year in local competitions. The mission of the competition is to recognize and reward creative excellence in the art of advertising. The San Diego ADDY Awards is the first of a three-tier, national American Advertising Federation (AAF) competition. Winners are eligible for the AAF District 15 (Southern Nevada and Southern California) competition. District winners are then eligible for the national competition.



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