

Organic UK





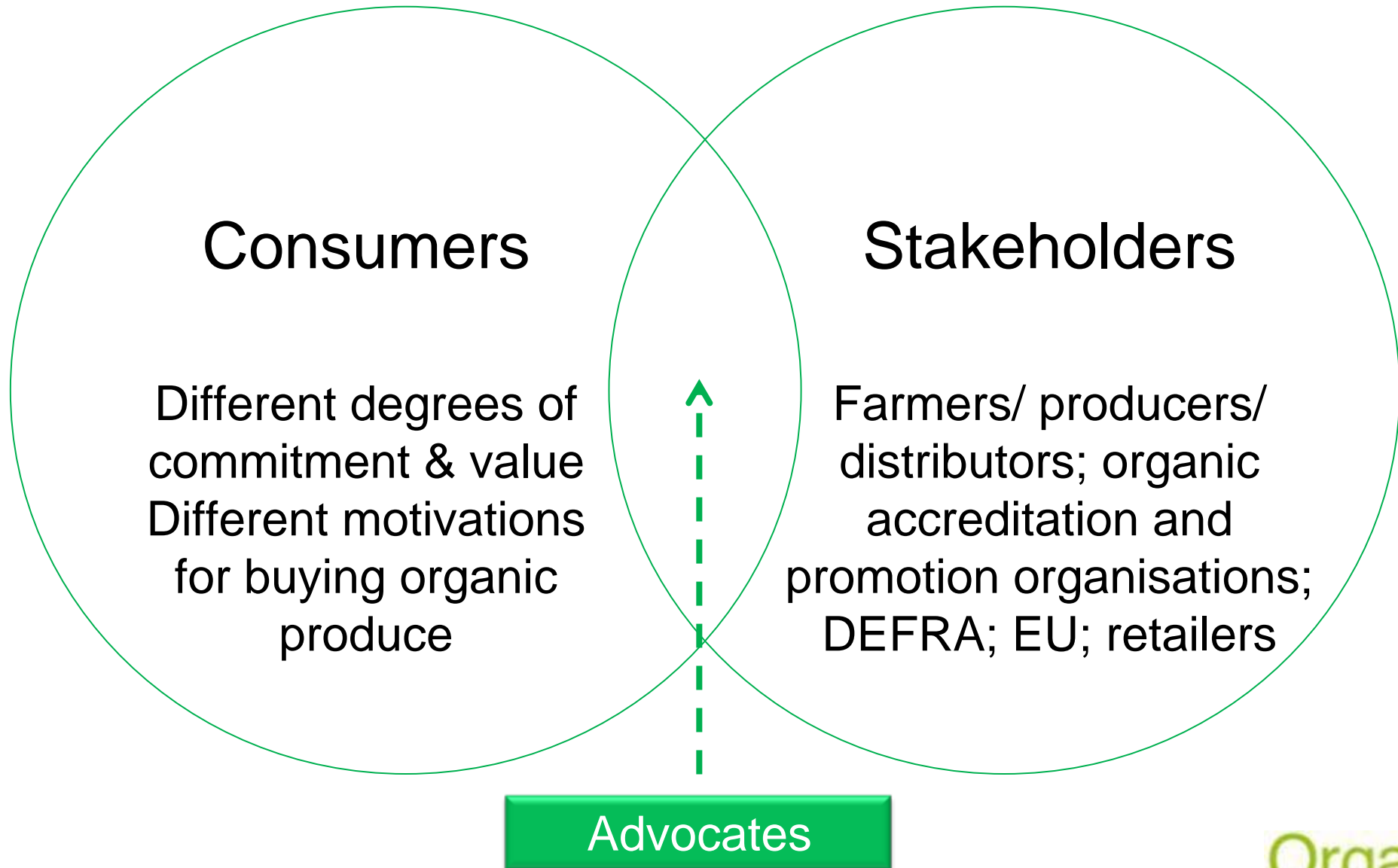
# Campaign objectives

- Increase frequency of purchase by communicating the benefits and values of organic food
- + 15% sales value each year 2010 - 2013
- Focus on audiences with the greatest potential for continued value growth

# Strategic Focus



# Main audiences



# How to increase consumer frequency?

People

X

Money



**Penetration  
Frequency**

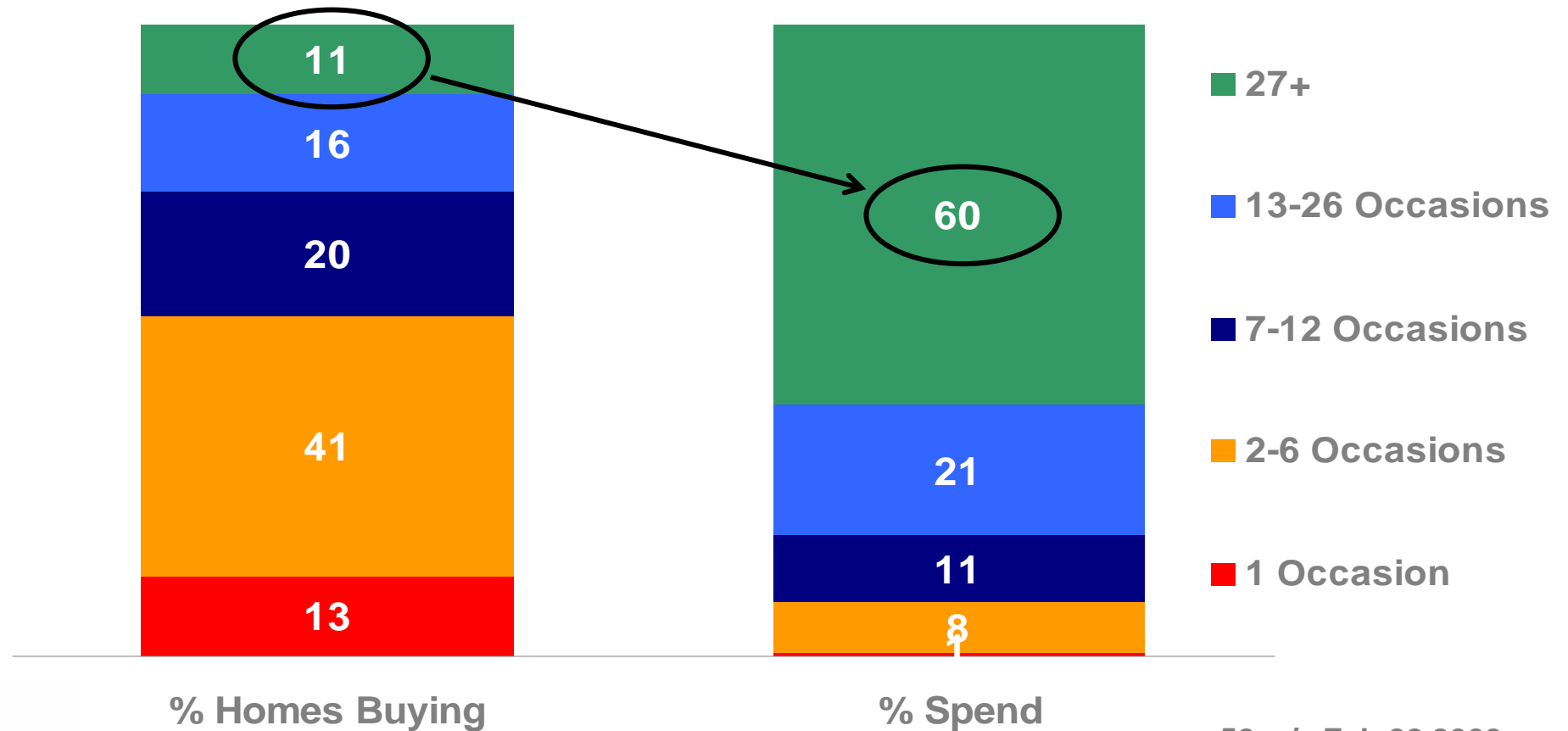


**Spend per trip  
£ Value p.a.**

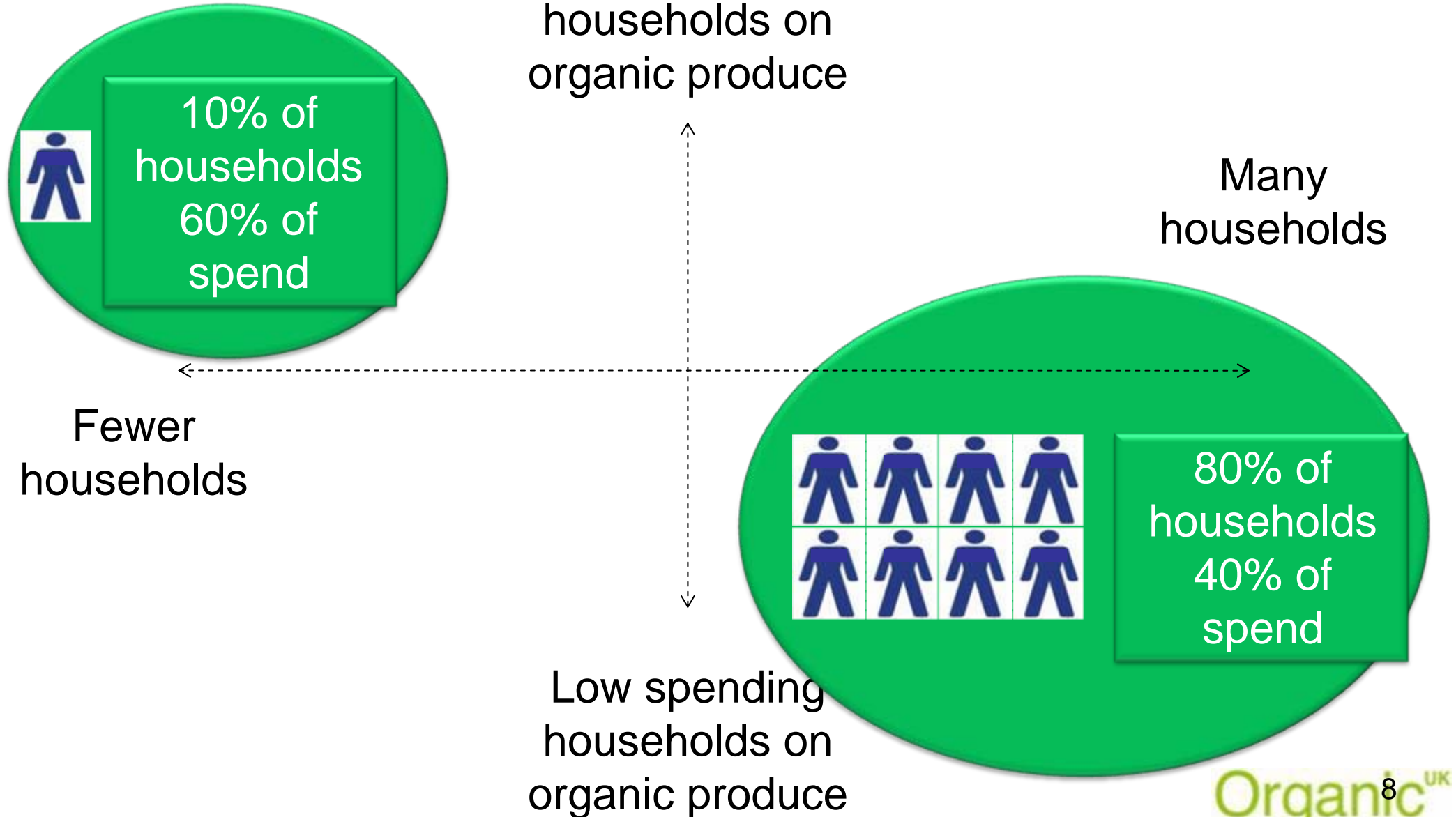
90% of us purchase organic

However, 11% of organic buyers account for 60% of total spend

Total organic spend by frequency group (£)



# So essentially we have two core consumer value clusters



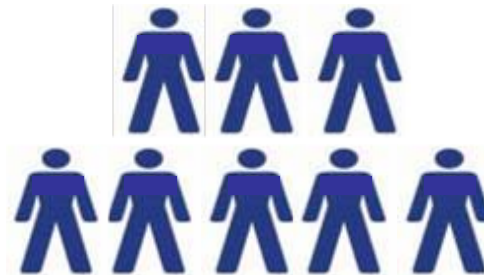
# The marketing challenges are therefore:

Protect and retain



10% of households  
60% of spend

Encourage greater frequency of organic purchase – more categories; more meal occasions



80% of households  
40% of spend

# 15% growth: + €164.5k in year 1



10% of households  
60% of spend



Rebuild penetration to 2008 levels



Build frequency to 2008 levels

€ 98,000,000



80% of households  
40% of spend



Increase frequency average 1.0 occasions p.a.

€ 40,000,000

# Creative Focus

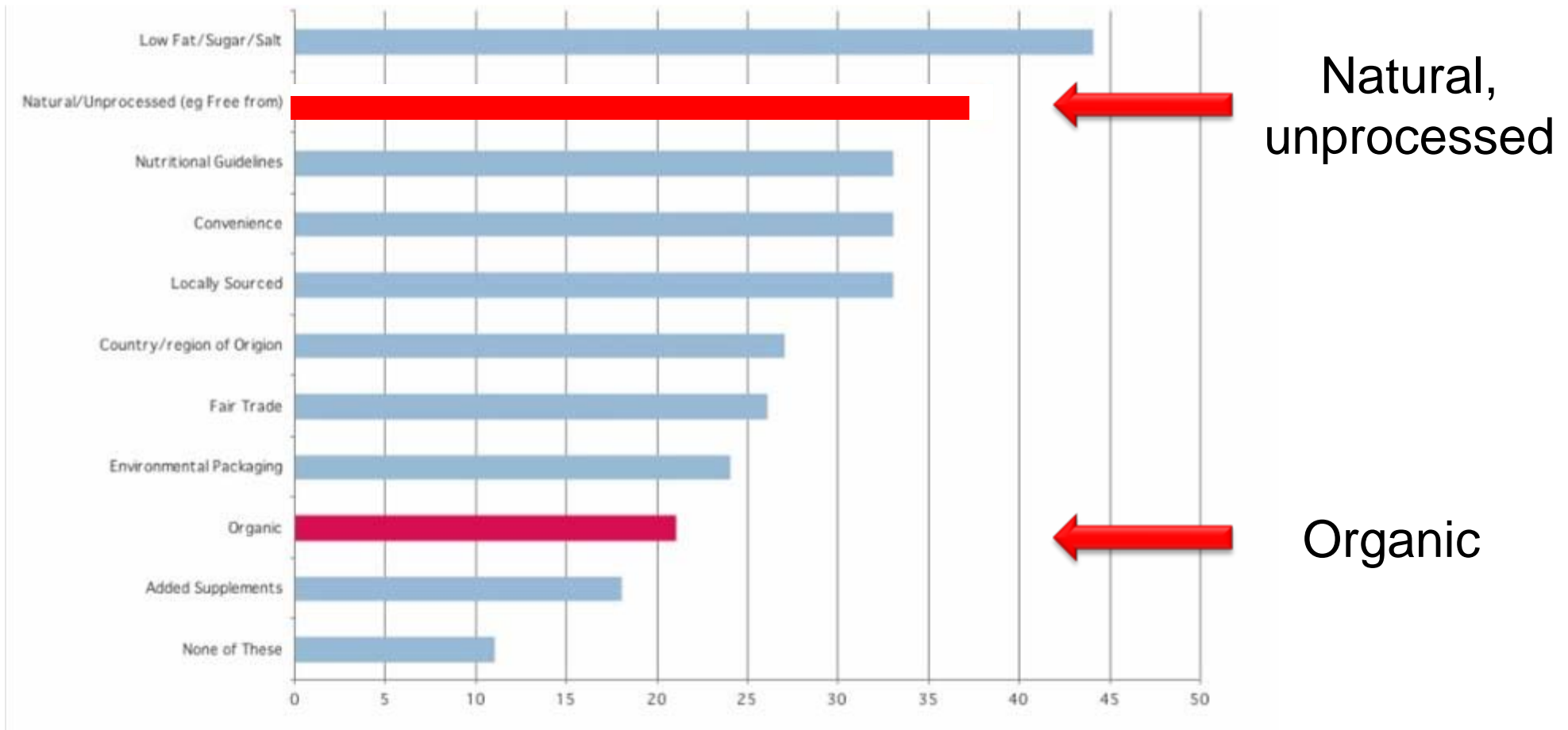


# Challenges for organic

- **Price premium** – negative impact on frequency
  - Pressure from recession
  - **Benefits** of sustainable practices, animal wellbeing and avoidance of artificial pesticides and fertilisers **not widely recognised / understood**
- **Health focus** being questioned by some
  - Specifically whether organic foods delivers better nutritional value compared to conventionally produced food
- **Organic evangelism** – for all or the chosen few?

# Relative appeal of organic

*“Which of the following factors do you take into account when you buy food?”*



Source: Mintel 2008

# What are the drivers for organic?

- Organic foods meet social agenda on a number of levels
  - Healthy diet, well being
  - Environmental protection, sustainability
  - Animal welfare
  - Restricted use of chemicals
  - Taste, quality and provenance

# Campaign Activation



# Two phases of activity

Primer  
campaign

Q1 2010

Main campaign

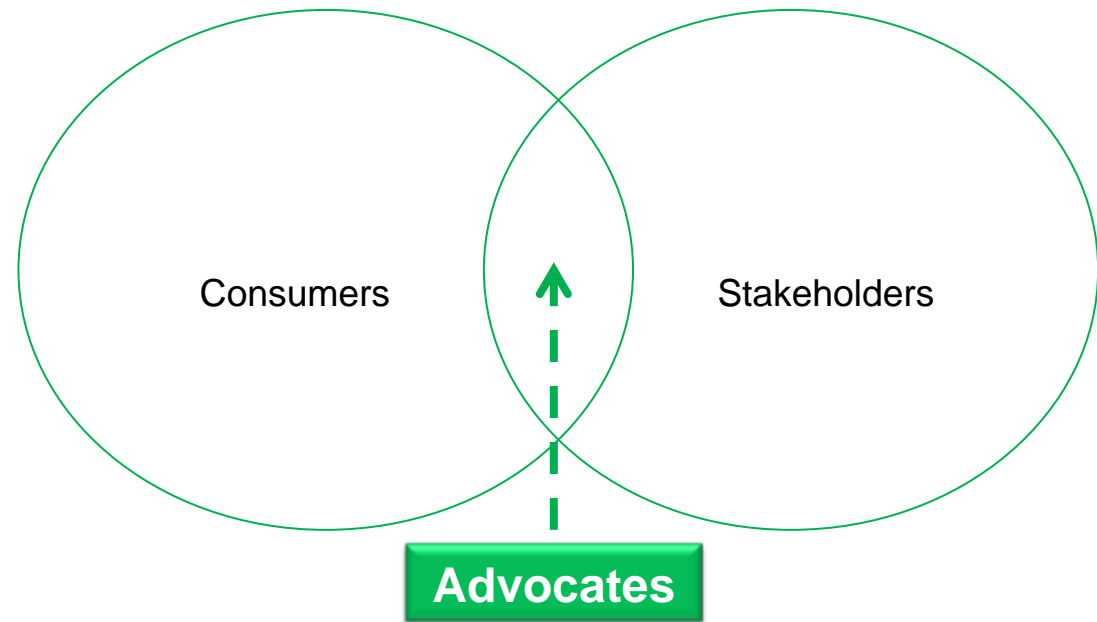
Q4 2010  
to  
Q4 2013

# Primer campaign

28th January launch date



# Primer campaign

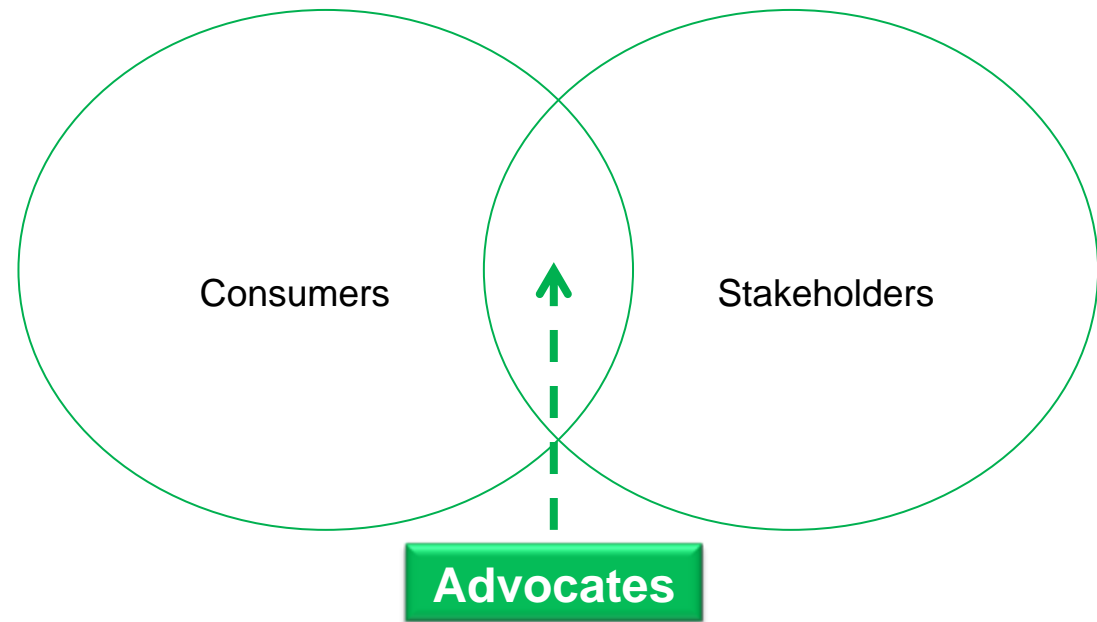


Ensure and enable the active support of advocates

- Heavyweight purchasers - giving them reassurance through more reasons other than health for choosing organic foods
  - encouraging them to talk about it
  - ensuring they keep buying organic foods
- Stakeholders – making sure that farmers, producers, distributors, organic promoting and accreditation organisations, retailers, DEFRA, EU...are all on board
  - providing a consistent platform



# Primer campaign



Ensure and enable the active support of advocates

- the content to stimulate opinion & debate
- the means to express and share opinions



# Key Messages

Organic is a choice for everyone

Healthy diet, well being

Environmental protection, sustainability

Animal welfare

Restricted use of chemicals

GM free

Encourages wildlife

# Primer campaign elements

National publicity & media relations

Website

Stakeholder  
briefing

Survey  
3000 consumers

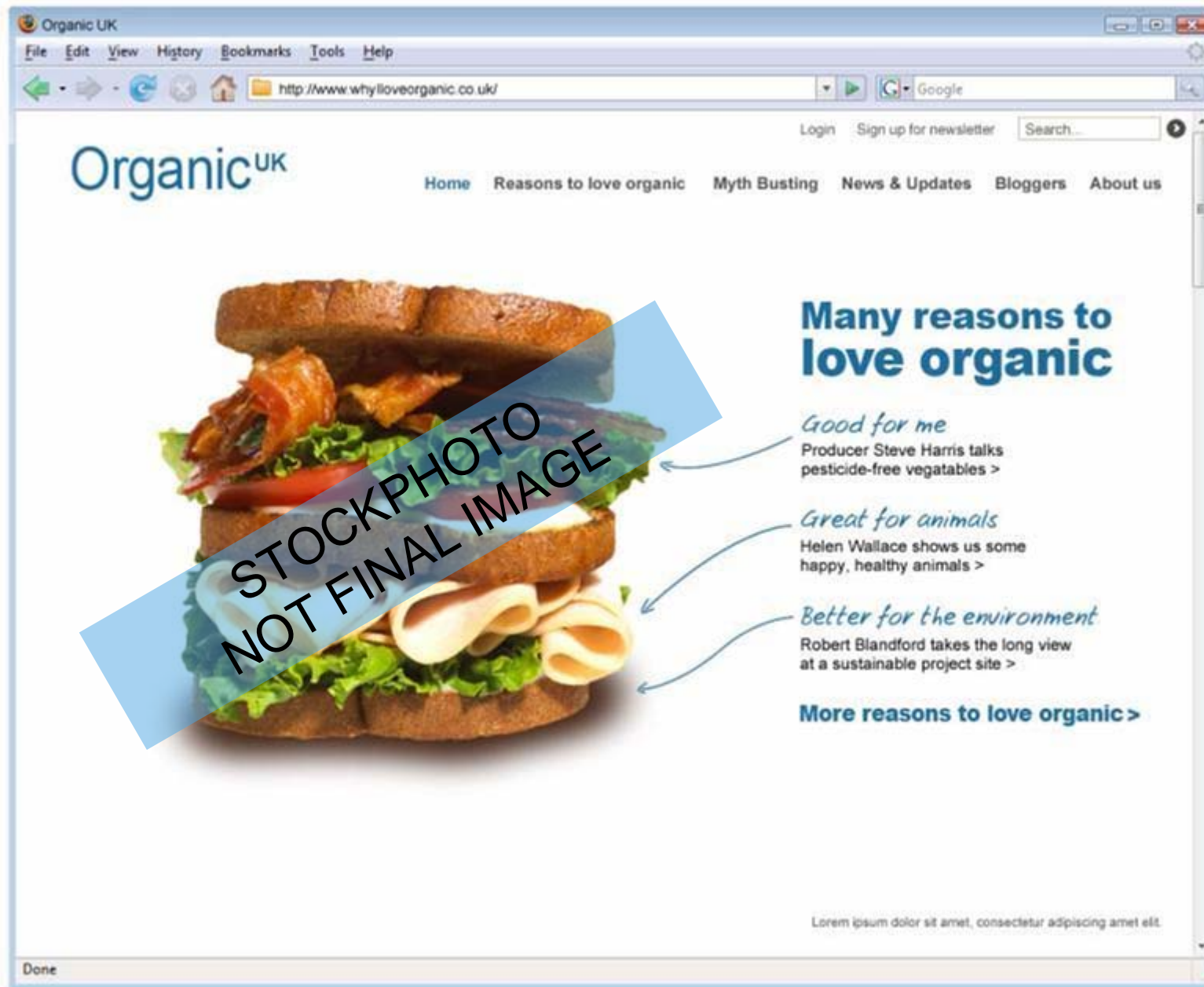
Blogger  
outreach

Organic  
statements and  
beliefs

Trade media

Media  
partnership

# Website : homepage



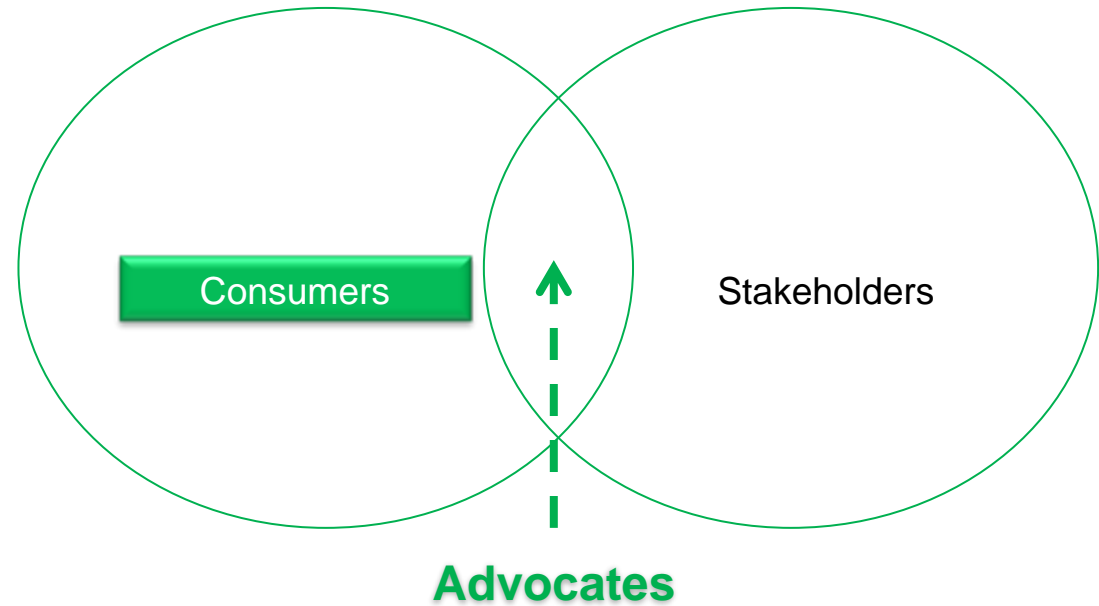
# Stakeholder Briefing

Today!

Main campaign



# Year 1 - 3 campaign



Build off primer campaign

Focus on raising awareness of benefits of organic amongst occasional purchasers and then providing regular prompts to choose organic foods

Support with advocacy from heavyweights and stakeholders



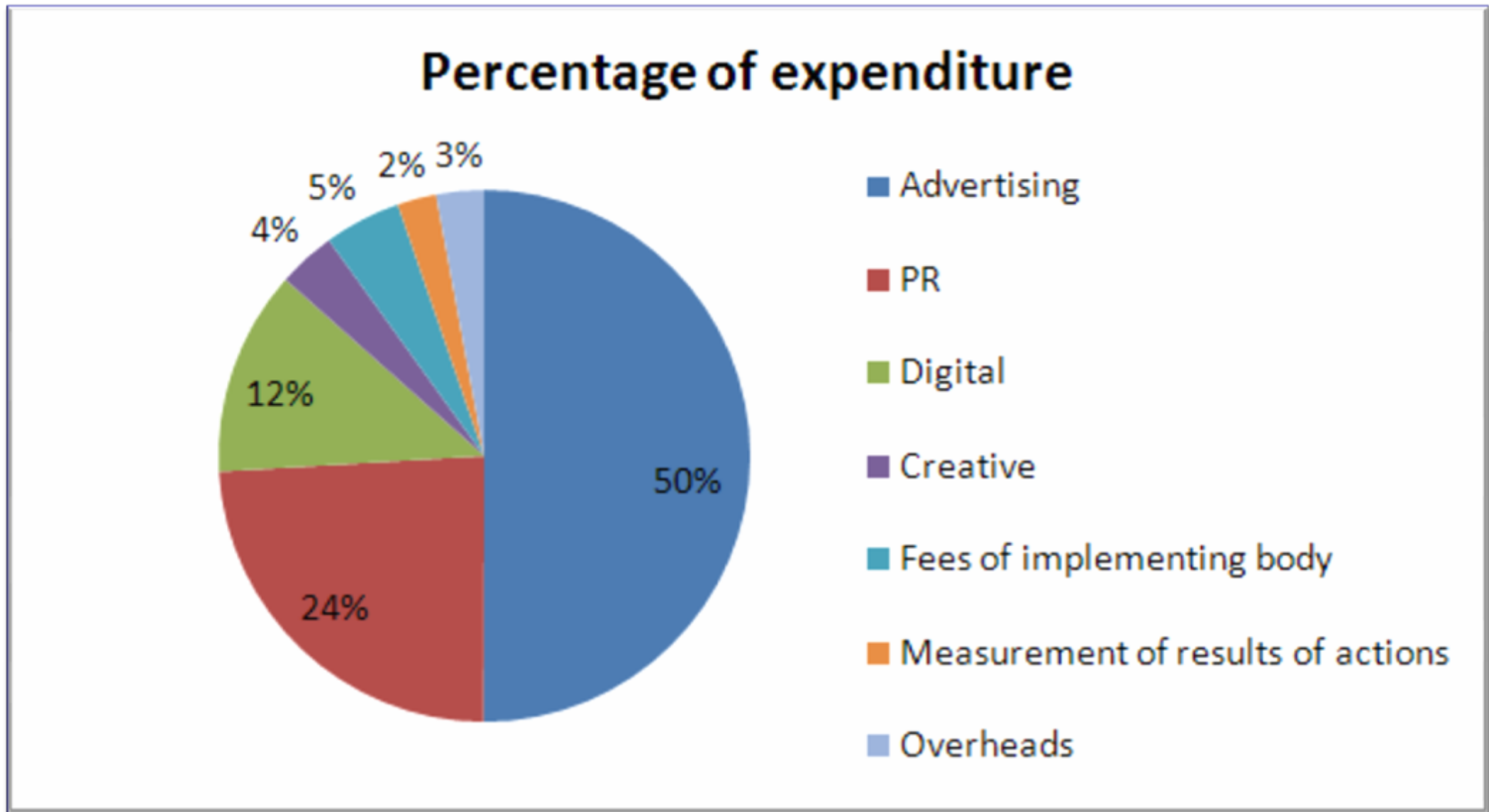
# A combination of channels

Advertising in women's and multiple grocer magazines:  
5 months p.a.

PR programme:  
Continual  
managed content  
in consumer, trade  
and stakeholder  
media

Digital programme  
taking the programme  
from campaign to  
conversation...  
establishing an on-line  
community for shoppers  
to express & share their  
views

# Organic campaign



# Creative tasks

Explain what  
'organic' means

Communicate the  
benefits of choosing  
organic food

Provide reasons to  
increase frequency

# Consumer insight

There are a multitude of reasons why we choose organic –  
– health, quality, taste, animal welfare, sustainability,  
avoidance of chemical pesticides and fertilisers

particular product categories  
specific meal occasions

many personal reasons which can differ from day to day,  
from purchase to purchase

# Creative tone

The programme must resonate with occasional organic shoppers – not simply appeal to those who are already heavy organic purchasers

Brave

Thought provoking

Clarity

Engaging

It's not a lecture.....

***Not...***

*'the Voice of the Organic Industry' – informing consumers why they should buy organic products – how to identify organic products, what organic standards say and what the benefits of organic food production are.*

***But...***

*the voice of the people - sharing personal experiences and preferences for organic foods – what organic standards mean to them, the benefits of organic food production to them.*

# Campaign proposition

There are lots of reasons to love organic.  
What's yours?

Tell us at [www.whylloveorganic.co.uk](http://www.whylloveorganic.co.uk)

# Media



|                   | 2010 | 2010 | 2010 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 |
|-------------------|------|------|------|------|------|------|------|------|------|------|------|------|
|                   | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  |
| Press advertising |      |      |      |      |      |      |      |      |      |      |      |      |

# PR

Press office

Testimonials

Organic industry profiles

Educating influencers

Trade PR

Event amplification

Stakeholder briefings

|                   | 2010 | 2010 | 2010 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 |
|-------------------|------|------|------|------|------|------|------|------|------|------|------|------|
|                   | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  |
| Press advertising |      |      |      |      |      |      |      |      |      |      |      |      |
| PR                |      |      |      |      |      |      |      |      |      |      |      |      |

# Digital

Website

On-line campaign

Paid search advertising

On-line display

Facebook application 2011

|                   | 2010                | 2010 | 2010 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 | 2011 |
|-------------------|---------------------|------|------|------|------|------|------|------|------|------|------|------|
|                   | Oct                 | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  |
| Press advertising |                     |      |      |      |      |      |      |      |      |      |      |      |
| PR                |                     |      |      |      |      |      |      |      |      |      |      |      |
| Digital           | Web site            |      |      |      |      |      |      |      |      |      |      |      |
|                   | Search              |      |      |      |      |      |      |      |      |      |      |      |
|                   | Display advertising |      |      |      |      |      |      |      |      |      |      |      |

# In summary

Primer – focus on the heavyweights & stakeholders

Main – determined focus on the occasional organic shoppers

Education and relevance are key

Brave, thought-provoking and smart

Organic UK

