

ORGANIC UK DK application and findings Project 734502

Paul Moore – Director OTB
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ORGANIC



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What we achieved

	UK	DK
Market Size	€2.975 Billion est 2020,. + €0.485 Billion	€2.14 Billion est 2018 + €0.299 Billion
Market Growth	16% over three years* est	14% over 2 years * new calculation 2017
Household Penetration	83.8% to 85.6%	(100%)
Frequency of Purchase	14.7 to 15.3 Occasions p.a.	51.4% per <u>week</u>



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Start by understanding the program

- EU Reg 1144/2014, Article 2 states that the key objectives for the information and promotion programme are:-
 - Increase awareness of the merits of Union Agricultural products and of the high standards applicable to these products
 - Increase competitiveness and consumption of agricultural products and to raise their profile
 - Increase awareness and recognition of EU quality scheme (inc Organic)
 - Increase the market share of Union agricultural products
 - (Restore normal market conditions)



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EU Project Strengths

- EU policy on farming and sustainability supported by the marketing and promotion programs
- EU program designed to encourage co-operation (multi program) and sharing of information, insights and learning
- Revised 80% Grant designed to improve ability of applicants to succeed in their market and become independent of grant support.



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UK/DK in 2015

Two very different markets

2015 Situation	UK	Denmark
Size of Organic Market (2015)	€2.49 billion	€923 Million
Market Share	1.3%	8.4%
Growth (Value)	4.9%	11.6%



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Focus on the common ground..

Organic Consumers in both countries

- From higher income groups
- More likely to have children
- Care about their health and the environment



Organic is an expensive, involved and confusing worthy choice of the committed fanatic...in a sea of alternative 'better' choices



Normalise the choice of organic food. Food the normal way.



Make organic an essential part of everyone's world



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"Making Organic an everyday choice"

Project 734502



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Budget

2017-2019	20% Contribution	80% Grant	Total
UK	1,536,914	8,852,344	7,315,430
Denmark	643,178	2,584,713	3,230,891
Project	2,183,092	8,437,057	10,546,322



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3 Objectives of the application

Increase
consideration of
food and drink

Improve
attitudes to and
understanding of
food and drink

Grow Value
sales of organic



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Premise

Organic, Feed Your Happy

Objectives

Increase consideration of organic food & drink

Improve attitudes to, & understanding of, organic food & drink

Grow value sales of organic

Strategies

LIVING
Make organic feel everyday, for everyone

LOOKING
Make organic feel fun, happy and joyful

BUYING
Make organic an unconscious decision

Tactics

Reaching our audience in their everyday, when they are happiest

Engage our audience during the planning stage

Targeting our audience just before they purchase

Channels

Outdoor, Print & Digital advertising - Lifestyle

Print & Digital advertising - Food

Outdoor advertising – 6 sheets

Social Influencers - Lifestage

Social Influencers - Foodies

Shopper Marketing

Social Advertising – Facebook & Instagram

Wake Up To Organic & Sampling events

PR

Owned Digital | Social



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Key factors that made it work

- FOCUS – key moments, categories, partners, audience
- TAILOR / ADAPT – channels, message, assets
- CLEAR / EVOLVING MESSAGING
 - EU/Organic Symbol
 - Campaign message



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28% @ 3.5 (2.5m)



What worked well

- Retailer engagement / Point of Sale
 - Both countries secured prominent activity with retailers
 - Increased awareness
 - Consumers / buyers
 - Increased penetration
 - Increased sales
- Social Media and Digital
 - Both countries deployed different tactics that proved influential
 - Paid for digital
 - Influencers



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28% @ 3.5 (2.5m)



What was more difficult...

- PR
 - This is dependent on press agenda and relevance of campaign message
 - Don't rely on press coverage to influence your customer
 - Use PR tactically
- Trade / Brand relationships
 - Have to work hard at these relationships
 - You are delivering EU program objectives (not brand owners / retailers)
- An EU message in a "Brexit" environment



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2019 Campaign summary

- Strong campaign results for the year
 - Overachieved our planned and target media reach and frequency across channels
 - Excellent video completion & engagement rates on social vs benchmarks & CPE for content
 - Digital media in line with revised benchmarks and targets
- Face to face events performed strongly year on year
- PR more of a challenge due to lack of cut through in the news agenda and lack of “new news”
- Shopper marketing – more impactful where implemented and delivering results.



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What next for UK / DK ?

- Both countries used the grant to develop the market in line with campaign objectives.
 - Growth, penetration and frequency of purchase have all risen
- Both have established the value of co-operative work to deliver the organic message
- Both markets are embarking on an industry funded plan to develop the sector in 2020



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