

Sustaining Demand

Kate Cox, AHDB Potatoes

AHDB Potatoes' Marketing Strategy

Is to deliver added value to the potato industry, by **focusing** consumer spend in areas that **complement** marketing investment from other potato businesses.

Education



Nurturing
tomorrow's
potato
consumer

Corporate Affairs



Safeguarding
& promoting
the Industry

Fresh



Supporting
the heart of
the Industry

Fresh Chips



Marketing
focus to
raise quality
standards

Health

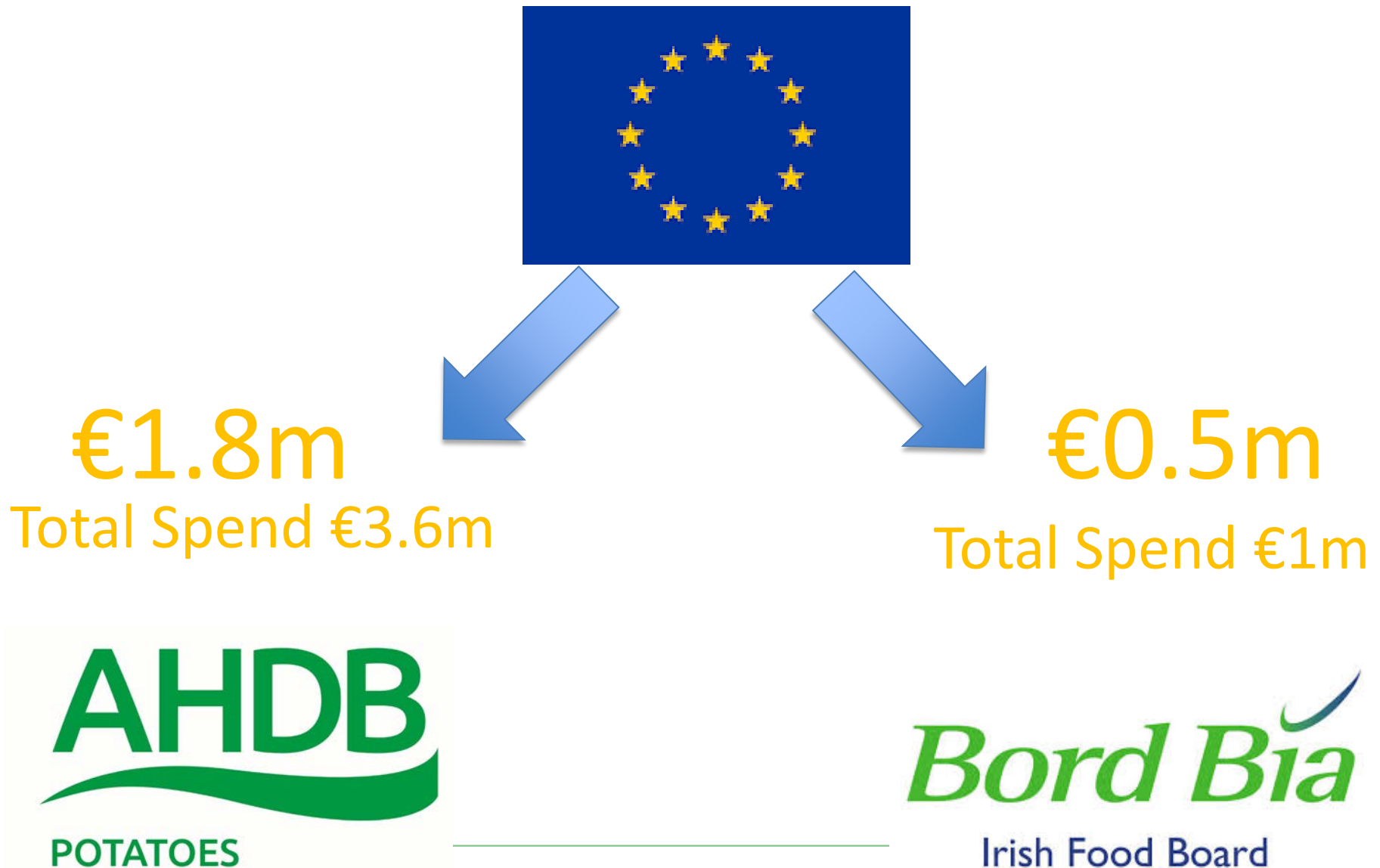
Promote the positive nutrition qualities of potatoes to give consumers a reason to purchase

Lack of Frequency is the key issue with younger age consumers

Main shopper age	Share of buyers (%)	Share of volume (%)	Penetration	Frequency
Total	100	100	95.9	26.4
Under 28	7.4	5.0	92.7	17.3
28-34	11.4	8.6	95.2	18.9
35-44	17.7	16.0	96.3	22.1
45-54	19.3	21.1	95.3	26.3
55-64	16.6	19.1	96.2	29.7
65+	27.6	30.3	96.8	32.9

Source: Kantar Retail Purchases
52 w/e 24 May 2015

EU Commission Approves Joint Funding





Campaign Objectives

1. To **increase frequency of purchase** amongst the core target audience
2. To **re-engage consumers emotionally** so seen as exciting and relevant
3. To **inform consumers** of the great taste and versatility of potatoes



Campaign Objectives cont...

4. To **increase perceptions** that potatoes are convenient
5. To **build awareness** of the added health and nutritional benefits of potatoes, in comparison to competitor carbohydrates (source of fibre, source of potassium, naturally fat free)



The Brief:

Halt the decline in the consumption of fresh potatoes

Target Audience:

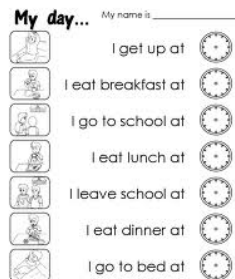
22-44 year old mothers with children

Core target : women , 25-34 years , main shopper / meal preparer

Strategy:

Overcome the barriers to consumption through **Disruptive** and **Engaging** communication. Connect with consumers at a rational and emotional level

To combat consumer barriers to consumption



Reaching our Target Audience



Print



Digital



You Tube

Mobile



OPERA
MEDIA NETWORKS

AHDB
POTATOES

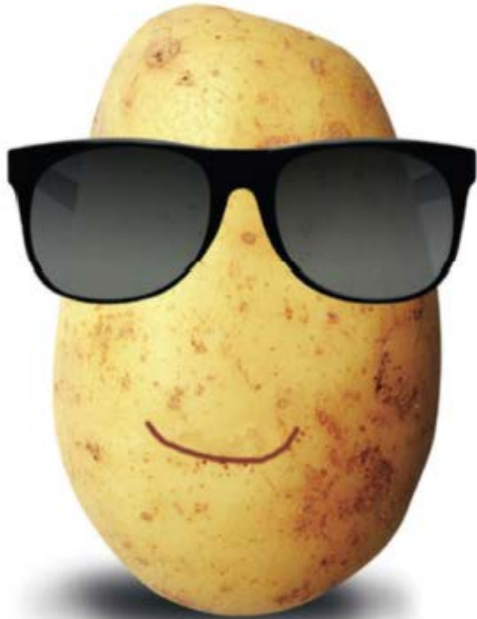
Disruption



AND



More Than A Bit On The Side...



Perceived as:

- A charmer, but in a cheeky likeable way – not sleazy
- Boy next door/boy you'd take home to meet your mum
- Has a sense of humour and an appeal that is flirtatious but fun



AHDB
Alliance for Horticulture
Development Board

**"Fit & tasty.
Just like me."**



There's a whole world of exciting new quick 'n' easy potato dishes out there. They're wonderfully healthy too. Potatoes are naturally fat-free, low in calories per gram and a source of potassium and fibre. For lots more meal ideas, visit lovepotatoes.co.uk



LOW
CALORIES
PER GRAM



FAT
FREE



20
MIN



SOURCE
OF FIBRE

POTATOES
MORE THAN
A BIT ON THE SIDE

AHDB
POTATOES

Communication Strategy

Media
(Oct 2015)

Media
(May 2015)

PR:
enhance media and extend the campaign throughout the year

Social Media:
building a long-term relationship year round

Any Questions?