

Potato Promotion in GB

Presented by:

**Kate Cox, Marketing Manager
Potato Council**



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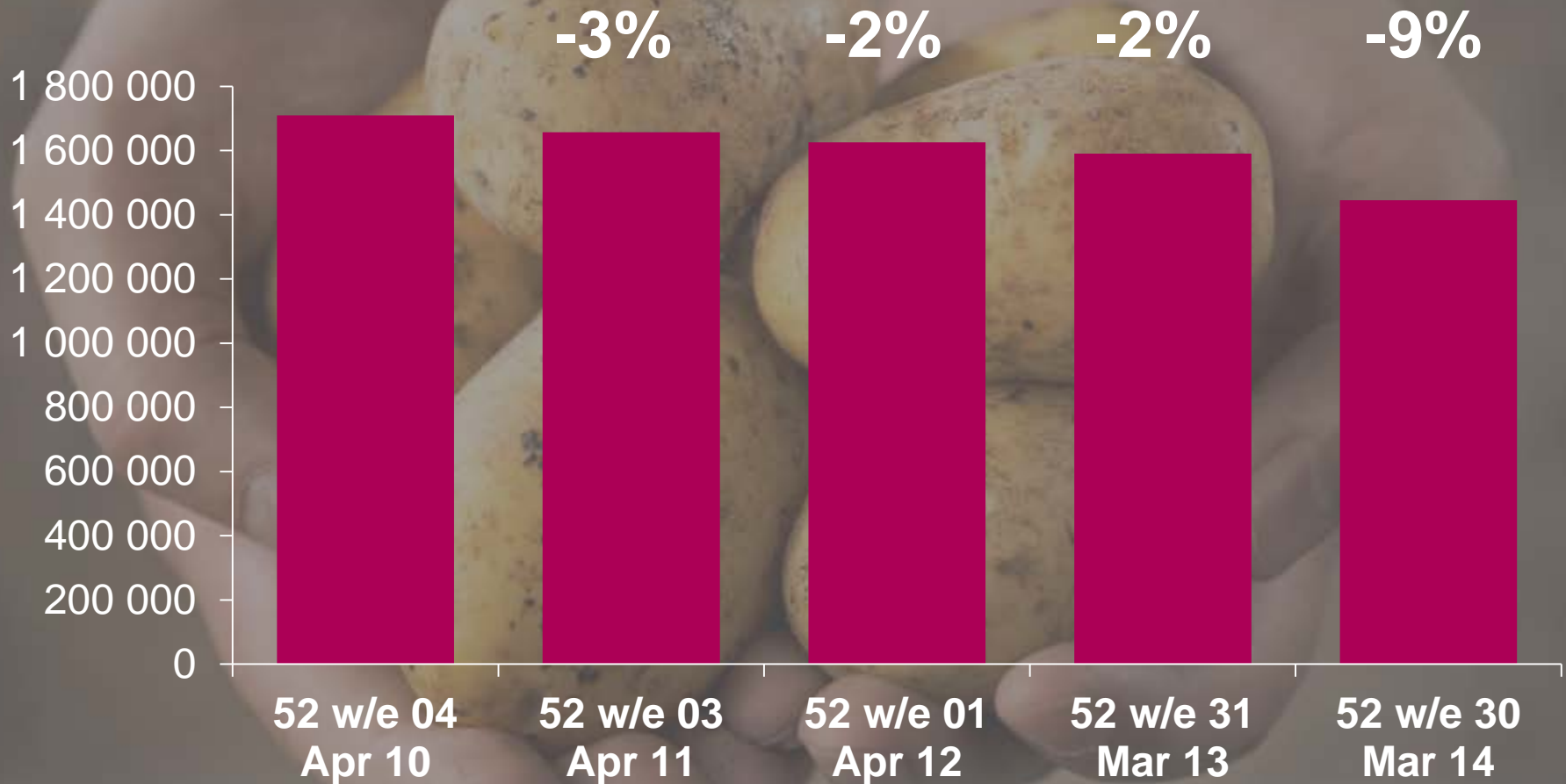
Today's Session:

1. Overview of consumption trends
2. Challenges ahead for potato market
3. Fresh Potato Campaign: Maris Piper

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Volume Decline



Purchase data 52we Mar 30 (KG 000's)

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Fresh potatoes have shown an 8.5% decline in volume over the year

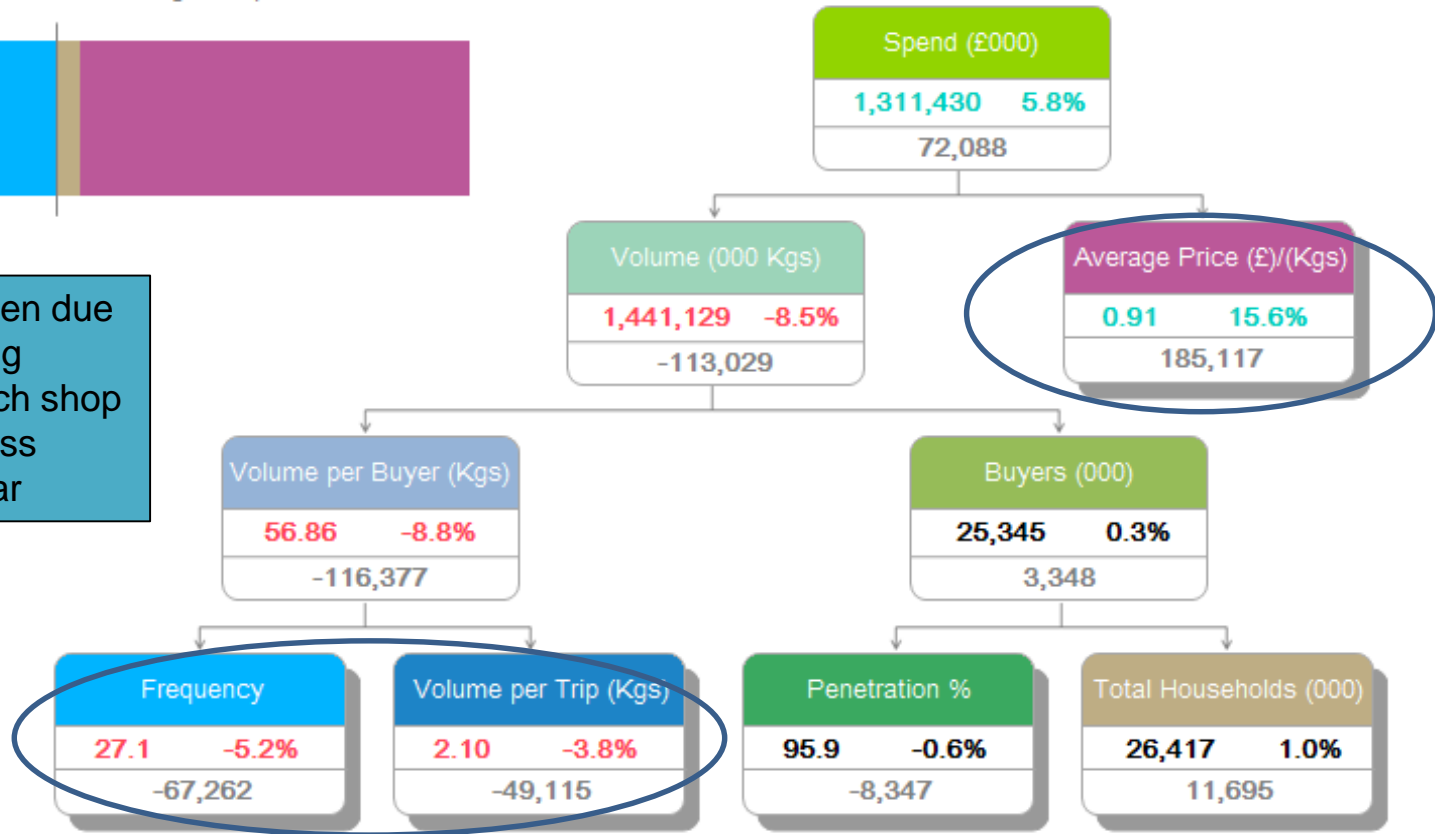
Total Potatoes | TOTAL MARKET | Total Market | Total Market | 52 w/e | 27-Apr-14

Attribution of Change in Spend



Volume decline has been due to both shoppers buying smaller amounts at each shop and buying potatoes less frequently than last year

KEY
■ = > 3% Change
■ = < -3% Change



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LOVE
FOOD
hate waste

**POTATO
LOVERS
hate waste**

I love spuds. So I store mine in a cool dark place to make them last longer. If they've gone sprouty, after a proper peel they're ready to mash. And I always like freezing any leftovers in bags for a quick and easy shepherd's pie topping. Lovely jubbly.

lovefoodhatewaste.com has more tips and recipes to help you waste less food and save up to £50 a month.




WRAP Material change for a better environment

**LOVE
FOOD
hate waste**

**FISH
LOVERS
hate waste**

Nothing's better than a nice bit of fish. I always keep an eye on the use-by date and if it's getting close I'll either freeze it, or make fish pie for me and my flatmate. A winner every time. And any we don't polish off goes in the fridge for the next day. Perfect.

lovefoodhatewaste.com has more tips and recipes to help you waste less food and save up to £50 a month.



WRAP Material change for a better environment

**LOVE
FOOD
hate waste**

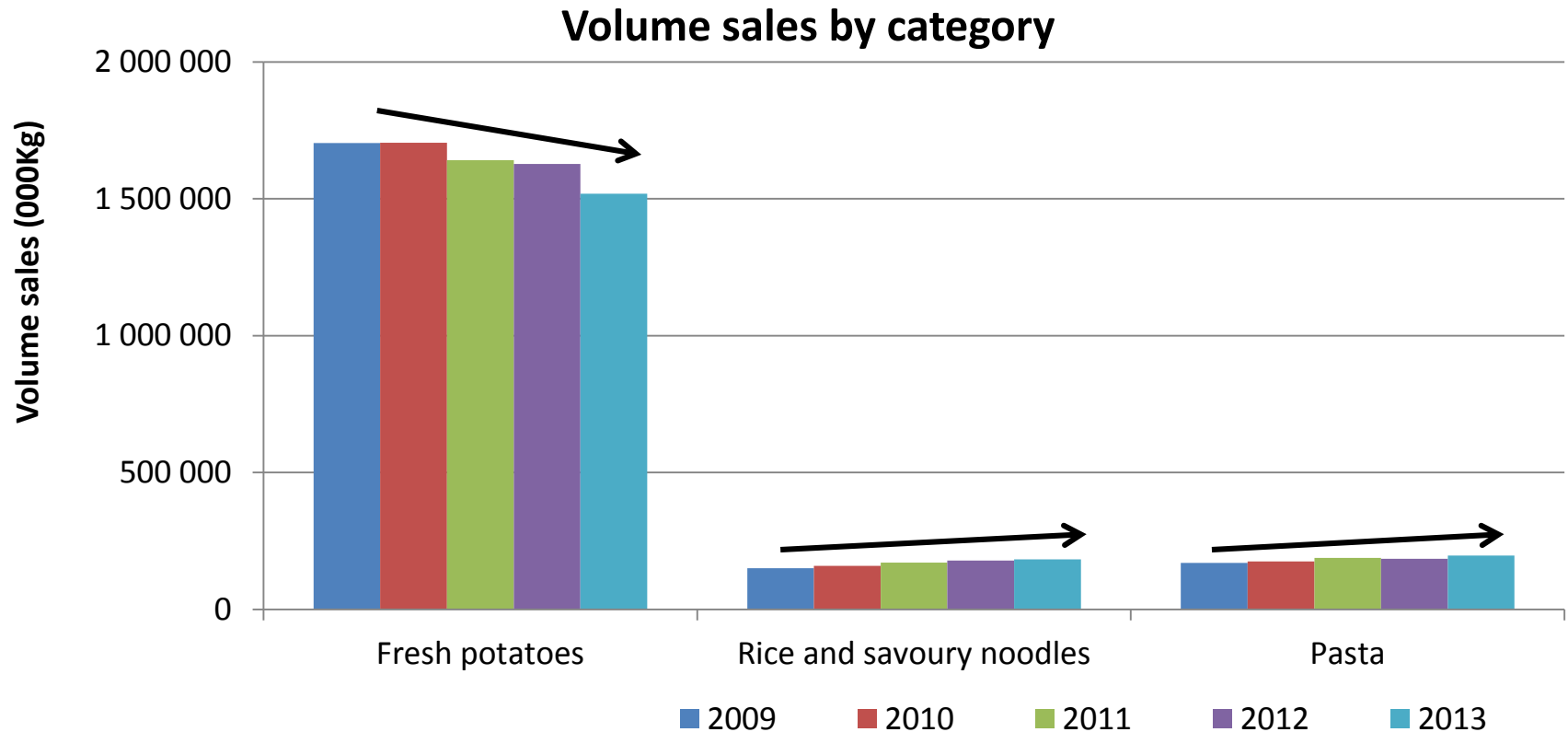
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**1 in 5 potatoes in the home are
thrown away...**



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Competitor Carbs



Source: Kantar Worldpanel 52 w/e August

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Disruptions in-store



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The changing nature of how we eat.



1964



2014

And single person homes are growing and so are single person occasions

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2. Solutions vs Ingredients – a fight for relevance.

The Nation's Top 20 Meals



1. Sandwich



2. Roast Dinner



3. Pizza



4. Assembled Pasta



5. Soup

**PREDOMINANT ROLE FOR
“DISH BASED” CUISINES...**



6. Spaghetti Bolognese



7. Soup & Bread



8. Curry & Rice



9. Curry



10. Stew



11. Chinese



12. Chinese & Rice



13. Cheese on Toast



14. Chicken, Pots & Veg



15. Shepherds Pie



16. Pizza & Chips



17. Lasagne



18. Beans on Toast



19. Sausage, Pots & Veg



20. Pork Chops, Pots & Veg

**...AS LONG TERM TRENDS
SUGGEST A MOVE AWAY FROM
PROTEIN CENTRED TO DISH
CENTRED EATING...**



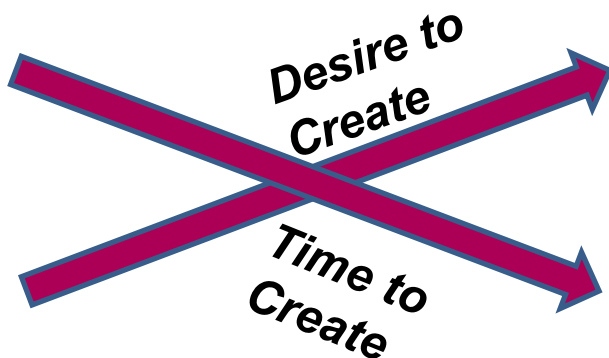
**Meat and two
vegetables**



**Dish based
cuisine**

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3. The concept of “Value for Time.”



High
Involvement



Low
involvement

...OUR DESIRE TO CREATE IS ON THE RISE BUT THE TIME TAKEN TO COOK AND PREPARE FOOD AND OUR DEGREE OF INVOLVEMENT HAS FALLEN IN THE LONG TERM – TIME IS VALUABLE – BUT HELP CREATE THE MEAL

An integrated approach...

The image is a comprehensive marketing collage for Maris Piper potatoes. At the center is a circular graphic with a purple border containing the text: **Advertising** (top), **Digital** (right), **Point of Sale** (bottom), and **Public Relations** (left). In the middle of this circle is a clear plastic bag of Maris Piper potatoes with a purple label that reads "MARIS PIPER" and "recommended by mum, enjoyed by all the family".

Surrounding this central graphic are various marketing assets:

- Print Advertising:** Includes magazine covers for "99% Revealed", "GoodFood", "Closer", "olive", and "Brit Mums". There are also several recipe cards and informational cards, such as "How You Wash Your Body Says A Lot About You" and "The Best Recipes for Fluffy Potatoes".
- Digital Content:** Features a Facebook post titled "Mums know best" with a photo of a potato wedge, and a Twitter post from "Mrs M" mentioning "Sticky Orange Potato Cake by Jo Pratt".
- Social Media:** Includes a Twitter profile for "Brit Mums" with the tagline "Leading the conversation" and a screenshot of a tweet from "Mrs M" about a potato recipe.
- Radio Advertising:** A collection of radio station logos including awazfm, bcb 106.6 fm, Ridings FM 106.8, HIGH PEAK RADIO, NECH, Sunshine 96.3, CORBY RADIO, THE BREEZE, THE BOY 102.8 FM, 96.5 BOLTON FM, and Forest FM 92.3.
- Point of Sale:** Shows a bag of Maris Piper potatoes in a grocery store setting, with a sign that says "The great Maris Piper potatoes".
- Public Relations:** Includes a "femmarc" article titled "A Fresh Approach to Produce" and a "Tecco Food" tweet discussing potato recipes.

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Supporting the fresh sector

Divisional Priority and budget	Principal activities	Target Outcome(s)	Measurement method(s)
<p data-bbox="316 412 465 491">Supporting the fresh sector</p> <p data-bbox="316 919 426 968">£430K 2..5 FTE</p>	<ul data-bbox="519 418 795 953" style="list-style-type: none"> Platform marketing campaigns to promote potatoes, encourage shoppers to trade up to named varieties and to start to embed the new potato terminology (print advertising, PR, websites and social media) Support retail suppliers and growers in adoption the language 	<ul data-bbox="819 418 1137 708" style="list-style-type: none"> GB fresh industry profitably supplies consumers with a range of fresh potatoes that consistently deliver distinct taste and cooking characteristic, recognised and valued by shoppers. 	<ul data-bbox="1161 418 1479 896" style="list-style-type: none"> 3% shift in consumer (25 – 44 year olds) awareness that potatoes are worth paying a bit more for by March 2015 Industry target that the potato language is used on 75% of generic named variety packs by March 2016 PCL support for industry target measured as 100% requests fulfilled yearly

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Maris Piper campaign

Primary Outcome:

3 percentage point increase in consumer (25 – 44 year olds) awareness, that 'Maris Piper are worth paying a bit more' for by December 2014

Secondary Outcome:

Industry target that the shopper signposts – Fluffy, Salad and Smooth – are used on 75% of generic names variety packs by March 2015.

Budget:

£320k

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Maris Piper Campaign 2014

- Building on last year's success of a five percentage points attitude shift
- Aim: to trade up shoppers from generic white potatoes, to a named variety and increasing occasions
- Key messages:
 - *Maris Piper are worth paying more for*
 - *Maris Piper are a great all-rounder*
 - *A 'Fluffy' potato has a fluffy texture when cooked*
 - *Try a 'Fluffy' potato for roast, baked or chips*



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Print:

Reach: 1.8m UK mums

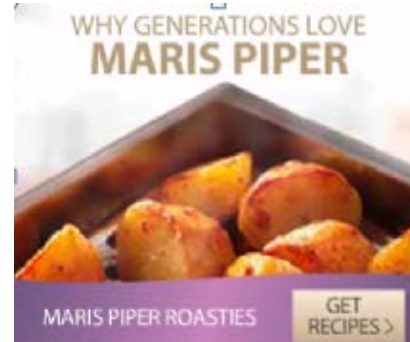
Impacts: 4.7m UK mums



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Digital:

Impressions: 10.7m



Potato Week 6th - 12th October

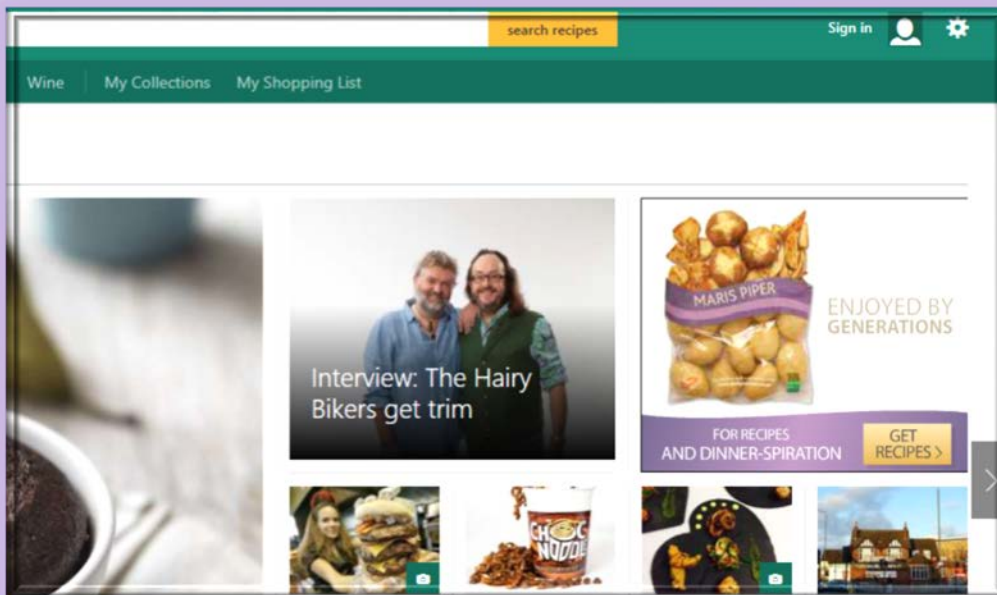
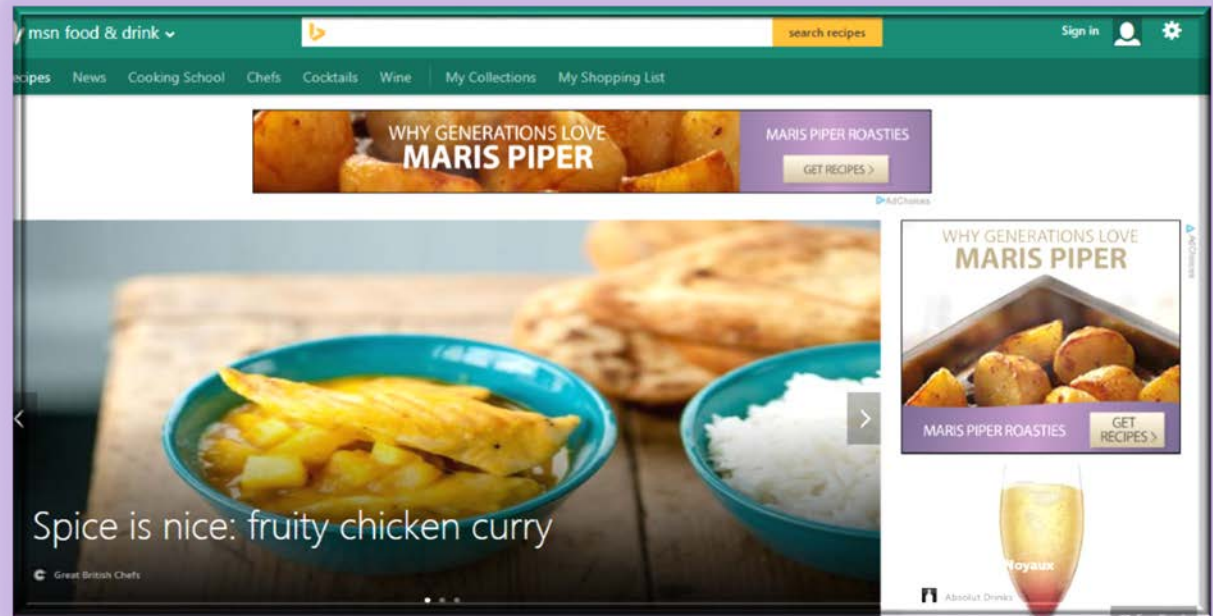
Maris Piper potatoes are an old family favourite and we have some delicious potato recipes that will make your mouth water and have you putting potatoes on the menu all week!

[Click here to view our top 20 potato recipes](#)



Netmums promotion

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MARIS PIPER FIVE SPICE WEDGES

WITH STIR FRIED PORK, PEPPERS & PINEAPPLE



ND >

FOR RECIPES & DINNER-SPARATION

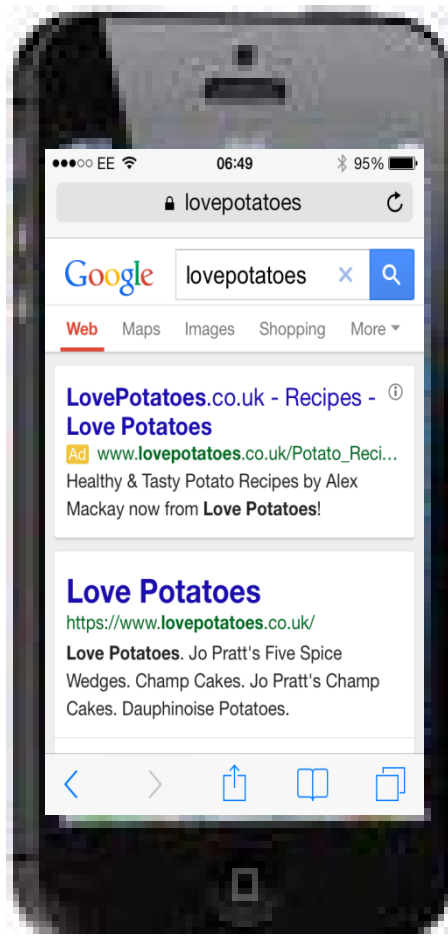
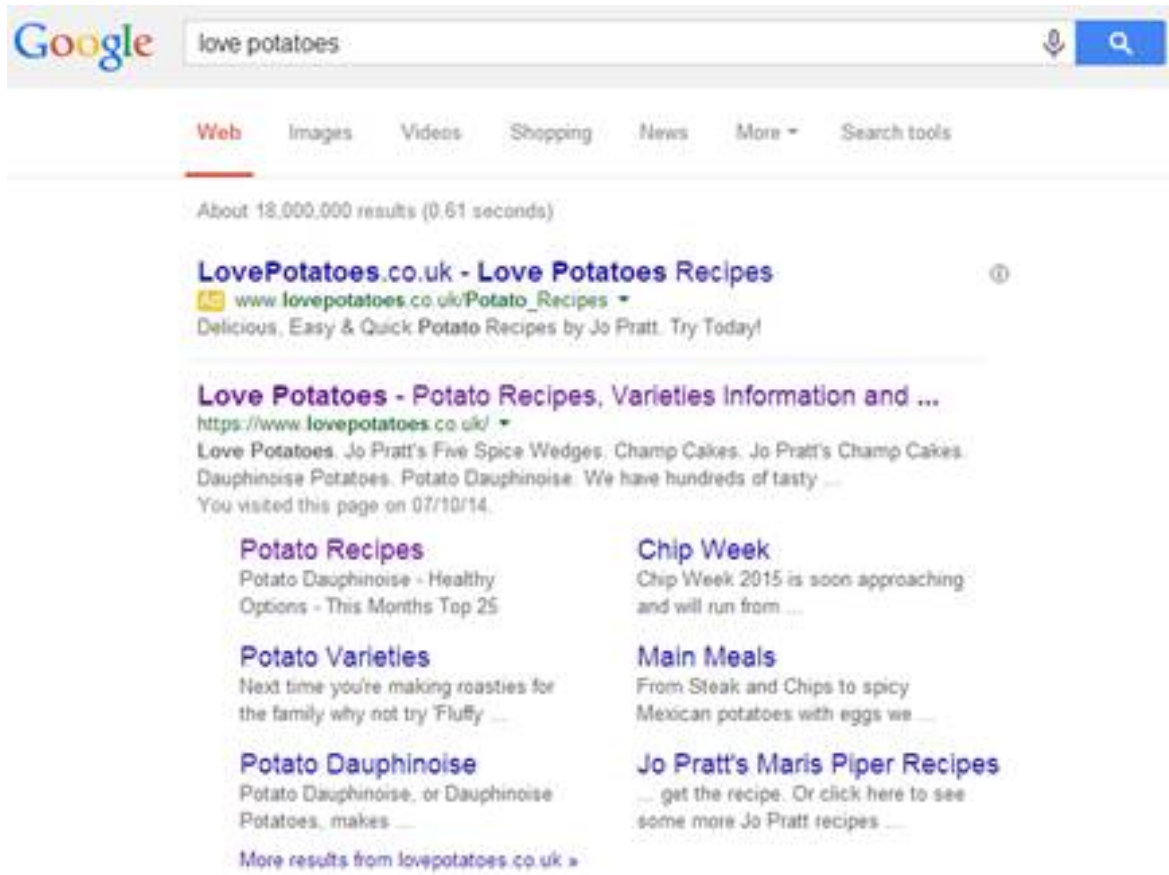
[GET RECIPES >](#)

BBC

GoodFood
bbcgoodfood.com

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Search:



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PR

- Radio
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- Recipes



Jo Pratt's five spice wedges with stir-fried pork



Traditionally aromatic Chinese swap the poi

Scoffers so fussy

POTATOES

Jo Pratt's Pork & Spiced Wedges

+ Jo's tip 'Feel free to add more vegetables, or swap the pork for chicken, turkey or beef.'

Preheat the oven to 200°C/180°C fan/gas 6. Put 750g Maris piper potatoes (cut into wedges) in a roasting tray. Toss in 1 tbsp each of olive oil and Chinese five-spice. Bake for



Maris Piper prices plummet

BRITAIN'S favourite potato, the Maris Piper, is enjoying its biggest crop for years because of the good summer – and its lowest price.

That's a good job, because in the UK we eat 5.2 billion of them a year.

This time last year they cost, on average, £2.60 for a 2.5kg bag, but this year only £2.00.



Grown in Britain since 1966, Maris Piper are harvested mainly between August and November – though the main crop harvest started early this year because of the fine summer.

Its popularity is largely down to its versatility: it can be roasted, chipped, mashed or baked.

Dr Mike Storey, head of Research & Development at the Potato Council, says: 'The news for shoppers is that the potatoes is excellent.'



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Getting Mums talking

- Brit Mums link up – reaching out to mums
- Twitter Party - #FluffyMarisPiper trended to number 3 in the UK
- 7.7 million potential impressions
- 832 Twitter mentions
- Discussion on favourite jacket potatoes, fritters, frittata, roasties and wedges



twitter party



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Social Media

Jo Pratt @cookwithjopratt · Oct 7
Dinner this evening will be 5-spice wedges with Stir fried Pineapple pork
[#PotatoWeek...](#)
[instagram.com/p/t2fBNTnk15/](https://www.instagram.com/p/t2fBNTnk15/)

← ↻ 2 ★ 3 ⋮

Jo Pratt retweeted

Lowri Turner @Lowri_Turner · Oct 6
Potatoes aren't all bad. High is Resistant Starch when cooked and cooled which can aid weight loss RT [@cookwithjopratt](#): To celebrate...

← ↻ 4 ★ 1 ⋮

Jo Pratt @cookwithjopratt · Oct 6
It's [#PotatoWeek](#) so why not make simple champ cakes with poached egg for tonight's supper?[#MarisPiper...](#) [instagram.com/p/tzicdenkr7/](https://www.instagram.com/p/tzicdenkr7/)

← ↻ 1 ★ 2 ⋮

Jo Pratt @cookwithjopratt · Oct 6
To celebrate [#PotatoWeek](#) (6-12 Oct) I've some tasty [#MarisPiper](#) recipes to try every day of the week. ... tmi.me/1eMK0b

← ↻ 7 ★ 2 ⋮

Jo Pratt @cookwithjopratt · Oct 6
It's the start of [#PotatoWeek](#). I've a day ahead to tempt fussy eaters to be more adventurous with cooking popular ingredients [#MarisPiper](#)

Albert Bartlett @Albert_Bartlett · Oct 6

A potato's dream....It's [#PotatoWeek](#)
[@thepotatogirls](#) Lets celebrate with Spudtastic recipes!
albertbartlett.co.uk/recipes/



← ↻ 7 ★ 3 ⋮

[View more photos and videos](#)

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Potato Girls @thepotatogirls · Oct 10

@GreggAWallace we're coming towards the end of #PotatoWeek have you got any top potato tips or recipes for the weekend? #LovePotatoes

Reply Favorite More



Gregg Wallace ✓

@GreggAWallace



Following

@thepotatogirls use them to thicken soups

Reply Retweeted Favorited More

RETWEETS

2

FAVORITE

1



5:37 PM - 12 Oct 2014



Reply to @GreggAWallace



Potato Girls @thepotatogirls · Oct 10

@mattebbutt we're coming towards the end of #PotatoWeek have you got any top potato tips or recipes for the weekend? #LovePotatoes

Reply Favorite More



Matt Tebbutt

@mattebbutt



Following

@thepotatogirls how about baby pots cooked very slowly in milk olive oil and bay leaves. Delish.

Reply Retweeted Favorited More

RETWEET

1

FAVORITES

2



4:56 PM - 10 Oct 2014



Potato Girls @thepotatogirls · Oct 6

@philvickerytv It's #PotatoWeek this week! What's your favourite potato recipe? #LovePotatoes

Reply Favorite More



Phil Vickery ✓

@philvickerytv



Following

@thepotatogirls well cooking potatoes and sweet potatoes on TM this Friday !!

Reply Retweeted Favorited More

RETWEET

1

FAVORITES

2



4:42 PM - 6 Oct 2014



Reply to @philvickerytv



Potato Girls @thepotatogirls · Oct 10

@michelrouxjr we're coming towards the end of #PotatoWeek have you got any top potato tips or recipes for the weekend? #LovePotatoes

Reply Favorite More



Michel Roux Jr ✓

@michelrouxjr



Following

@thepotatogirls Roosters !

Reply Retweeted Favorited More

RETWEET

1

FAVORITES

2



3:40 PM - 10 Oct 2014

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Retail Support



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Retail Support

- Alex Mackay retweeted
Sainsbury's magazine @Tried_Tasted · Oct 9
#dinspiration - @alexmackaycooks' easy peasy potato pancake with chorizo and a fried egg. #potatoweek bit.ly/1vHmhRx
- Alex Mackay retweeted
Sainsbury's magazine @Tried_Tasted · Oct 7
@alexmackaycooks that's right. Two hours, two hundred spuds!
- Alex Mackay retweeted
Sainsbury's magazine @Tried_Tasted · Oct 7
Having a potato mash up? Here's a few ideas of things to add to mash... thanks for the inspiration @alexmackaycooks bit.ly/1vHmhRx
- Alex Mackay retweeted
Sainsbury's magazine @Tried_Tasted · Oct 6
We love potatoes! #potatoweek. @alexmackaycooks gave us some fab new ideas for how to cook 'em bit.ly/1vHmhRx

Sainsbury's

Tesco Food @TescoFood · Oct 8

Jacket potatoes: just as comforting and diverse as a big, cosy jacket, but also a lot more delicious! #PotatoWeek



12 8 View more photos and videos

Aldi Stores UK @AldiUK · Oct 8

@RedTractorFood We're going to go with 'The Potatoes of the Caribbean', have you seen it? #PotatoWeek #replacemovietitlewithpotato

7 7

View conversation

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Summary

- There is no 'active rejection'
- We need to be offering alternatives to disrupt competitor noise
- Be mindful of new eating trends
- Consumers need convenience
- The importance of diluting competitor carb brand's messages
- Communicating at fixture is key