

Ensuring potatoes are relevant

Consumer Marketing activities 2020-21

Nicola Dodd



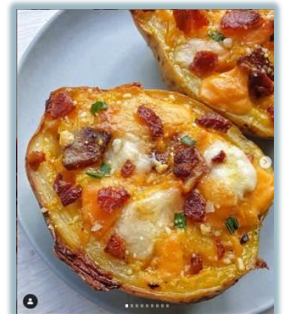
POTATOES

Changing attitudes & behaviours, and giving people the permission to enjoy potatoes

- Consumer marketing campaigns
- Web and social management
- Reputational support
- What's next?

£90k multi-media campaign to drive extra demand in retail in response to Covid-19

- **Objectives:** Increase relevance of potatoes & grow volume by encouraging people to add an additional potato-based meal to their weekly repertoire
- **Strategy:** Be relevant, provide variety and inspire
- **Key messages :** Versatility, Taste, Ease, Nutrition
- **Audience:** 25-54yrs, and adults with children at home
- **Catch-up TV, Posters & Social Media**



Catch up TV grabbed attention, amused and inspired



- 3 weeks on **itv** seen **716,000** times
- Adverts shown in popular food and cookery shows, and top entertainment shows for credibility and scale



Retailer digital posters prompted purchase

- Digital posters outside **284** Tesco, Asda & Sainsbury's stores
- 2 x 1 week bursts reached **570,000** people
- 3 different designs demonstrated versatility, convenience and health



Clear Channel

clearchannel.co.uk | @clearchanneluk



Clear Channel

clearchannel.co.uk | @clearchanneluk



- Good locations helped inspire, remind and prompt purchase

Social media provided inspiration, engagement and visits to the website



- Delivered 5.2m impressions
- Over **1.3m video views** leading to over **50k clicks** to the lovepotatoes.co.uk website
- 13 social media influencers reached 442k followers with 12k engagements
- Posts on lovepotatoes social channels performed better than industry averages and drove over 148k users to the website viewed over 231k pages



Web and social management

Inspiring with always-on social posts & recipes

[Changes to our newsletter](#) | [Are you in Ireland?](#)

[Twitter](#)
[Facebook](#)
[Instagram](#)
[Pinterest](#)

Recipe Search

POTATOES
MORE THAN
A BIT ON THE SIDE

RECIPES

VIDEOS

VARIETIES

HINTS & TIPS

HEALTH

BLOG

Potato and Pumpkin Soup

Satisfying and warming, our Potato and Pumpkin Soup is autumn in a bowl. Perfect for batch cooking and enjoying as a light but filling lunch.

[GET THE RECIPE](#)

www.lovepotatoes.co.uk

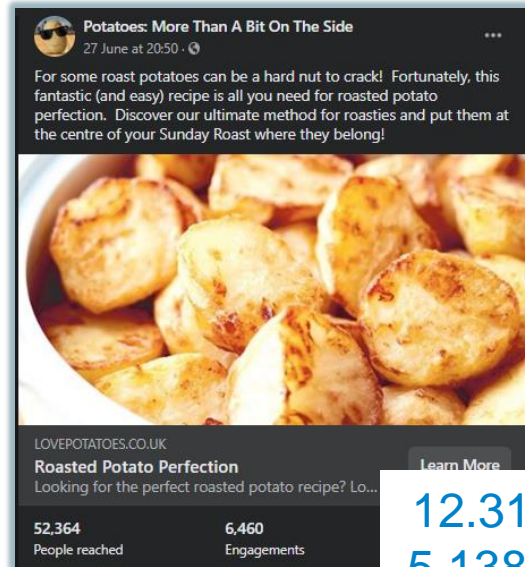
217,000

31,800

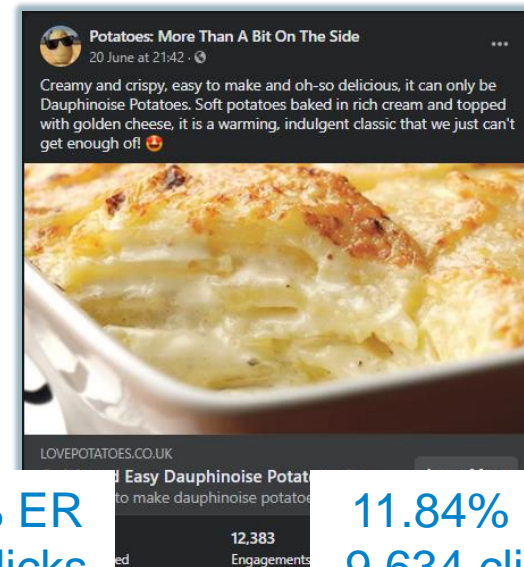
27,300

Page		Pageviews	% Pageviews
1. /recipes/potato-dauphinoise/		16,512	7.14%
2. /recipes/greek-style-beef-and-potato-moussaka/		10,343	4.47%
3. /recipes/sticky-orange-potato-cake-jo-pratt/		8,766	3.79%
4. /recipes/chunky-chicken-potato-soup/		8,134	3.52%
5. /recipes/pan-seared-cod-with-potatoes-and-chorizo/		6,829	2.95%
6. /		6,064	2.62%
7. /hints-and-tips/how-to-microwave-potatoes/		5,985	2.59%
8. /recipes/potato-beef-mince-hash/		5,185	2.24%
9. /hints-and-tips/how-to-fry-chips-at-home/		5,162	2.23%
10. /hints-and-tips/how-to-boil-potatoes/		5,093	2.20%

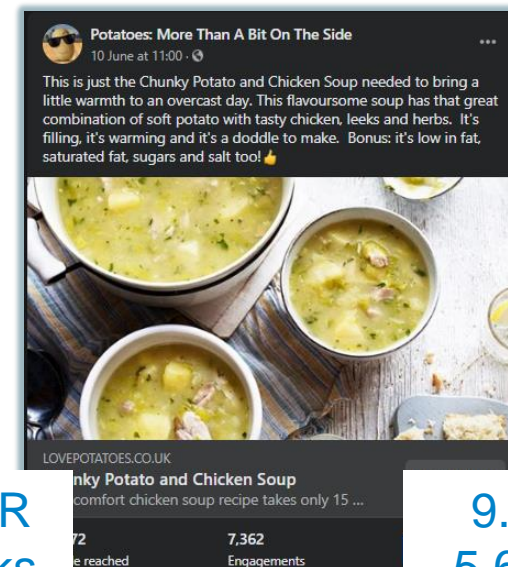
Popular content across recipes and tips



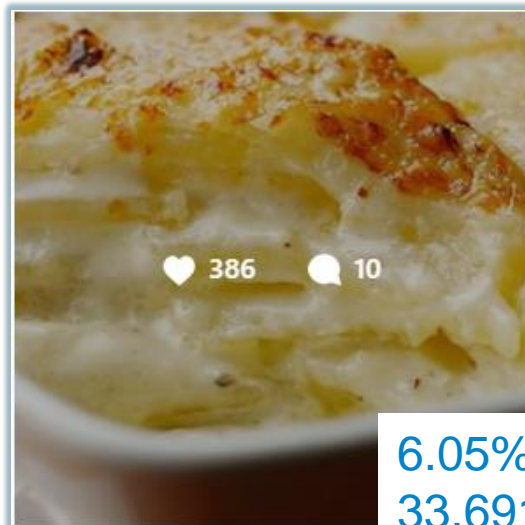
12.31% ER
5,138 clicks



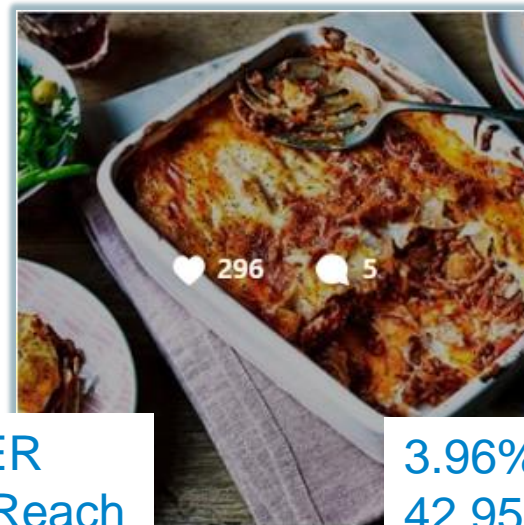
11.84% ER
9,634 clicks



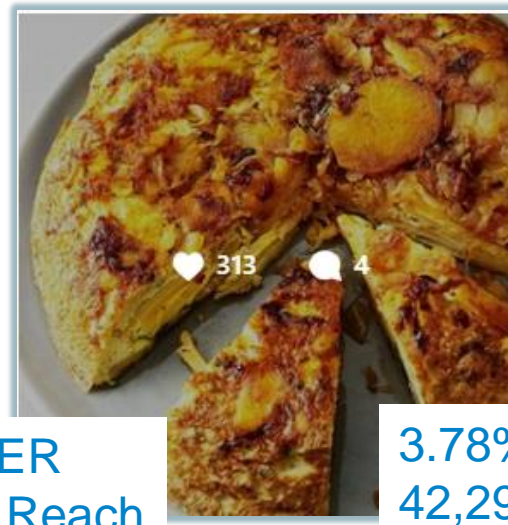
9.49% ER
5,623 clicks



6.05% ER
33,691 Reach



3.96% ER
42,954 Reach

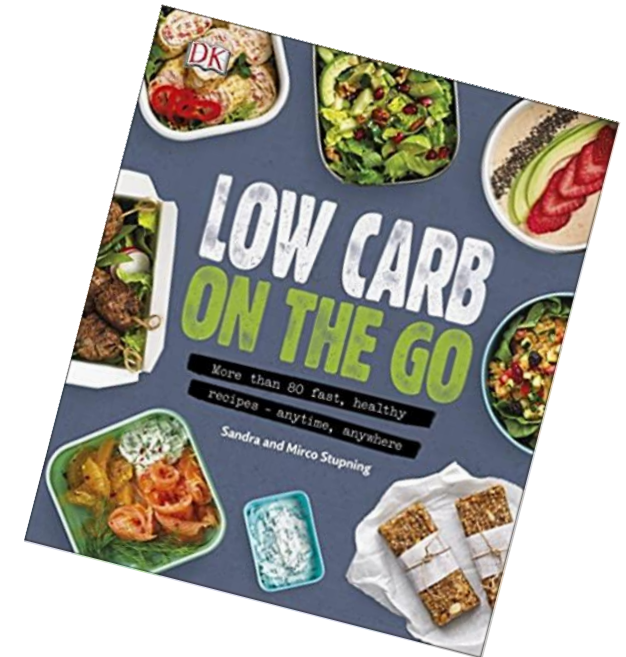
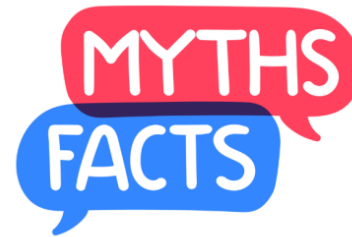


3.78% ER
42,295 Reach



Reputational support

Providing a permission to enjoy



Promoting the health benefits of potatoes

THE PERFECT CHIP

FRIED HEAVEN
Hot chips sprinkled with salt

2.8in long, quarter inch thick, cut straight from Maris Piper potatoes...with salt & ketchup

Which condiments are best?	
Ketchup	49%
Vinegar	47%
Mayonnaise	32%
Curry	19%
Gravy	17%
Brown sauce	14%

BY RUKI SAYID Consumer Editor

THEY'VE been a national institution for more than 150 years... and now scientists have come up with the recipe for the perfect chip.

They should be 2.8 inches long, quarter of an inch thick, cut from Maris Piper spuds, crispy outside and fluffy within. And for a heavenly taste they should be sprinkled with salt - no pepper - and served with ketchup.

Research by the Food Advisory Board reveals the classic straight-cut chip rules supreme over the curly and the crimped. Its survey of 2,000 people found vinegar was the nation's second-favourite condiment with mayonnaise third.

One in five liked curry sauce on their chips. And while northerners showed a liking for gravy, southerners preferred cheese. Four in 10 said chips were their favourite food and a quarter would eat them every day if they could.

FAB expert Prof Robert Pickard said they should be cooked skin-on to take advantage of the fibre and potassium. He added: "Thick-cut chips are healthier as they absorb less cooking fat than thin ones." In Lancashire, John Lees is celebrated as the man who first served fried chips in a wooden market in 1863. By the 1930s, there were 35,000 shops and 10,000 people today selling almost 30 million fish and chips a year.

VOICE OF THE

Straight and crispy...the perfect chip

THE perfect chip should be three inches long, half an inch wide, straight cut, crispy on the outside and soft in the middle.

And Maris Piper is the most popular potato for chips, according to a poll, with 49 per cent of respondents insisting on it. No pepper. Ketchup was the best condiment, followed by vinegar at 47 per cent and mayonnaise at 32 per cent.

The study of 2,000 people, by the Food Advisory Board, also found that chip lovers in the South like theirs served with curry sauce, while those in the North prefer gravy.

Four in 10 said chips were their favourite food while one in four would like to have them every day.



Professor Robert Pickard
Neurobiologist

46 pieces
of coverage

An incredibly important potato announcement



Nichola Ludlam-Raine
Dietitian

506,000
Video views

DAILY EXPRESS

FREE METRO

Mirror

Mail
Online

INDEPENDENT



BBC
NEWS

09:22

New campaign for 2021

Jacket potatoes : a versatile hot lunch

- £150k tactical Covid-19 response campaign
- Working from home 'Hot Filling Lunch' opportunity
- Appeals to all consumer groups – small HH, families, young, old....
- Social campaign for better targeting
- Relevant for fresh, chilled & frozen
- Key messages :
taste, versatility, convenience,
healthy, value, environment



A wide-angle landscape photograph of a lush green field, possibly a wheat field, under a dramatic sunset sky. The sun is low on the horizon, creating a strong lens flare and casting a warm glow over the scene. The sky is filled with scattered clouds, some of which are illuminated by the setting sun. In the foreground, the green stalks of the field are visible, and a few thin, white, curved lines are superimposed on the lower left. The text "Thank you" is centered in the middle of the image in a white, sans-serif font.

Thank you