



Organic<sup>uk</sup>



- 
- **How we got here**
  - **What the campaign should achieve**
  - **Strategy: How it will achieve this**
  - **Audience: Who it needs to reach**
  - **Structure: What route it takes**
  - **Deliverables: What success looks like**
  - **Next steps: Your support**

# Background



- UK sales increased by 1.7% in 2008 to over £2.1 billion
- **Falling back in the face of the economic downturn**
- Food inflation and economic gloom create a **challenging market**
- What is needed is **a unified voice from the organic industry**
- Sustain, organic NGOs and trade partners are committed to **a generic consumer facing communications campaign**
- Organic - what it means, what the benefits are
- **Encourage consumption of organic products**
- Appropriate to an EU funded project, to the **EU promotion toolbox** 'Good for nature, good for you' and the EU organic logo
- **50% match-funding from EU**
- Developed by October 2009 **available in October 2010**
- **A clear vision, a well-developed programme supported by research and an indication of the likely return on investment**



# The OrganicUK vision

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“It’s 2013, and with the successful delivery of a three year communications campaign, there’s a **15%** annual increase in organic volume sales by **widening** and **increasing** per household expenditure”

**“New growth”**

# The campaign's 'mission'



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Communication of the benefits and values of organic food to a wider audience with the greatest potential for growth ...

...via a series of category specific messages...

...which demonstrate that organic food and farming deliver against a broad set of dietary, ethical and environmental values.

**“Green shoots rather than green roots”**

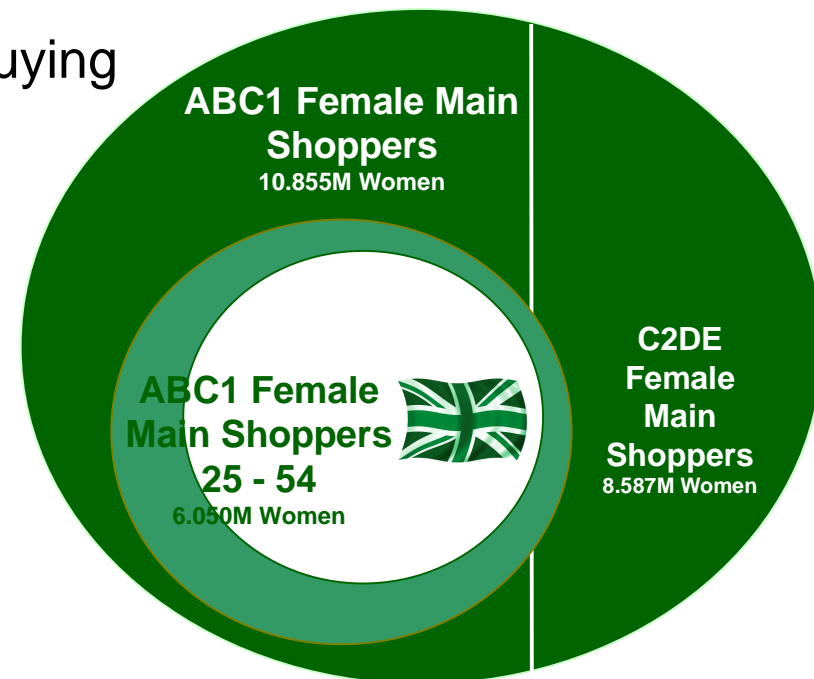
# Targeting the right audience



- 25 – 54s and ABC1s are more likely to agree with the statement “It’s worth paying more for organic food”
- 25 – 64s and ABs are more likely to be current organic purchasers
- 25 – 64 C1s a real opportunity as the majority of potential organic purchasers (<3 million women)
- 18 – 24s and C2DEs are likely to be buying less organic

Recommend target audience is therefore:

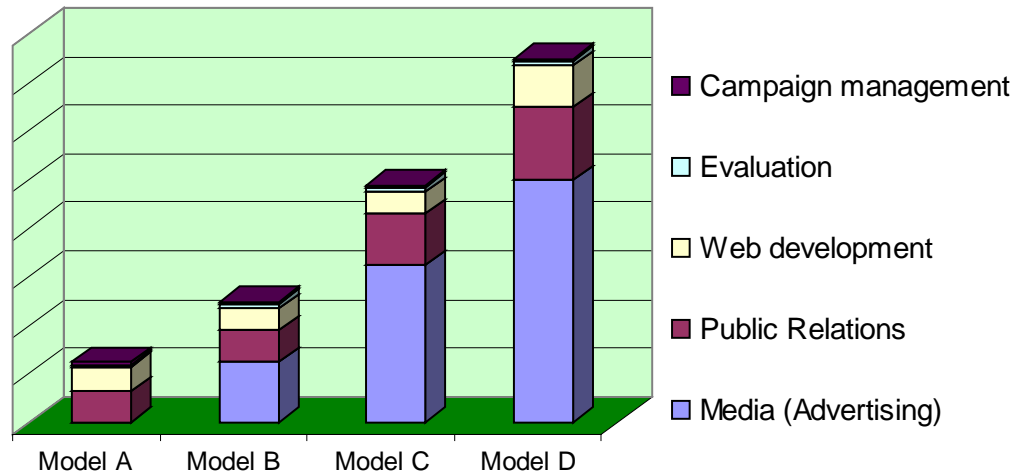
- ABC1 Female Main Shoppers 25 – 54
- 6.05m Women
- 12.4% of total population



# Distribution of resource



	£k spending per year under 4 scenarios			
	Model A	Model B	Model C	Model D
Campaign management	10 (4%)	10 (2%)	10 (1%)	10 (0.7%)
Research and Evaluation	10 (4%)	20 (4%)	20 (2%)	20 (1.3%)
Web development	100 (40%)	90 (18%)	90 (9%)	170 (11%)
Public Relations	130 (52%)	130 (26%)	210 (22%)	300 (20%)
Media (Advertising)	0 (0%)	250 (50%)	650 (66%)	1,000 (67%)
	<b>250</b>	<b>500</b>	<b>1,000</b>	<b>1,500</b>



# Summary of activities

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## **Evaluation**

Periodic analysis of market trends and consumer attitudes to provide a measure of UK consumers reactions towards organic products, establish the UK consumers awareness, understanding and relationship with a range of brands and measure the success of the OrganicUK campaign.

## **Web development**

Creation and maintenance of online presence for campaign, covering bespoke activity and in support of public relations and other communications activity.

## **Public relations**

A programme of creative news and feature coverage generating media relations projects designed to engage the target audience with key messages relevant to their motivations and beliefs, building on basic interest created by advertising activity and driving traffic to the campaign website.

# Summary of activities



## Media Model B:

- £270k media spend
- Women's/Lifestyle magazines
- Special interest magazines
- Special interest and lifestyle websites
- Pay-per-click search & contextual search

## Media Model C:

- £575k media spend
- Model B media spend plus TV:
- 6 week campaign delivering circa 280 Television Ratings (TVRs)

## Media Model D:

- £975k media spend
- Model C media spend plus increased TV:
- 2 x 6 week campaign delivering circa 560 Television Ratings (TVRs)
- More women's/lifestyle magazines - 2 bursts of activity



# Hitting the target



	Reach per annum (OTS <sup>1</sup> )			
	Model A	Model B	Model C	Model D
Campaign management	<b>Maximising impact and efficiency of the campaign</b>			
Evaluation				
Web development	500k	250k	600k	1.2m
Public Relations	100m	100m	180m	180m
Media (Advertising)	0m	16m	32m	90m
	<b>100.5m</b>	<b>116.25m</b>	<b>222.6m</b>	<b>271.2m</b>

	Return			
	Model A	Model B	Model C	Model D
Investment <sup>2</sup>	£125k	£250k	£500k	£750k
Growth (Estimate)	2.5%	5%	10%	15%
Return on Investment <sup>3</sup>	45%	47%	51%	28%
Cost per £1 of growth <sup>4</sup>	£0.002	£0.0002	£0.002	£0.0017

- OTS: Opportunities To See
- Half of the total campaign spend
- Growth value to spend ratio
- How efficient the campaign is

# Your support

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<b>Organic sales up to:</b>	<b>Your pledge (p.a. for 3 years, payable from July 2010):</b>
£1million	£3,000
£3million	£5,000
£5million	£10,000
£7million	£15,000
£10million	£25,000

# Timings

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## 2009

- July / August: Collect all pledges & go to tender for PR agency
- September: Write application based on pledges raised
- End October: Application to Rural Payments Agency / Defra for initial appraisal
- End November: Application to Brussels

## 2010

- June: Informed re success of application
- July: Pledges collected
- Autumn: OrganicUK campaign starts



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