Be part of an innovative campaign: Organic UK

Bringing the Organic message to the UK consumer
"...I hear this talk about organic farming, the environment and things and I’m all for it. But there must be a certain sophistication."

Karl Lagerfield, October 6th 2009
• 3 year communications campaign for brand “organic”
• Using all media, speaking with one unified voice
• Co-ordinated by Sustain who will submit the bid to the EU for match funding
• Started by OCW / ORC
• Scheduled to commence Oct. 2010 until Oct. 2013
36 EU Promo programmes on organics since 2002

- Austria 2
- Belgium 2
- Denmark 2
- Czech Republic 1
- Latvia 1
- Netherlands 1
- Poland 1
- Slovenia 1
- Spain 1

Euro-vision?
And the Winners are:

• Germany 3

• France 8

• Italy 13
France 2007 - 2010

- France: Agence Bio.
- Budget 7million euros over three years
- Objective 10% - 15% increase in organic sales
- Result: 20% increase in organic market last year
"...Shoppers have not performed a u-turn on ethics, so the challenge for organic is to make sure that communication of its benefits is clear and consistent."

The Grocer: IGD chief executive
Joanne Denney Finch, 18 Sept 2009
Objectives of campaign

• + 15% annual increase in organic volume sales
• Focus on audiences with the greatest potential for value growth: “featherweights” to “heavyweights”
• Each featherweight needs to spend + £3.50 per annum
• Also focus on heavyweights: buy more frequently
Creative proposition

- Organic is a choice for everyone, not just the enlightened few
- Create personal relevance – different reasons for choosing organic
- Consumers tired of being lectured on food / green issues
- Budget is low. How to achieve “cut through?”
Tactics

- Brave
- Clarity of benefits
- Warmth – not lecturing
- Humorous
- Single, consistent message but ability to talk about ALL benefits of organic
Wales focus

- Co-ordinate with BOBL
- Welsh focused campaign:
  - PR Based Jan 2010
  - Profiles of Welsh producers / processors
  - Using Welsh media
  - Main campaign starting 2010: link in with main messages
  - Bi-lingual versions of all materials / adverts
Annual campaign by channel

- Advertising: £230,000.00
- On-line: £120,000.00
- PR: £80,000.00
- Measurement: £25,000.00
- Creative: £15,000.00
- Management: £30,000.00
Primer campaign

- Organic Trade Board
- Commence Jan 2010
- Ensure synergy with EU Bid & with BOBL Wales
- Mainly PR based
- Target:
  - Heavyweights (to keep them buying)
  - Stakeholders so we all speak with one voice
Summary of progress

• Major pledges have been confirmed totalling £198K
• Campaign website set up at www.organicuk.org for on-line pledging
• Steering group set up of all pledgors
• Marketing sub-group set up of major pledgors
• Lots of press coverage
• Agency selected
Pledgors to Organic UK

Rookery Farm Eggs

EcoS Consultancy Ltd
Benefits of pledging

• Maximise your marketing budget: £1 = £2
• Consulted on the campaign
• Benefit from insights on consumer trends, creative ideas from agency, first to be able to use them e.g on pack promos
• Mentions in press as a supporter
Benefits of pledging

- “I’ve pledged” logo for your website/materials
- Your logo/name on Organic UK website
- Part of innovative campaign
Major pledgors - Benefits

- £10k per annum and above for 3 yrs gets a seat on the marketing sub-group
- Selected advertising agency
- Decide on creative direction and overall strategy
Your support

The pledge table below is a guide for companies to consider: Smaller pledges are gratefully received.

<table>
<thead>
<tr>
<th>Organic sales up to:</th>
<th>Your pledge (p.a. for 3 years*):</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1 million</td>
<td>£3,000</td>
</tr>
<tr>
<td>£3 million</td>
<td>£5,000</td>
</tr>
<tr>
<td>£5 million</td>
<td>£10,000</td>
</tr>
<tr>
<td>£7 million</td>
<td>£15,000</td>
</tr>
<tr>
<td>£10 million</td>
<td>£25,000</td>
</tr>
</tbody>
</table>

*Payable from July 2010
Your support

The pledge table below is a guide for producers to consider:
Smaller pledges are gratefully received.

<table>
<thead>
<tr>
<th>Turnover up to:</th>
<th>Your pledge (p.a. for 3 years*):</th>
</tr>
</thead>
<tbody>
<tr>
<td>£30,000</td>
<td>£300</td>
</tr>
<tr>
<td>£50,000</td>
<td>£500</td>
</tr>
<tr>
<td>£70,000</td>
<td>£1,000</td>
</tr>
<tr>
<td>£100,000</td>
<td>£1,500</td>
</tr>
<tr>
<td>Above £100,000</td>
<td>£3,000</td>
</tr>
</tbody>
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*Payable from July 2010
## Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 23rd</td>
<td>Deadline for pledges</td>
</tr>
<tr>
<td>7th-21st Oct</td>
<td>Agency &amp; Sustain work on plan &amp; app’ form</td>
</tr>
<tr>
<td>21st – 5th Nov</td>
<td>Feedback from Marketing and Steering groups</td>
</tr>
<tr>
<td>6th Nov</td>
<td>Submission to RPA</td>
</tr>
<tr>
<td>Feb 2010</td>
<td>Bid to the EU</td>
</tr>
<tr>
<td>July 2010</td>
<td>EU decision</td>
</tr>
</tbody>
</table>
Target:

£250K per annum

= £1.5m campaign

We need your support
Organic UK

THANK YOU

organics@sustainweb.org