

The logo for Organic UK, featuring the word "Organic" in a large, white, sans-serif font, with "UK" in a smaller, white, sans-serif font as a superscript to the right of "Organic".

Organic^{UK}

A white, sans-serif tagline centered on a semi-transparent dark horizontal band. The text reads "Bringing the Organic message to the UK consumer".

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 Lagerfeld, 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

Euro-vision?

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

**36 EU Promo
programmes on
organics since 2002**

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

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- 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

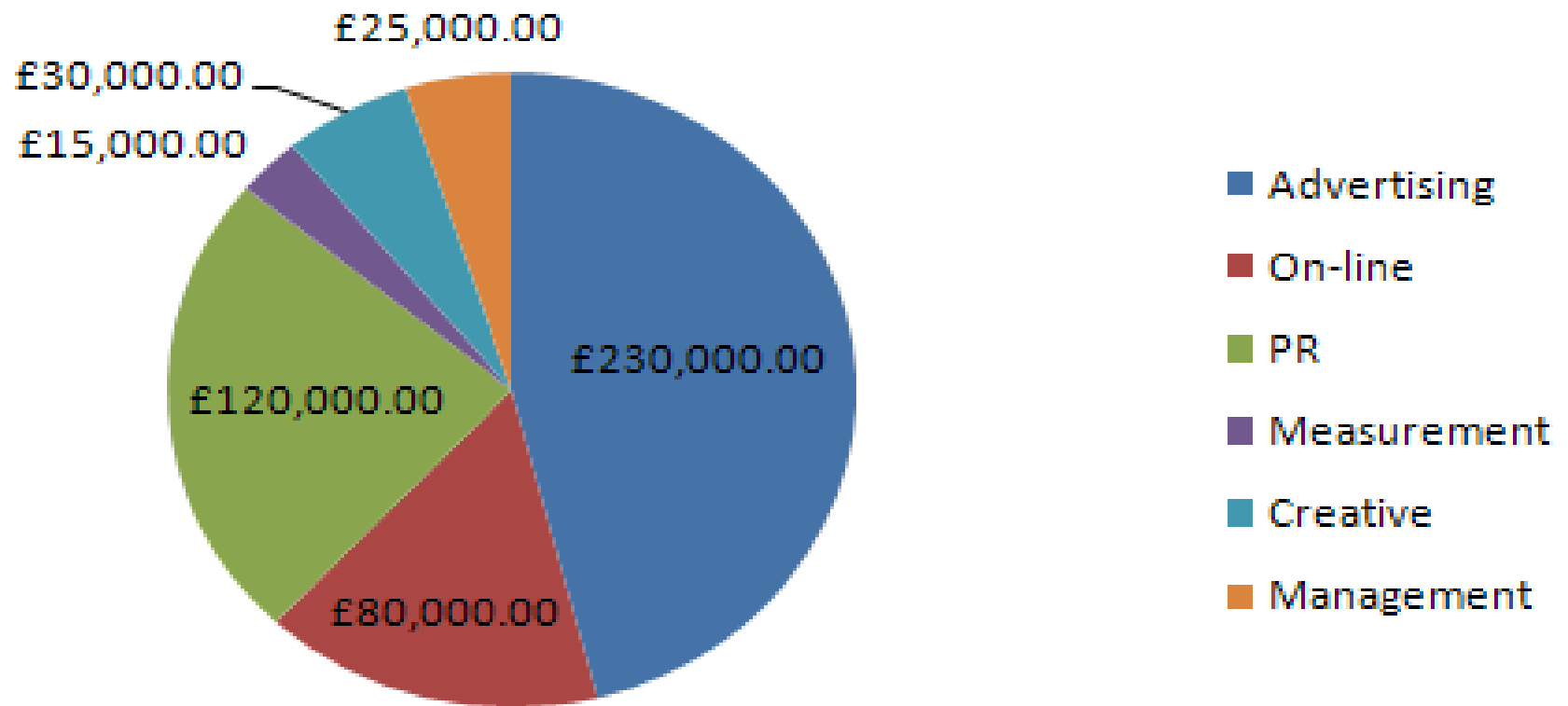
- Brave
- Clarity of benefits
- Warmth – not lecturing
- Humorous
- Single, consistent message but ability to talk about ALL benefits of organic

Wales focus

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- 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



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



NOBLE FOODS



Triodos Bank

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.

Organic sales up to:	Your pledge (p.a. for 3 years*):
£1 million	£3,000
£3 million	£5,000
£5 million	£10,000
£7 million	£15,000
£10 million	£25,000

*Payable from July 2010

Your support

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

Turnover up to:	Your pledge (p.a. for 3 years*):
£30,000	£300
£50,000	£500
£70,000	£1,000
£100,000	£1,500
Above £100,000	£3,000

*Payable from July 2010

Timetable

October 23 rd	Deadline for pledges
7th-21st Oct	Agency & Sustain work on plan & app' form
21st – 5th Nov	Feedback from Marketing and Steering groups
6th Nov	Submission to RPA
Feb 2010	Bid to the EU
July 2010	EU decision

Target:

£250K per annum

=

£1.5m campaign

We need your support

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THANK YOU

organics@sustainweb.org