

Promote: Many Faces of Potatoes Campaign

Investment £250K. Return £3.17M

Market challenge

Consumption of fresh potatoes is under threat due to a change in consumer diet with an increased mixture of alternative carbohydrates. Younger consumers (25-44) eat significantly fewer potatoes¹ and these are habits that they will carry throughout their lifetime. Long-term this could cause a significant reduction in the market. Pasta and rice are the main competitors, both of which are supported by large promotion budgets from brands including Uncle Ben's, Dolmio and Sharwoods. Investment in promotion is justified by these brands to grow their markets.

Marketing objective

Sustain demand for potatoes: protecting share of potatoes consumed.

Value to levy payer

Approximately 32% of the crop goes in fresh retail and this is a priority market for Potato Council to target to sustain demand. 78% of demand is current met by the British Industry. Currently 66% of fresh potatoes are purchased by main shoppers 45+. Promoting potatoes to younger consumers will help ensure demand for the British Industry in the short term and help to ensure the market does not go into decline.

In addition levy-funded campaigns deliver the following:

- Partnership opportunities: Potato Council campaigns act as a platform for activity by other organisations: from major retailers to individual growers. This delivers significant additional benefit.
- Protecting share of voice: should Potato Council stop to carry out this activity the coverage it secures would be filled by other organisations. This would lead to a reduction in the profile for potatoes and potato recipes. It is essential potatoes are kept front of mind.

Levy cost

- £250 000 of levy monies was invested in Many Faces of Potatoes in Year One. This was co-financed with €270 000 secured, with a joint bid with France and Belgium, from the European Commission. The results provided are for this campaign.

Results delivered

Reaching consumers:

- 54 million² opportunities to see the campaign messages delivered through PR, advertising and digital which gives each member of the target audience the opportunity to be exposed to messaging 6.6 times³.
- £2 million⁴ of positive press coverage a return of £10 of coverage for each £1 levy invested in PR.
- 39%⁵ of 25-44 years olds have seen new potato recipes in the last year and 5%⁵ of 25-44 years olds specifically remember seeing Many Faces of Potatoes Campaign.

Changing attitudes:

- Research⁵ demonstrates that consumers that have seen advertising / promotion for fresh potatoes are significantly more positive than those who have not.
- 9%⁵ more consumer says they strongly agree they are healthy, an important part of a healthy diet and convenient.
- 49%⁵ state (agree or strongly agree with the statement) that the Many Faces of Potatoes Campaign had encouraged them to eat more potatoes.



Giving it a value: a conservative estimate

In order to give a value to what this campaign delivers please see facts and assumptions detailed below, with information sources referenced.

Facts:

- 22%⁵ of 25-44 year olds (looking at proportion of all 25-44 years olds rather than those who had seen the campaign) claim that the campaign has encouraged them to eat more potatoes.
- 9%⁵ of 25-44 years olds had more positive attitudes to potatoes.
- There are 8 161 502⁶ main shoppers in the nearest age group (28-44).
- 175g⁷ is the standard portion of potatoes.
- 2.97⁶ is the average household size for this age group.
- 64p⁶ is the average cost per kilogramme.
- Consumers have a limited meal repertoire, between 8 to 14 dishes⁸.

Calculation:

1. To be conservative we have assumed that just 5% of consumers have changed their behaviour as a result
2. 5% main shoppers is 408 076 people
28-44 year old main shoppers (8 161 502) x proportion of consumers (0.05)
3. They are shopping for 1 089 562 consumers
408 076 shoppers x average household size (2.97)
4. If this activity protects one meal with potatoes every fortnight then the total value is £3.17m
1 089 562 consumers x price per kg (£0.64p) x standard portion (0.175kg) x once a fortnight (26)

Based on the assumptions (highlighted in yellow) each pound of levy invested is returning £12.68 of consumer spend.

Assumptions:

- Changing attitudes does not have a direct relationship with changing behaviour; therefore we need to assume what proportion of the 22% of 25-44 year olds will actually act.
- The number of meals in a consumer's repertoire varies, as does the frequency at which they are consumed. As 14 is the highest number, that would suggest a meal eaten once a fortnight.

The table below details the impact at different percentages of consumers changing their behaviour and looking at whether it is a meal weekly or fortnightly.

Table 1: value delivered based on different levels of assumptions

	Proportion of consumers that have changed behaviour			
	1%	5%	10%	20%
Additional potato meal each week	£1.27m	£6.35m	£12.69m	£25.38m
Additional potato meal each fortnight	£0.63m	£3.17m	£6.35m	£12.69m

Caroline Evans
Head of Marketing and Corporate Affairs

1 Kantar WorldPanel

2 TNS Media Monitoring

3 Opportunities to see divided by number of members of the audience (table one, pg 3)

4 PR value from TNS Media Monitoring (cost to buy as advertising x three). This is due to the increased likelihood of consumers to read editorial versus advertising.

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6 Kantar WorldPanel 52 w/e 04 Sep 2011

7 HMSO Food Portion Sizes (second edition 1993)

8 Potato Council Potatoes: A Fresh Outlook Report