The potato, at home in every kitchen

22 October 2015
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Market situation fresh potatoes

• Decline in the consumption of fresh potatoes
• Some reasons:
  - Potatoes = old-fashioned + banal
  - Increasing influence of other cultures
  - More variation (pasta and rice)
  - Time-consuming
  - Carbohydrates
  - Food waste
  - ...

Strategy potatoes

• Marketing objective
  Defend the share of potatoes in the home consumption against pasta and rice in Flanders (at 87%)

• Communication objective
  - Main objective: Show that potatoes belong in the modern kitchen (variation, easy and quick to prepare, healthy, not banal)
  - Secondary objective: Position potatoes as a natural source of nutrients
Strategy potatoes

• Target group:
  - Primarily: Meal preparers between 25 and 45
  - Secondarily: All meal preparers, opinion makers, retail, food service
  - Location: Concentration on Flanders

• Message
  Potatoes belong in the modern kitchen
  - By pointing to various methods of preparation and in particular to quick, easy and modern methods of preparation (microwave, wok, oven, …)
  - By clothing the creation of the campaign in a modern look
  - By focussing on recipes: Immediate proof that potatoes belong in the modern kitchen + strongly action-focused
Campaign 2013-2015

• Central theme: The potato. At home in every kitchen
• Focus on specific target groups:
  • Students
  • Expats
  • Singles
• Recipe for each of these target groups
  - BOEM Patat
  - Patatti Incognito
  - Patat d’Amour
Budget generic campaign

- Total budget (2013-2015): € 1,170,000
  - Concept: € 59,280
  - Production TV: € 113,621.36
  - Banners: € 2,055
  - Activation + online action: € 92,082.46
  - Media: € 715,264.18
    - TV: € 621,143
    - Online + print: € 94,121.18
  - Website: € 28,610
  - Recipes: € 27,602
  - Recipe booklet: € 15,000
  - Fee: € 63,165
  - Measurement: € 20,000
  - General: € 6,000
Campaign 2013-2015

- 3 TV-spots
Campaign 2013-2015

• 3 weeks October – November

• Media:
  - TV
  - Facebook
  - YouTube
  - Preroll

• Recipes
Results – Aided awareness

Main target group (18-44)
Results - Appreciation

BoemPatat
- Total
- Incognito

Incognito
- Recognised spot

Total

Recognised spot

Gem.
- 2013
- 2014

7,2    7,5

6,6

7,7    7,9

7,0

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<tbody>
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<td>14</td>
<td>29</td>
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7,4

7,6
Results – Home consumption

Home consumption in Flanders
(in kg per capita)

- Processed potatoes
- Freshly processed potatoes
- Fresh potatoes

2008: 31.6 kg, 5.7 kg processed, 1.2 kg fresh
2009: 30.5 kg, 5.4 kg processed, 1.3 kg fresh
2010: 29.7 kg, 5.6 kg processed, 1.7 kg fresh
2011: 29.2 kg, 5.4 kg processed, 1.8 kg fresh
2012: 29.7 kg, 5.6 kg processed, 1.7 kg fresh
2013: 27.2 kg, 5.5 kg processed, 1.7 kg fresh
2014: 26.3 kg, 5.1 kg processed, 1.8 kg fresh

VLAM.be
Results – Home consumption

In kg per capita

< 30 year  30-39 year  40-49 year  50-64 year  65 year and older

2008 2009 2010 2011 2012 2013 2014
Results – Home consumption

Market share starchy food in Flanders (in % of the volume)

- Pasta
- Rice
- Potatoes (fresh + processed)

<table>
<thead>
<tr>
<th>Year</th>
<th>Pasta</th>
<th>Rice</th>
<th>Potatoes (fresh + processed)</th>
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<tbody>
<tr>
<td>2008</td>
<td>88,3%</td>
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<td></td>
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<tr>
<td>2009</td>
<td>88,1%</td>
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<tr>
<td>2010</td>
<td>87,7%</td>
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<tr>
<td>2011</td>
<td>87,8%</td>
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<tr>
<td>2012</td>
<td>87,8%</td>
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<tr>
<td>2013</td>
<td>87,2%</td>
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<tr>
<td>2014</td>
<td>86,5%</td>
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We won

• BOEM Patat
  - Top spot award
  - Best Youth
• Award: Media budget € 80,000
Problems and learnings

- Fast changing media → Flexibility
- Importance of social media
- Importance of recipes: Inspiration
- Future: Discussion on carbohydrates?
Thank you for your attention