



Vlaanderen
is smaakvol

The potato, at home in every kitchen

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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 Incognitto
 - Patat d'Amour

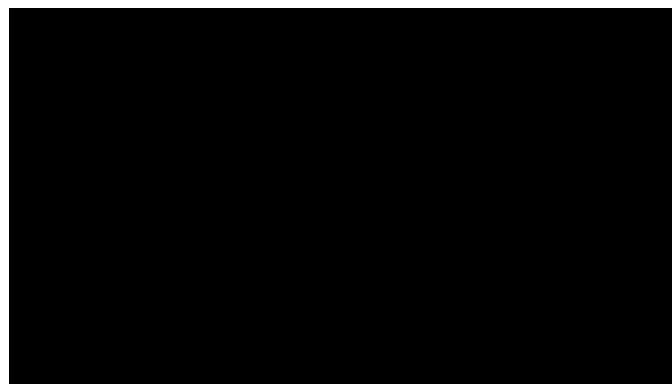
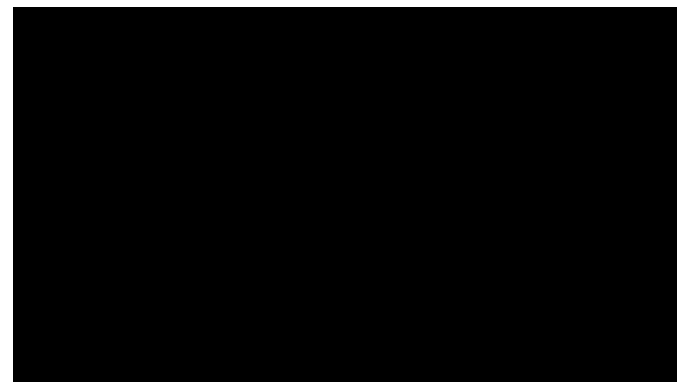
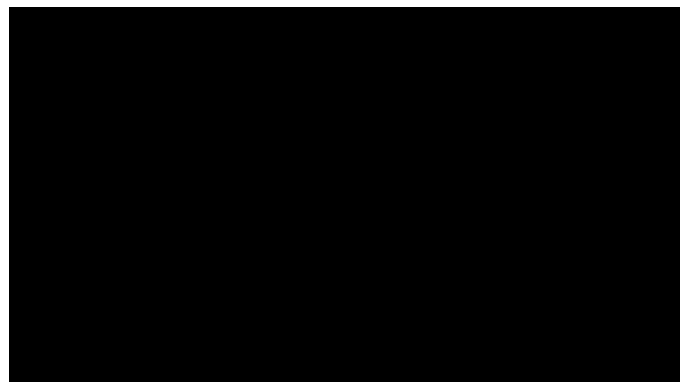


Budget generic campaign

- 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

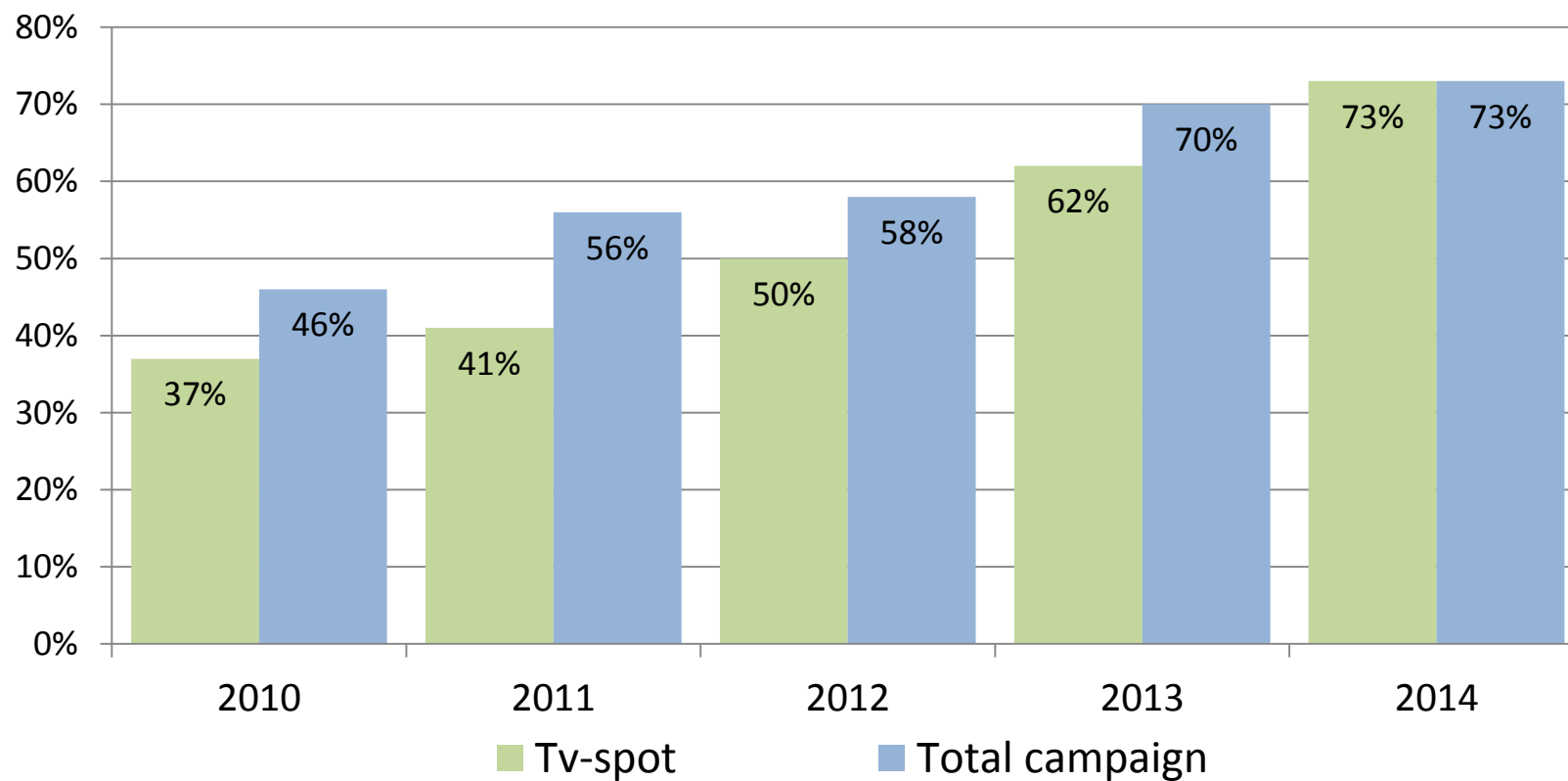


Campaign 2013-2015

- 3 weeks October – November
- Media:
 - TV
 - Facebook
 - YouTube
 - Preroll
- Recipes

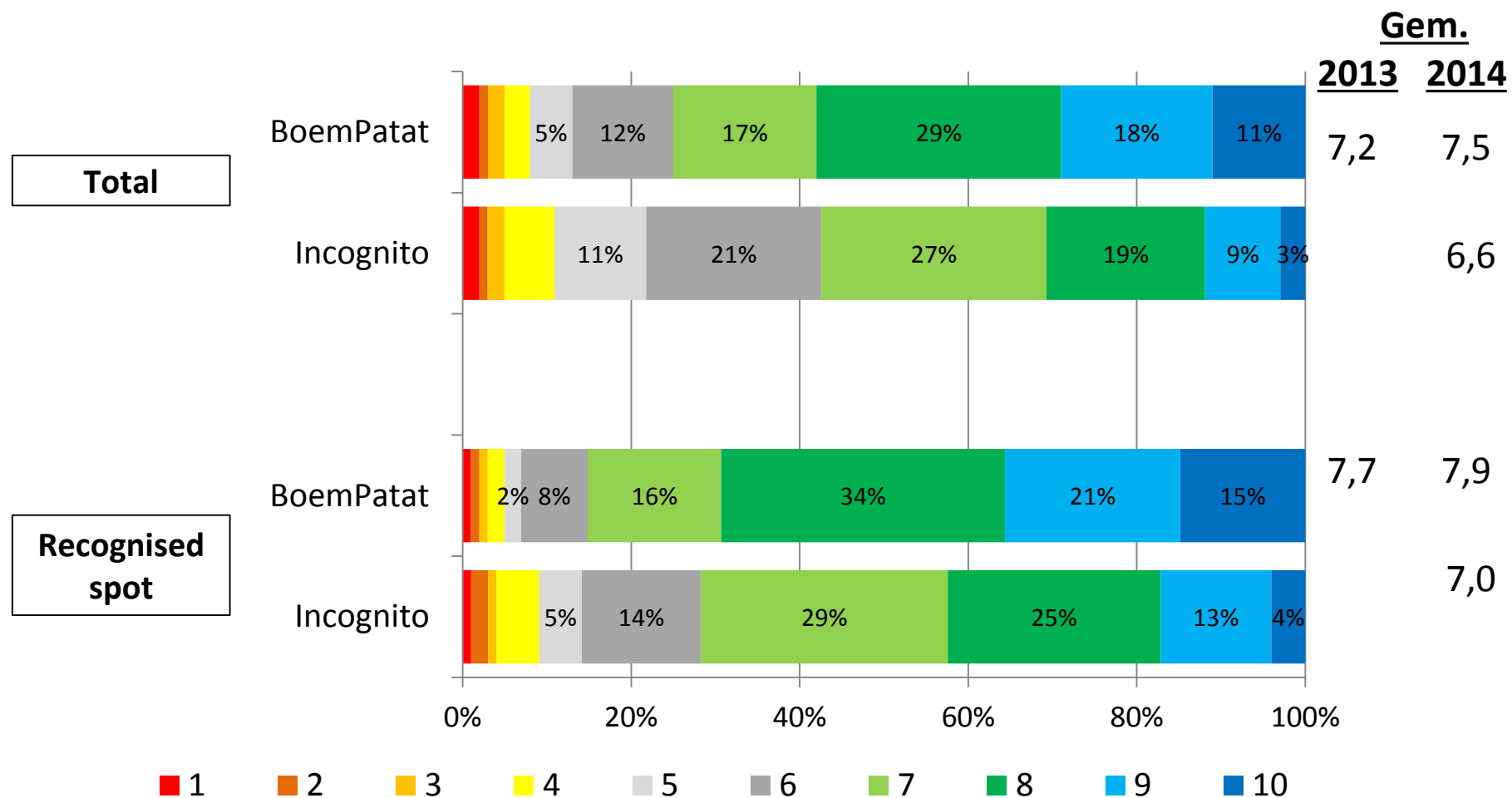


Results – Aided awareness



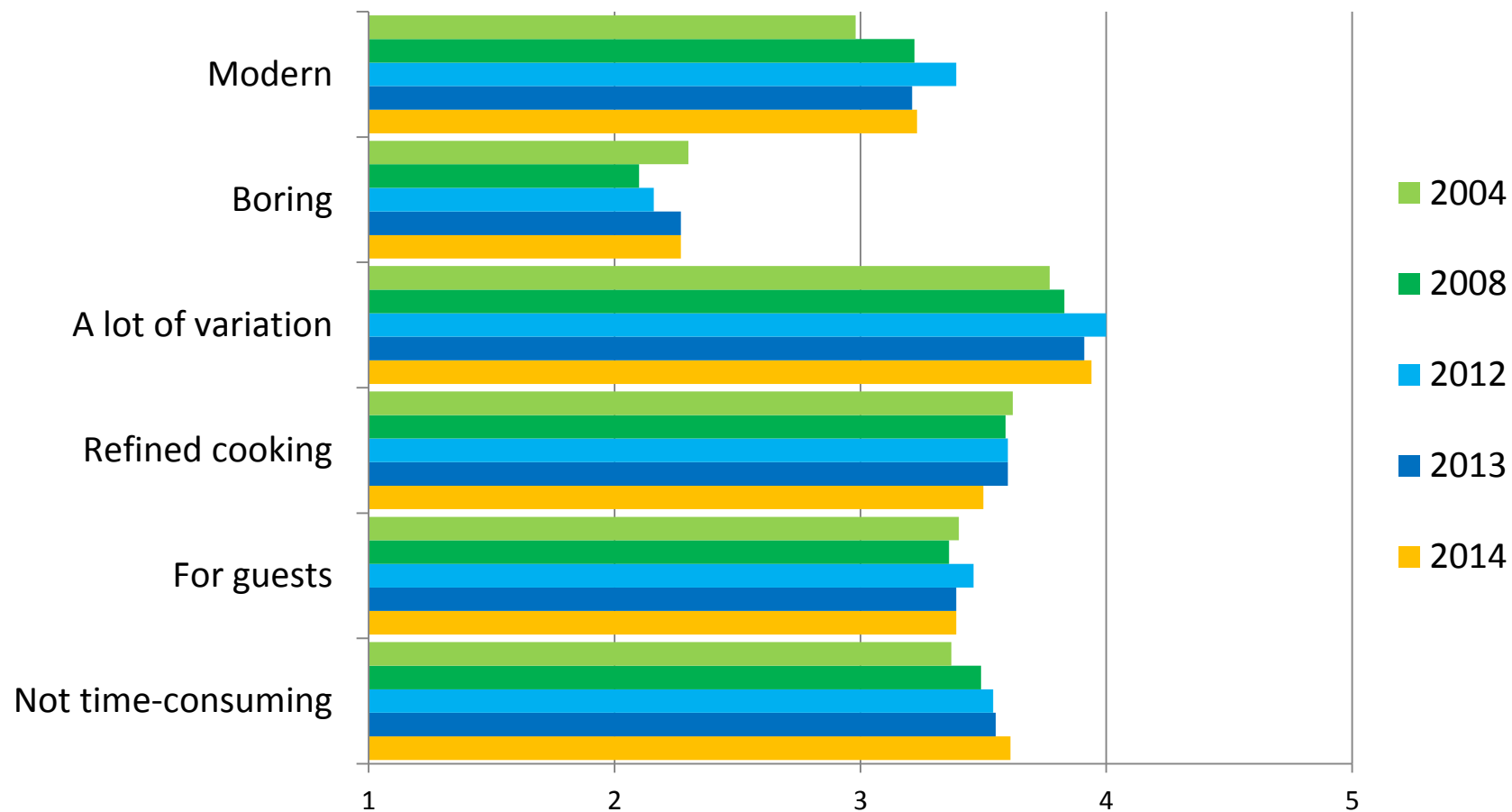
Main target group (18-44)

Results - Appreciation



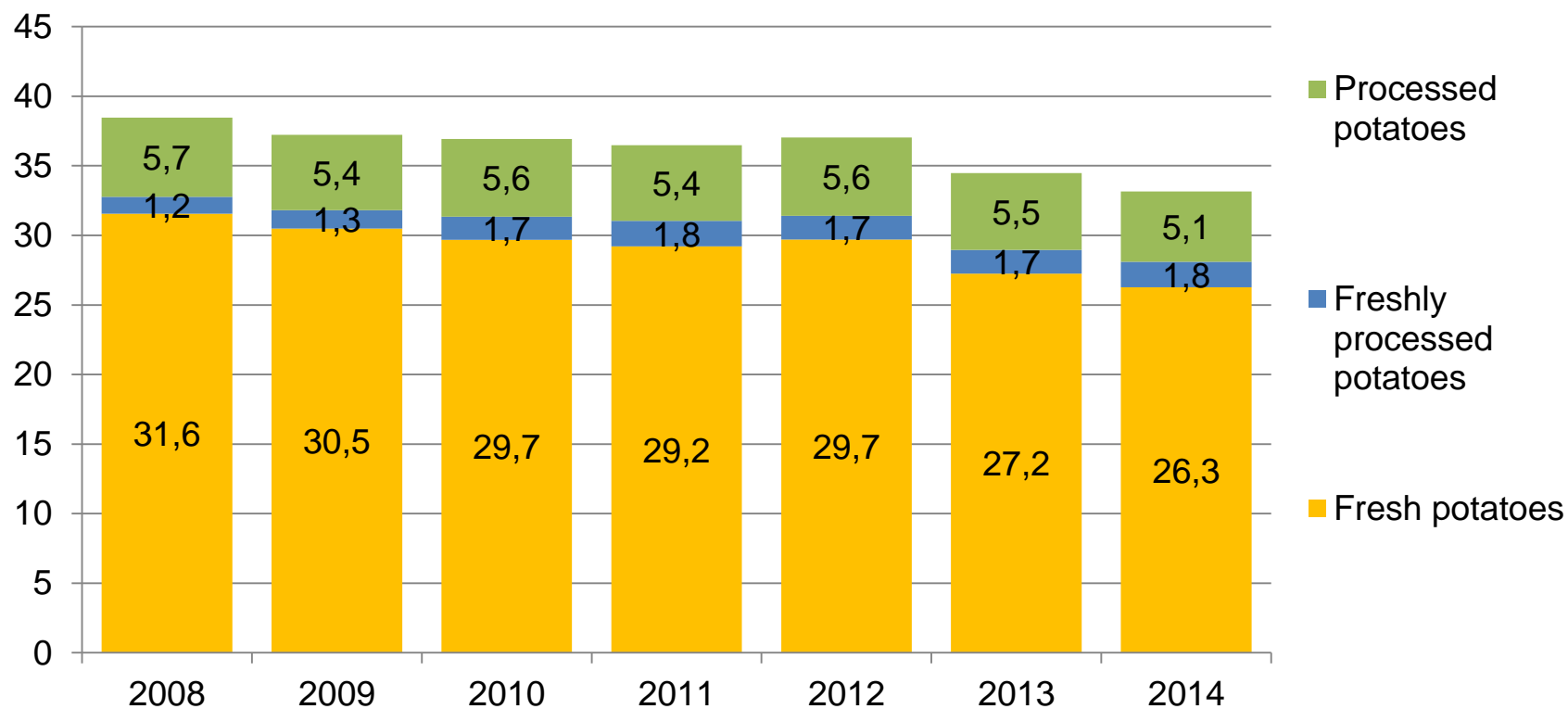


Results - Image



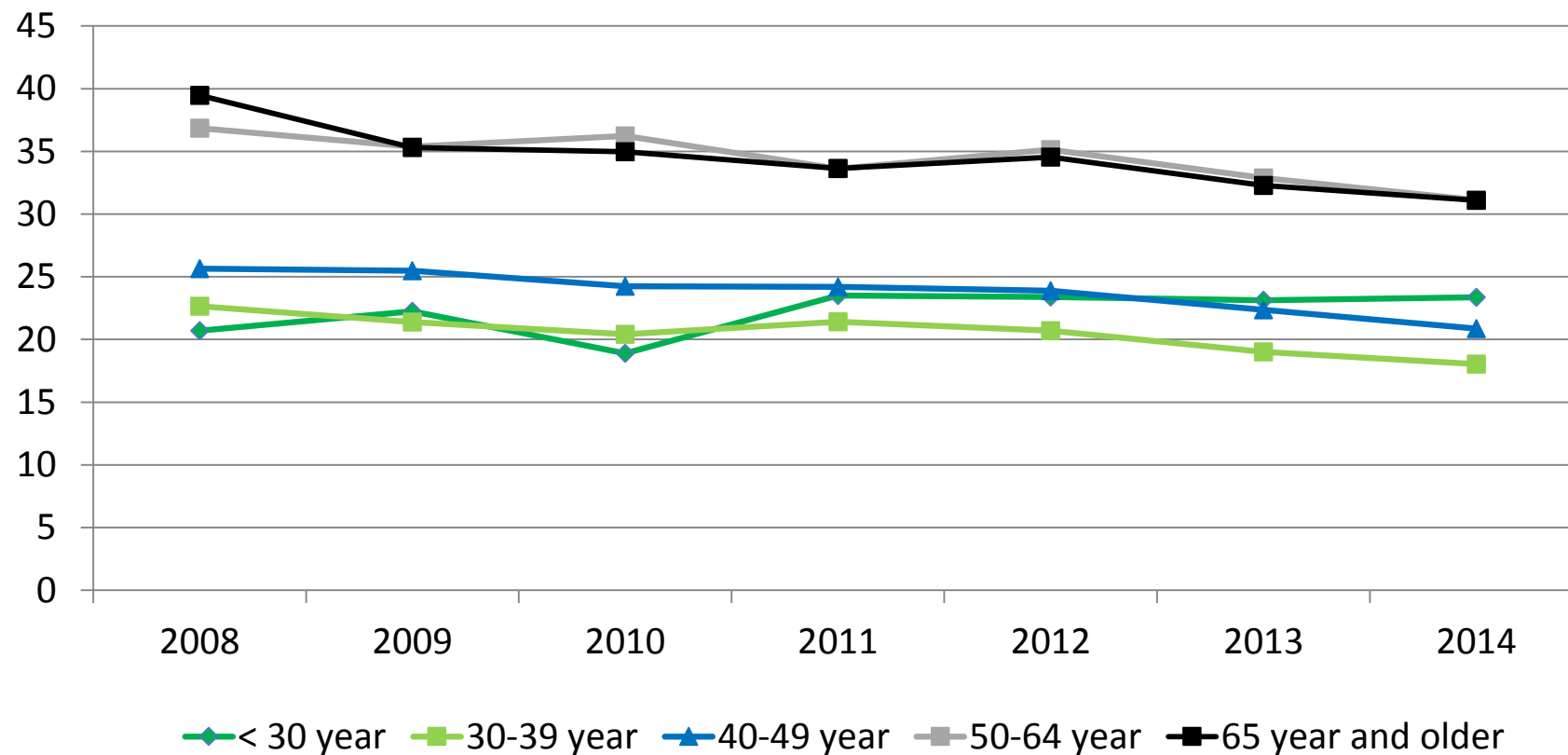
Results – Home consumption

Home consumption in Flanders
(in kg per capita)



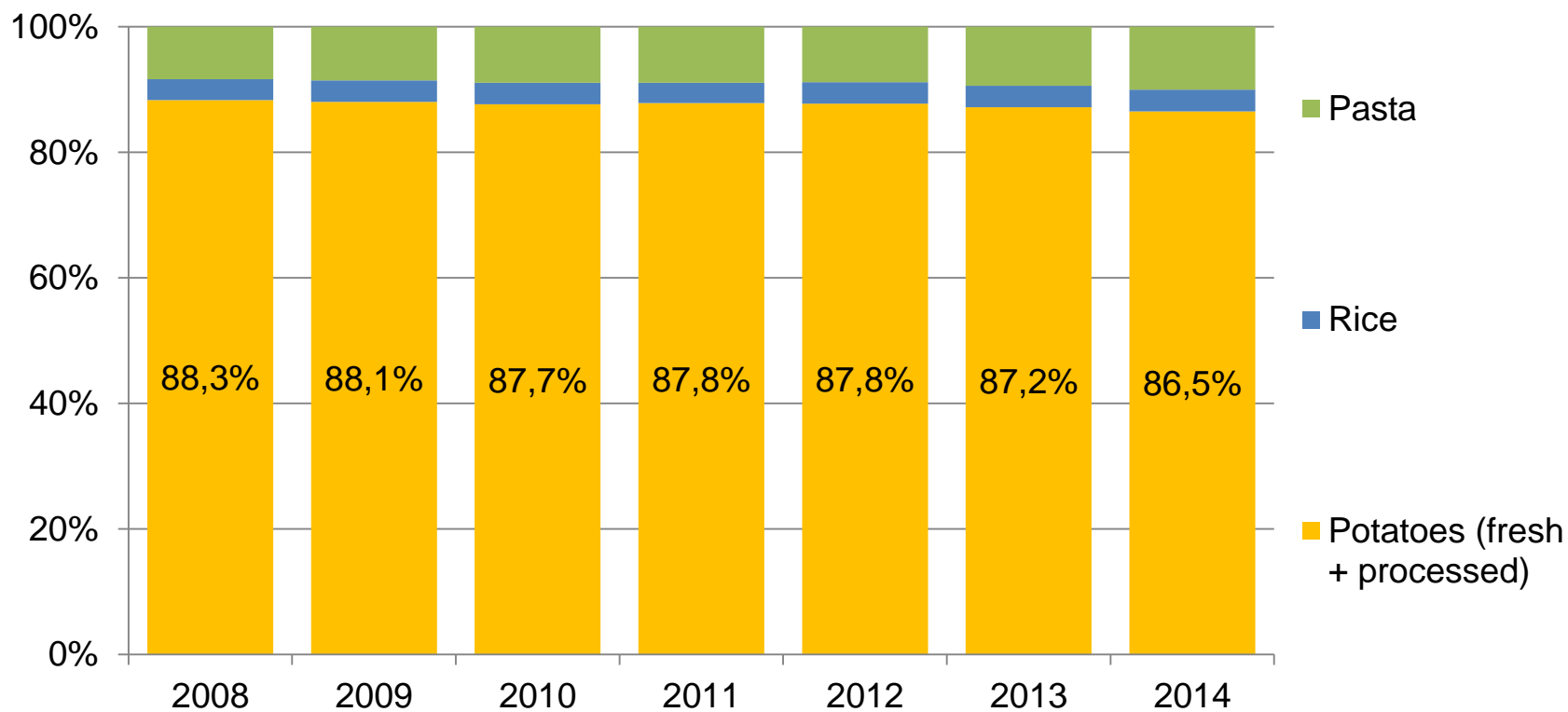
Results – Home consumption

In kg per capita



Results – Home consumption

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



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 you attention