

# Consumer Marketing : Responding to change

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# Today's presentation

- What are we trying to achieve with our consumer marketing programme?
- Understanding our different audiences
- Influencing consumer behaviour changes through advertising and PR

# Strategic objective

- Aim is to increase frequency of use
  - Convert more chicken meals into beef & lamb
  - Overcome the price barrier for beef & lamb
  - Educate and inspire people to cook every day meals with beef and lamb

# What drives meal choices?

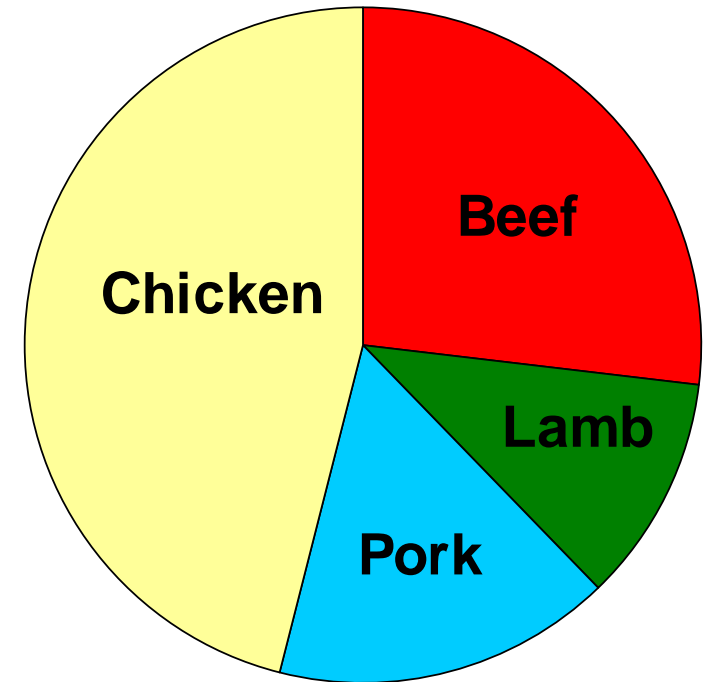


- Confidence 81%
- Favourite 76%
- Quick and easy 70%
- Balanced diet 67%
- Food budget 64%
- Habit 54%

# Why target chicken meal occasions?



- 88% consumers eat chicken at least once a week (beef 50%, lamb 15%)
- Seen as versatile and easy to cook
  - 61% believe it is good any day of the week
  - *“Its alright with chicken, its either done or its not.”*
  - Yet only 33% say it's full of flavour (beef 51%, lamb 44%)



# Why aren't people eating red meat more often?



## Beef

- Price
- Don't know how to cook it
- Perceived as unhealthy



## Lamb

- Price
- Don't know how to cook it
- Fatty
- Inconsistent product



# Overcoming the price barrier for beef & lamb

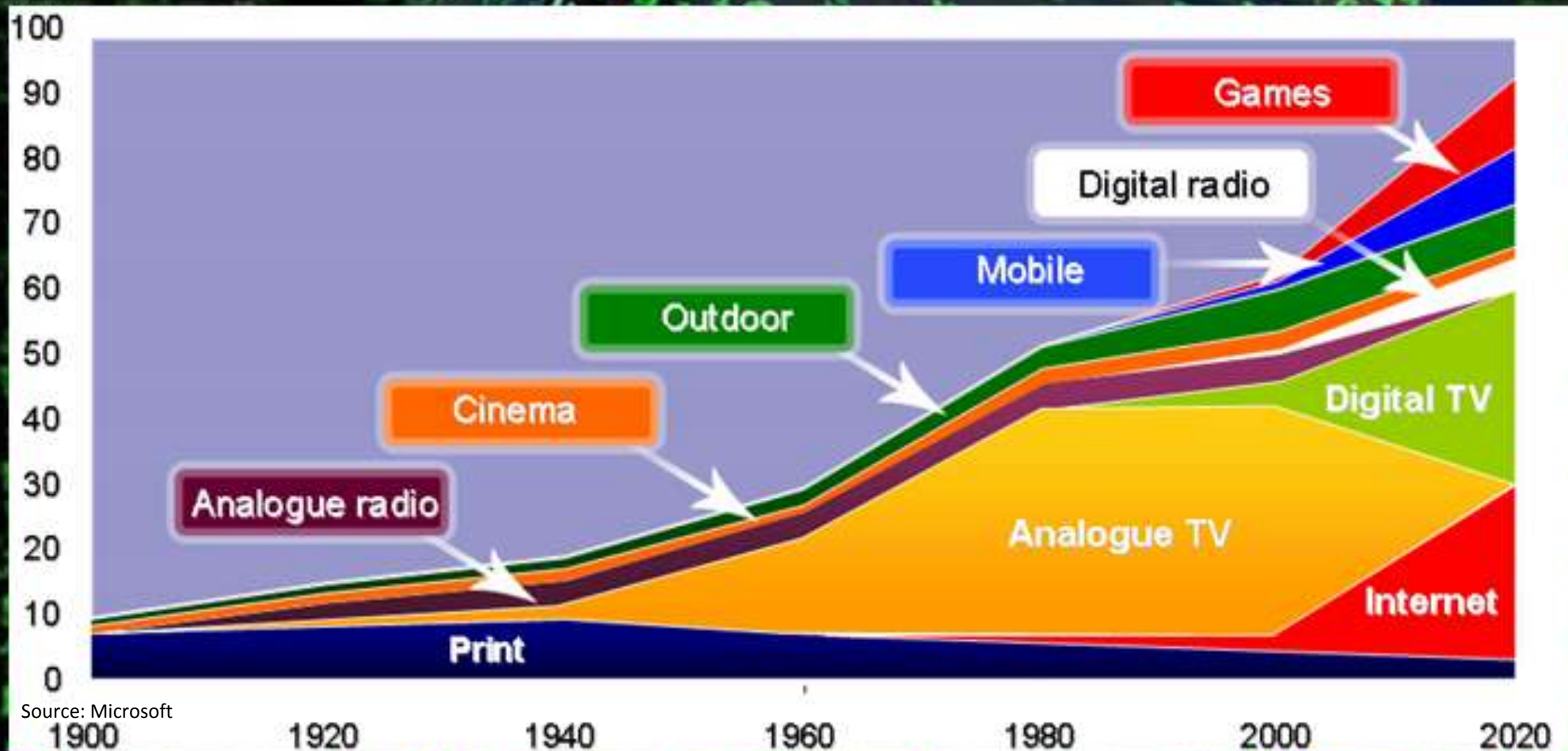


- Show consumers there are value solutions for midweek meals
- Focus on mince and alternative cuts
- Recipe development, cut promotion, web, advertising and PR

# How to educate and inspire people in our busy media landscape



Global media consumption: average hours per week



Source: Microsoft



# Talking to consumers in the digital age



**60% of audience on line  
for at least 2 hours a day**

**61% watch TV  
online**

**58% using  
phone apps in a  
typical week**



**79% use social  
networking sites**

**23% using phone apps  
more than 2hrs/week**

**40% spend more than 3 hours  
a week on these sites**

# Growing online usage for cooking



- 48% now go online for cooking recipes
- 27% learn to cook via internet
- 26% follow recipes on a digital device

# Understanding our different audiences



# Three distinct audiences



## Keen Cooks

Typically women aged 40–65 yrs  
Regularly purchase & cook red meat  
Regard quality standard marks highly  
Comfortable & competent in their cooking repertoire  
Cook with a variety of different cuts  
Look for new recipes & ideas

## Mass Cooks

25 – 40 yrs old  
Mums that cook for necessity  
Enjoy cooking to a certain extent but are not particularly adventurous  
Stick to a trusted repertoire  
Understand that cooking from scratch is better for you but don't always feel they have the time

## Inexperienced Cooks

18-25's  
Leaving home or fending for themselves for the first time  
Not actively engaged in cooking  
Rely on easy options, snacks & ready meals  
Lack experience & knowledge about cooking nutritious meals from scratch



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# Tailored communications strategy



Active recipe seekers  
buying cook books, food  
magazines, watch food  
TV, try out recipes in  
newspapers, searching  
the web and recipe sites

Will seek out food content  
in easily accessible and  
entertainment led formats  
– largely TV

Do not actively seek out  
recipe content except for  
special occasions. We  
need to find high  
impactful smart ways to  
impart our message.

Pull Media

Push Media



# Influencing consumer behaviour changes through advertising and PR



# The 'Simple Pleasures' of cooking with beef and lamb



# 2013-14 Media plan



Target 'recipe inspiration' media by target group



← TV →

Expert Websites  
SEO

**All digital activity**  
Mass Websites  
SEO

Social/Mobile  
Content

Food magazines

# C4 partnership : TV





# Online with C4



VOD



Good Food takeover



Scrapbook

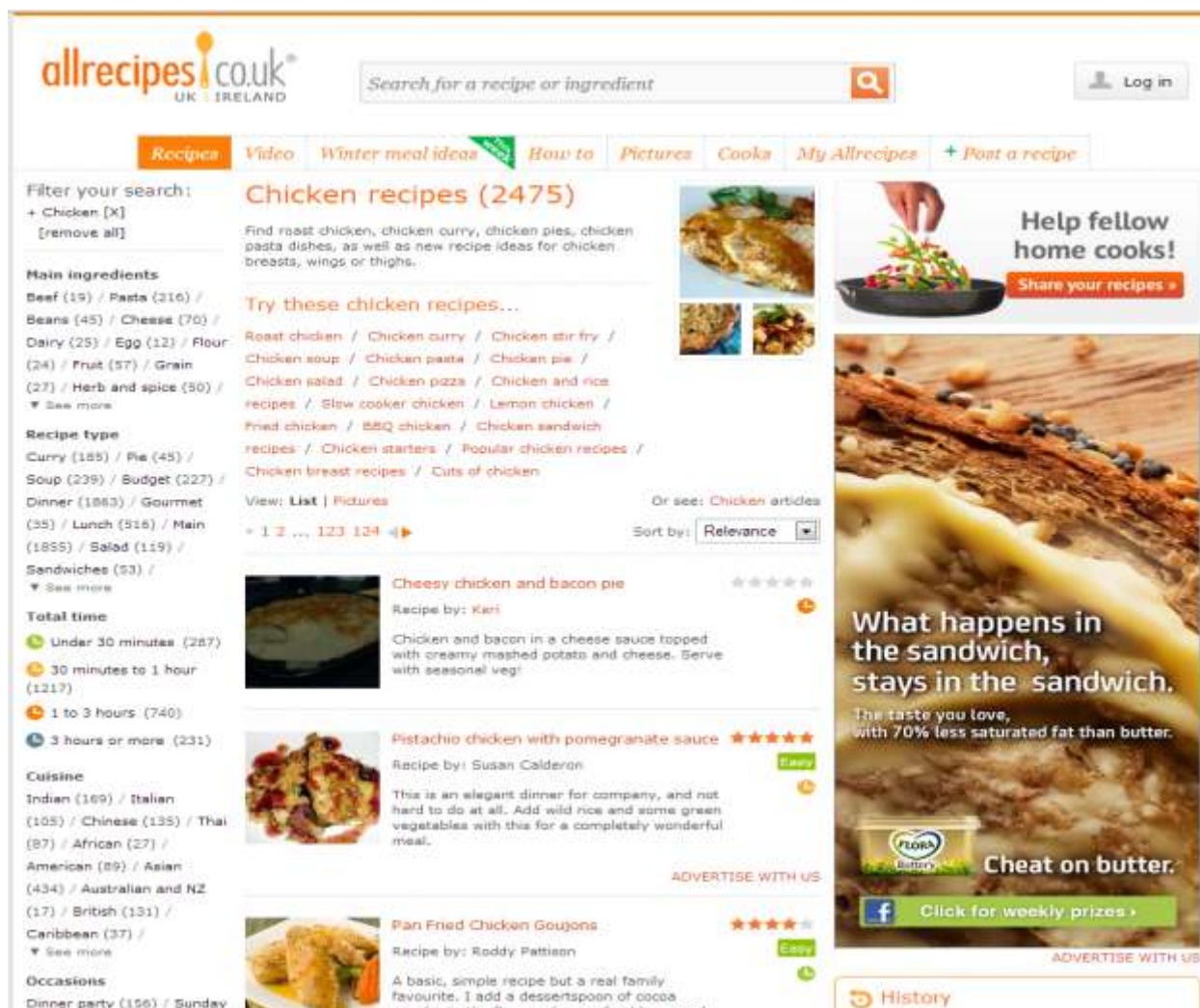


# Integrated press plan



# 3 part digital plan :

## 1. Sponsorship

The screenshot shows the allrecipes.co.uk website interface. At the top, there's a search bar with the text "Search for a recipe or ingredient" and a magnifying glass icon. To the right of the search bar is a "Log in" button. Below the search bar is a navigation menu with tabs: "Recipes", "Video", "Winter meal ideas", "How to", "Pictures", "Cook", "My Allrecipes", and "+ Post a recipe".

On the left side, there's a "Filter your search:" section. It shows "+ Chicken [X]" and "[remove all]". Below this, there's a "Main ingredients" section with a list of ingredients and their counts: Beef (19), Pasta (216), Beans (45), Cheese (76), Dairy (25), Egg (12), Flour (24), Fruit (57), Grain (27), Herb and spice (50), and a "See more" link. Below this is a "Recipe type" section with a list of recipe types and their counts: Curry (185), Pie (45), Soup (239), Budget (227), Dinner (1863), Gourmet (35), Lunch (516), Main (1835), Salad (119), Sandwiches (53), and a "See more" link. Below this is a "Total time" section with a list of time ranges and their counts: Under 30 minutes (287), 30 minutes to 1 hour (1217), 1 to 3 hours (740), and 3 hours or more (231). Below this is a "Cuisine" section with a list of cuisines and their counts: Indian (169), Italian (105), Chinese (135), Thai (87), African (27), American (89), Asian (434), Australian and NZ (17), British (131), Caribbean (37), and a "See more" link. Below this is an "Occasions" section with a list of occasions and their counts: Dinner party (156) and Sunday.

The main content area is titled "Chicken recipes (2475)". It includes a description: "Find roast chicken, chicken curry, chicken pies, chicken pasta dishes, as well as new recipe ideas for chicken breasts, wings or thighs." Below this is a "Try these chicken recipes..." section with a list of recipe links: Roast chicken, Chicken curry, Chicken stir fry, Chicken soup, Chicken pasta, Chicken pie, Chicken salad, Chicken pizza, Chicken and rice recipes, Slow cooker chicken, Lemon chicken, Fried chicken, BBQ chicken, Chicken sandwich recipes, Chicken starters, Popular chicken recipes, Chicken breast recipes, and Cuts of chicken. Below this is a "View: List | Pictures" section and a "Sort by: Relevance" dropdown menu. Below this is a "Cheesy chicken and bacon pie" recipe card by Karl, with a description: "Chicken and bacon in a cheese sauce topped with creamy mashed potato and cheese. Serve with seasonal vegi." Below this is a "Pistachio chicken with pomegranate sauce" recipe card by Susan Calderon, with a description: "This is an elegant dinner for company, and not hard to do at all. Add wild rice and some green vegetables with this for a completely wonderful meal." Below this is a "Pan Fried Chicken Goujons" recipe card by Roddy Pattison, with a description: "A basic, simple recipe but a real family favourite. I add a dessertspoon of cocoa powder to the flour and some freshly ground..."

On the right side, there's a "Help fellow home cooks!" section with a "Share your recipes" button. Below this is a large advertisement for Flora Butter. The ad features a close-up image of a sandwich and text: "What happens in the sandwich, stays in the sandwich." Below this is the text: "The taste you love, with 70% less saturated fat than butter." Below this is a "Flora Butter" logo and a "Cheat on butter." button. Below this is a "Click for weekly prizes" button. Below this is a "History" button.





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## 2. Expandable ad units



The screenshot displays the LOVEPORK.CO.UK website with a warm, rustic aesthetic. At the top left, the AHDB logo and the text "Agriculture & Horticulture DEVELOPMENT BOARD" are visible. The main header includes the "LOVEPORK.CO.UK" URL, a "VISIT SITE" button, and the tagline "The Online Community for Lovers of Quality Pork" accompanied by a pig illustration. A central video player shows pork being grilled, with a progress bar at the bottom. To the right, a sidebar promotes "SEE KATE'S TOP TIPS FOR A BRILLIANT BARBECUE" with a right arrow, followed by a "PORK PRODUCTS" section. Below this, a "TODAY'S FAVOURITE RECIPE" section highlights "BACON COCKTAIL WITH ZINGY MUSTARD DRESSING" and includes a "MORE" button. Three small video thumbnails are positioned at the bottom left.

ASSURED  
FOOD STANDARDS

LOVEPORK.CO.UK

LOVE Summer LOVE Pork

The Online Community  
for Lovers of Quality Pork

VISIT SITE

SEE KATE'S  
TOP TIPS FOR  
A BRILLIANT  
BARBECUE

PORK  
PRODUCTS

TODAY'S FAVOURITE RECIPE

BACON COCKTAIL  
WITH ZINGY  
MUSTARD  
DRESSING

MORE

# 3. Display advertising



Advertisement feature

## Simple pleasures

in association with

Quick, simple and versatile



### A cut above

Lamb and beef are too good to save for the weekends. Versatile and easy to handle they also make quick, simple and spectacularly tasty midweek meals



#### External links

[Lamb cuts guide](#)

[Beef cuts guide](#)

[Steak masterclass](#)

[The butcher's block](#)

[Discover lamb](#)

#### Videos



How to serve a steak - video

#### Recipes



### Autumnal beef and chestnut casserole

Warming and hearty, this dish is brought to life by the sweetness of the chestnuts

#### Credits

Commissioning editor: Sarah Akhurst

Supervising editor for GNM: Pas Paschali

(pas.paschali@guardian.co.uk)

Produced for Guardian Brand Partnerships by Seven Plus to a brief agreed with Quality Standard beef and lamb

**Paid for by** Quality Standard beef and lamb.

All editorial controlled by the Guardian, except those articles labelled advertisement feature

**Contact:** Antony Powell

(antony.powell@guardian.co.uk)

....and that's just the  
media plan...



# PR campaigns



*S t i r - f r y c r*



# Media influence & seasonal booklets





# Health & nutrition



[View recipe](#)

## TORTILLA LASAGNE

Serves: 4 Time: 60 minutes

A twist on the classic lasagne with beef mince that uses tortillas or wraps instead of lasagne sheets



CREATE AND MANAGE YOUR OWN RECIPE LISTS. SIGN UP NOW!



### BEEF RECIPES



### RECIPE VIDEOS



### LATEST BLOG POSTS

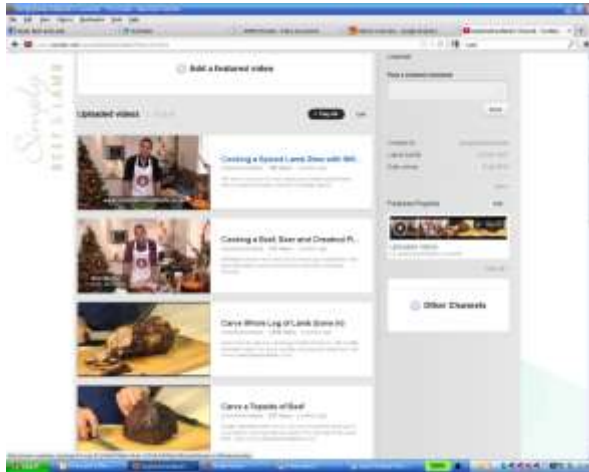


## Curry Crazy

Nearly half of us eat curry at least once a week



# Social media





# Summary



- Increase frequency of cooking with beef and lamb by;
- Understanding our different audiences and their behaviours
  - Recognising the barriers to increased frequency
  - Develop a marketing plan that provides education and inspiration to consumers to cook with beef and lamb more regularly

# Thank You