

A man wearing a grey baseball cap and a blue and black plaid shirt is shown in profile, looking down at a sweet potato plant. He is holding a stem of the plant with both hands. The background is a soft-focus field of sweet potato plants under a warm, golden sunset sky. The overall mood is peaceful and focused on agriculture.

**Hort  
Innovation**

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# Sweetpotato FY22 Campaign Update

Kylie Hudson & Emma Day

11/10/2022

# Agenda



01 Where we were and our challenge – how do we measure progress?

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02 The Campaign

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03 Creative Testing Results

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04 An early read on tracking

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05 Shopper Activity Results

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06 Recommendation

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# December 2021 – where we were

<b>Tension</b>	Australian's have a strong need for "good carbs" in their life, but sweetpotato has dropped out of the consideration set due to low salience and an image "glitch"
<b>Facts</b>	<p>56% of households purchased within last 3 months, with 22% saying they used to buy but are not currently buying</p> <p>32% of non-users claim to never think of buying them</p> <p>Those who are purchasing more sweetpotato than 12 months prior are doing so to make healthier choices love the taste and versatility they bring to their dishes</p> <p>Sweetpotato is not capturing the hearts and minds of shoppers in store – space has diminished, display looks unappealing and shoppers have dropped out and defaulted to staple carb choices, ie white potato</p> <p>White potato has diversified their offer and now provide "relatively better" options, dominating the store and enticing shoppers with seemingly constant new news</p> <p>88% of consumers believe Australian sweetpotato are good quality</p> <p>So while quality isn't the issue, image might be. Consumers have strong associations with pub food (sweetpotato fries) and unhealthy at home sides &amp; snacking (oven baked fries and salty snacks)</p>
<b>Opportunity</b>	Reclaim the "good carb" high ground over other carbs and cement associations with contemporary food culture to increase demand








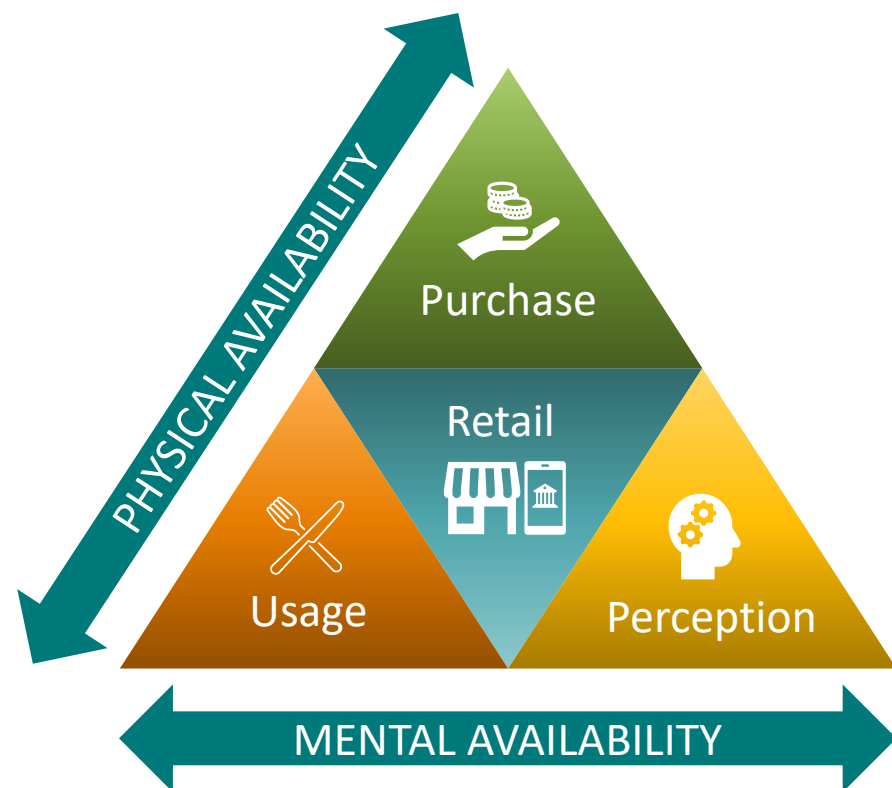
## Our Challenge....

How can we rework the Marketing Program to drive demand, redress the decline in Sweetpotato penetration and return greater value for Growers?

# The big shifts needed to drive demand

From		To		Strategic Priorities	
I think that all Carb's are equal (bad)	→	Not all carbs are created equal – Sweetpotatoes are “good carbs”		Reclaim the “high ground” in carbs	
I just don't think about Sweetpotatoes	→	Sweetpotatoes come to mind easily (are salient), and I'm actively seeking them out in-store		Build salience to drive consideration amongst more buyers, more often	
White potato is what I notice in store – there's so much choice now	→	Sweetpotato seems to be getting more popular again – there's new options to choose from		Convert Consideration to Purchase by winning in retail	

We are introducing common measurement of Consumer Demand across all of Horticulture.



How do we  
Measure & Understand  
Demand?

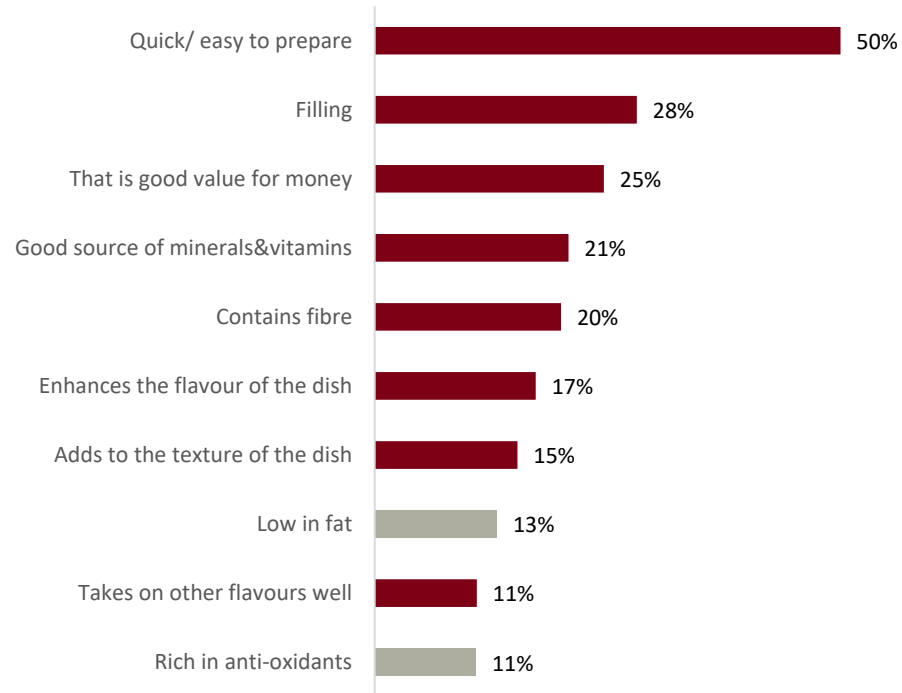
How do we  
Influence Demand?

# Demand Intelligence Matrix - Sources

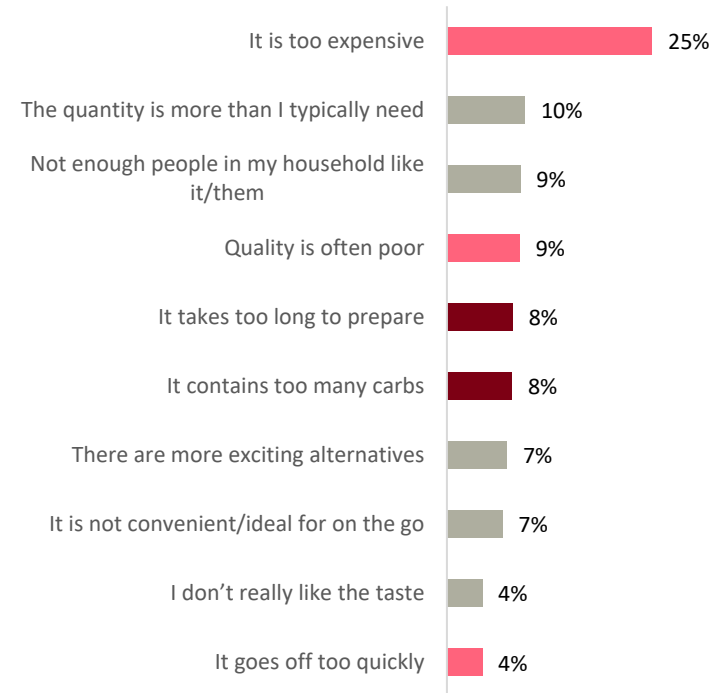
		USAGE	PERCEPTION	PURCHASE
CONSUMER DEMAND	UNDERSTANDING	Usage & Perception – Foundational Study <i>Kantar Demand Spaces Domestic</i>		
	MEASUREMENT	Continuous Consumer Tracking <i>Fiftyfive</i>		Continuous Purchase Tracking <i>Nielsen</i>
MARKETING ACTIONS	DEVELOPMENT		Standardised Creative Testing <i>Cubery</i>	
	MEASUREMENT		Standardised Campaign Measurement <i>Fiftyfive5</i>  Media Measurement <i>Atomic</i>	

Sweet Potatoes are inexpensive, healthy, and filling, however they can be perceived as too high in carbs

### What are they looking for from Sweet Potatoes...



### Why don't they choose Sweet Potatoes...



■ Higher than Average  
■ Lower than Average

Source: Kantar HIA Domestic Growth Study 2022



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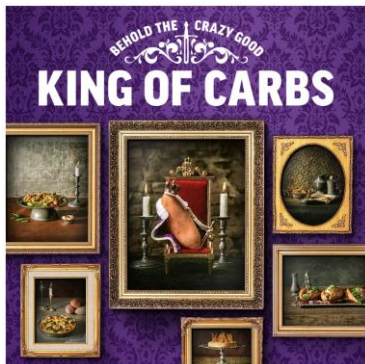
BEHOLD THE CRAZY GOOD

# KING OF CARBS

AUSTRALIAN  
**SWEET  
POTATOES**

THE CRAZY GOOD CARB

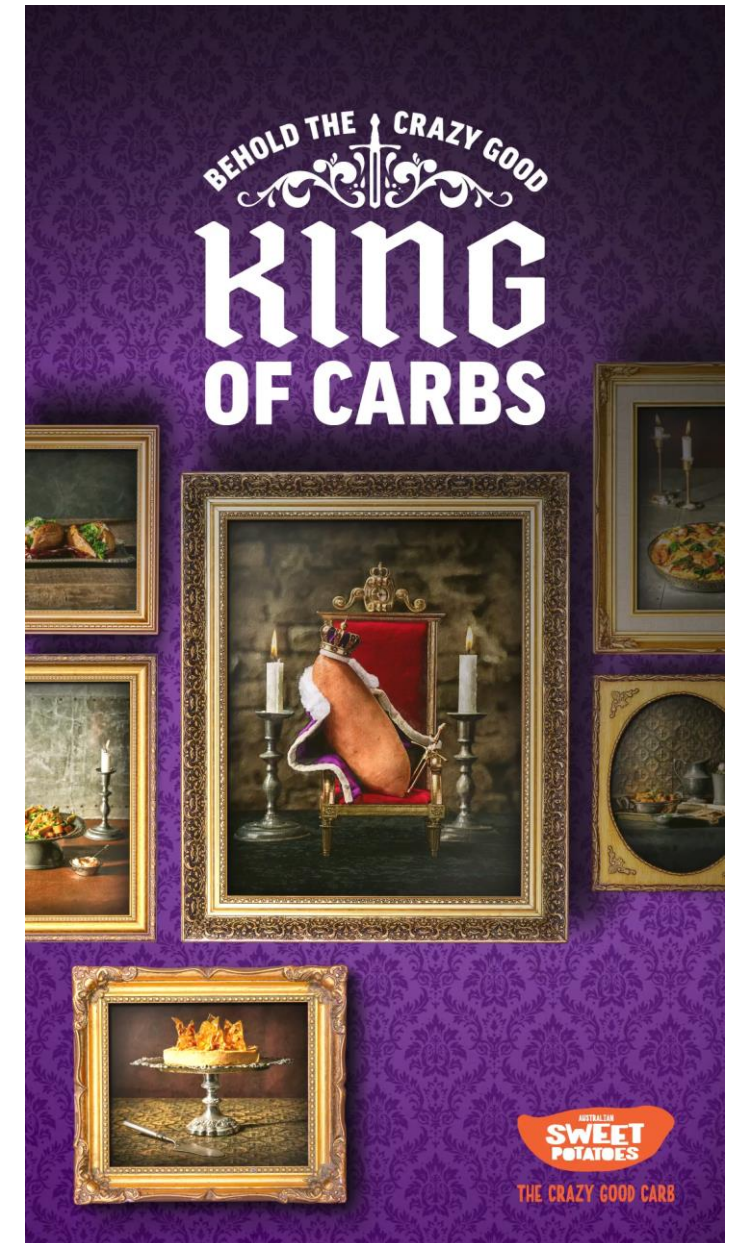




👉👉👉 Behold, the Crazy Good King of Carbs! Conqueror of cuisines. Ruler of recipes. Hero of the home-cooked meal.



Hear ye! Hear ye! Feast your eyes upon the vegetable royalty now gracing your newsfeed: The Crazy Good King of Carbs!





# Proximity Marketing – Out of Home





# Proximity Marketing - Drivetime Radio (Nova & SCA)



## **Verse One:**

Behold the sweetpotato who rules over the land.  
Defeating simple carbs and meals that are quite bland.  
Baked and steamed and delicious when fried.  
Orange or red or purple inside.  
Majestic in soups and stews and pies.  
Rich in vitamins so give it a try.  
Australian sweetpotatoes. The crazy good king of carbs.



## **Verse Two:**

The noble sweetpotato, so deserving of its crown.  
The height of health and taste, grown directly from our ground.  
Stuffed with Vitamin A and C.  
Boosts your brain's functionality.  
Superb in classic recipes.  
Feast on vegetable royalty.  
Australian sweetpotatoes. The crazy good king of carbs.



## **Verse Three:**

The courageous sweetpotato continued on its quest.  
To conquer other carbs and be recognised as the best.  
The star of the show in any cuisine.  
Packed with beta-carotene.  
Go all out or eat it clean.  
The most splendid carb that's ever been.  
Australian sweetpotatoes. The crazy good king of carbs.



## **Verse Five:**

'Tis the sweetpotato that other carbs wish to be.  
The gallant superfood fit for breakfast, lunch and tea.  
Boasting calcium for stronger bones.  
Can be baked into cakes and scones.  
The greatest carb we've ever known.  
Proudly sits upon the throne.  
Australian sweetpotatoes. The crazy good king of carbs.

# 2022/23 Activity timings

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
New Creative Dev																
Proximity Marketing – OOH / Radio																
Retail Media (Cartology + Coles – Ecomms, Magazine, In-Store Radio)																
In-Store Merchandising – IGA / WW																
In Store initiatives – WW Bin Displays / POS, IGA Test Campaign																
Messaging & Campaign Evaluation																
FY23 Proposed Burst #2 (Proximity Media, Shopper Support)																

# Media – Block Plan

Channel	2022					Budget Splits	
	Apr	May	Jun	Jul	Aug	Budget	Share of Spend
OOH						\$227,980	35%
Radio						\$162,231	25%
Shopper						\$227,333	35%
Social						\$30,000	5%
TOTAL						\$647,544	100%



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# Creative Testing Results - Radio

## Radio rated above norms

'Fanfare' was a strong performer, proving a highly unique, enjoyable and informative execution — successfully showcasing the benefits of sweet potatoes.



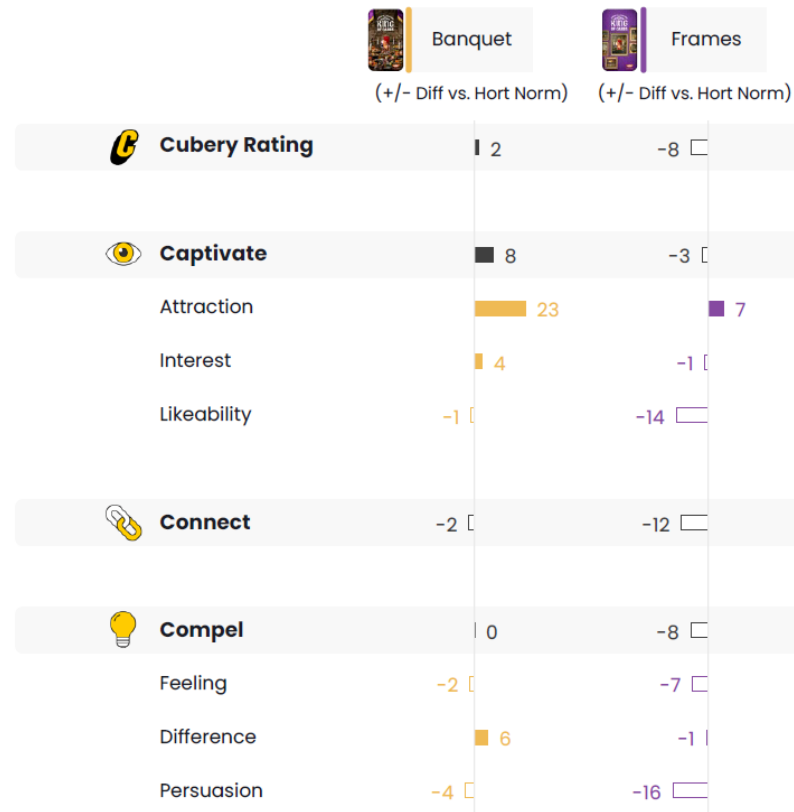
## Messaging was on point

Meaning that overall people spontaneously recalled the health benefits of sweet potatoes, as well as the great taste and the fun ways they can be eaten.

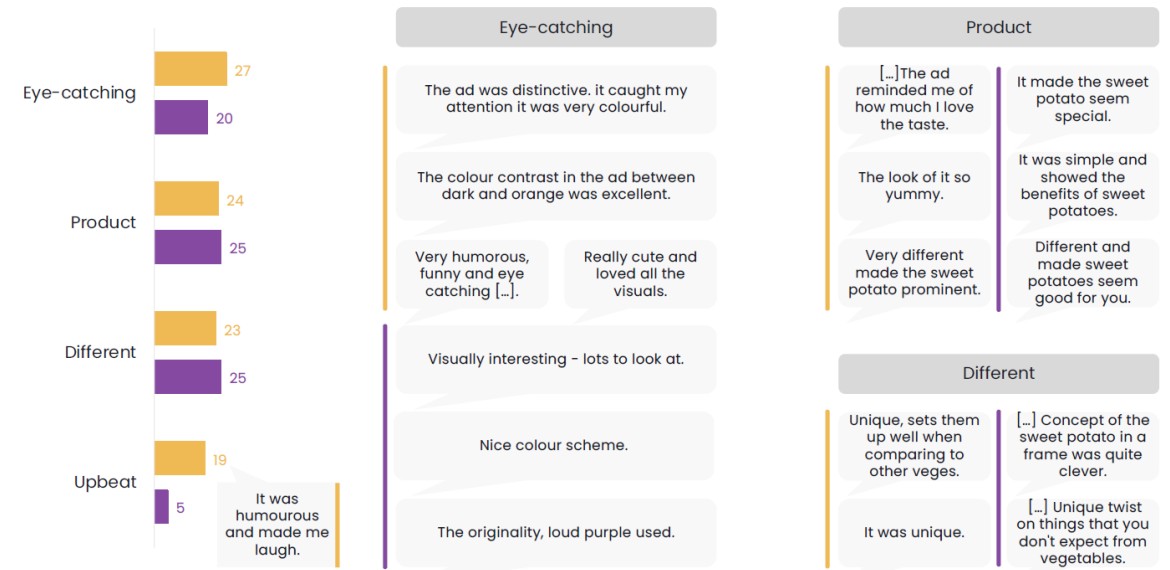


# Creative Testing Results – Digital OOH

Banquet was the stronger of the two executions, particularly on captivate



Both executions highlighted the Sweetpotato and were an unusual take on vegetable advertising





# Creative Results Summary

## Radio

While there was some element of polarization, for most “Fanfare” radio proved a strong creative.

Some irritation from over-the-top song, but acceptable level to deliver strong cut-through.

Tune showcases Sweetpotatoes as healthy, versatile and unique option.

## Digital OOH

Banquet was the best performer, better conveying the intended positioning around health and versatility.

Successfully drew attention to the Sweetpotato and brought to life its role as the King of Carbs.

## Overall

King of Carbs was a strong and distinctive campaign concept .

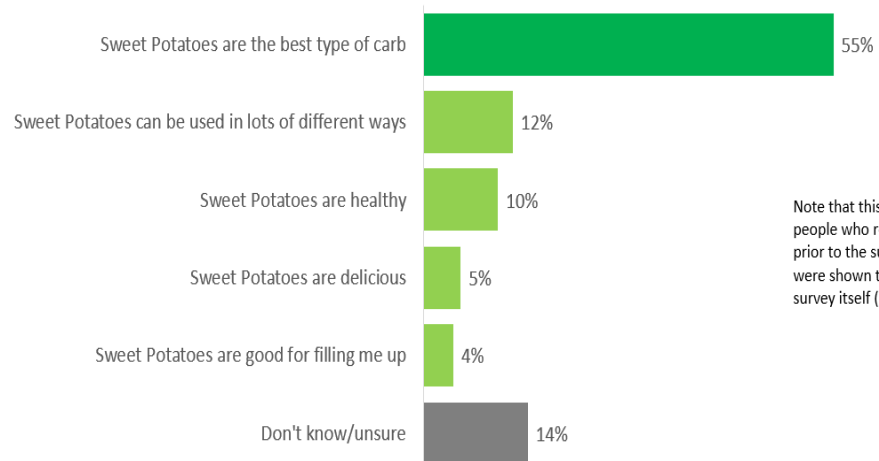
Of the two media channels, the radio worked a little harder, delivering more specific claims against Sweetpotatoes.

Consider how to use Banquet to call-out specific claims / meal ideas.

# Message was on point with positive consumer response

## OVER HALF COMPREHENDED THE CORE MESSAGE TO BE ABOUT SWEET POTATOES BEING THE BEST TYPE OF CARB

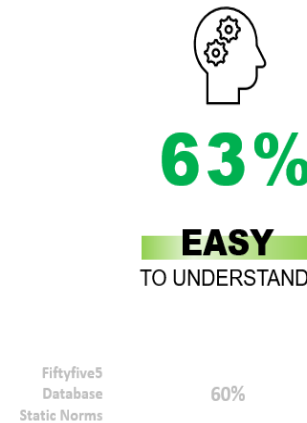
PROMPTED MESSAGE TAKEOUT – ONE MAIN MESSAGE



Note that this question was asked of both people who recalled seeing the campaign prior to the survey (9%) and those who were shown the campaign (stills) in the survey itself (91%)

## 'KING OF CARBS' GARNERED A POSITIVE RESPONSE WITH 6 IN 10 ENJOYING THE CAMPAIGN. OVER HALF ALSO SAW IT AS BELIEVABLE, ABOVE THE NORM FOR STATIC ADS

KEY CAMPAIGN DIAGNOSTICS (T2B) – TOTAL SAMPLE





# The big shifts needed to drive demand

From		To		Strategic Priorities
I think that all Carb's are equal (bad)	→	Not all carbs are created equal – Sweetpotatoes are “good carbs”		Reclaim the “high ground” in carbs



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# In Market Communications Evaluation

THE AIM OF THIS COMMS EVALUATION IS TO EVALUATE THE SHORT-TERM IMPACT OF THE 'KING OF CARBS' CAMPAIGN

COMMS EVALUATION MODULE FOCUSSES ON CAMPAIGN HEALTH TO DETERMINE SALIENCE, CUT-THROUGH AND MESSAGE COMPREHENSION

## CAMPAIGN SALIENCY

- How many people saw the campaign?
- Who saw it?
- Where did they see it?
- What message did they recall from it?

## CAMPAIGN PERFORMANCE

- Was the campaign easy to understand?, informative, relevant?
- Did consumers enjoy the campaign?
- Did it make them feel better about Australian Sweet Potatoes?

## IMPACT ON EMOTIONS AND BEHAVIOUR

- What emotions did the campaign evoke?
- Do these drive cut-through and positive sentiment towards Australian Sweet Potatoes?
- Is it likely to drive future purchase intent of Australian Sweet Potatoes?



All are main or joint grocery buyers for the household



Have purchased or open to purchasing fresh fruit or vegetables in the next 7 days



Nationally representative on entry by age, gender and location

## CAMPAIGN EVALUATION

- THOSE AWARE OF CAMPAIGN N=40
- THOSE EVALUATING CAMPAIGN DIAGNOSTICS (TVC + STATIC) N=40

5 minute online survey module conducted in July / August 2022 (8<sup>th</sup> July – 20<sup>th</sup> August)

CAMPAIGN RECALL

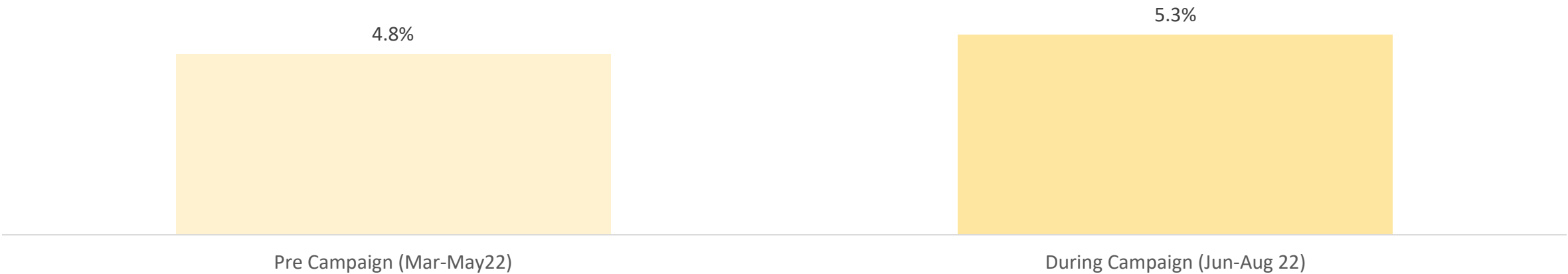
CREATIVE DIAGNOSTICS

CAMPAIGN IMPACT

TO PROVIDE AN OVERVIEW OF CAMPAIGN PERFORMANCE

# SWEETPOTATO HAS IMPROVED ITS STANDING IN CONSUMERS' EVOKE SET, UNPROMPTED PLANNING HAS IMPROVED DIRECTIONALLY FROM PRE TO DURING CAMPAIGN

SPONTANEOUS AWARENESS BY MONTH (CORE MODULE)





Just UNDER ONE IN TEN grocery shoppers have seen or heard the ‘**KING OF CARBS**’ campaign; the campaign is in its early stages and there is room to grow

#### CAMPAIGN AWARENESS

*Campaign includes TVC, Static and Radio*

9%

Recalled seeing or hearing the campaign with prompting

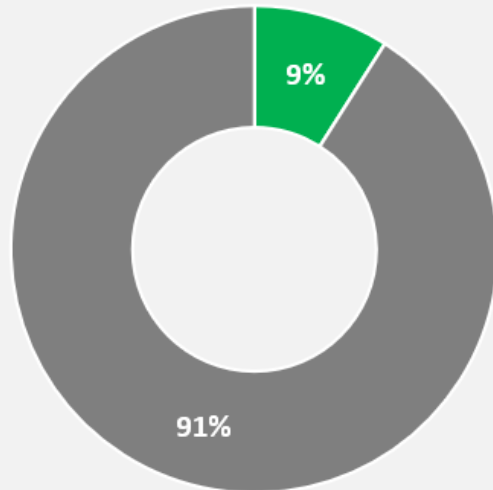
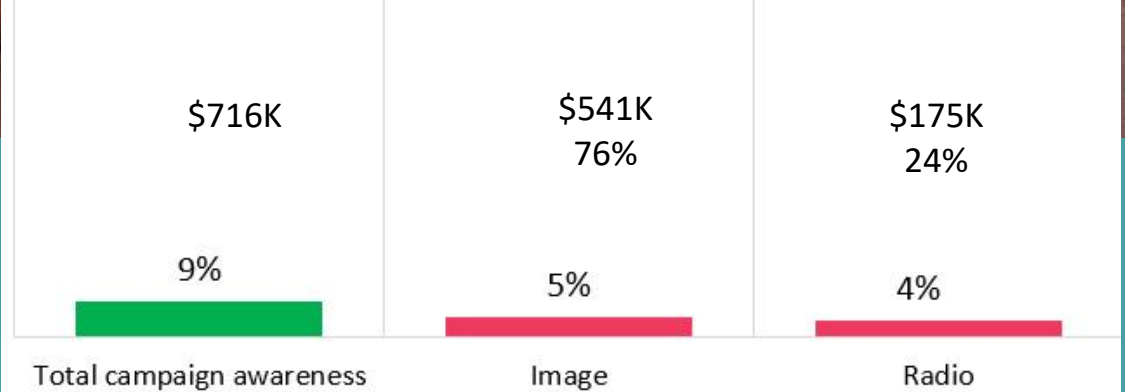
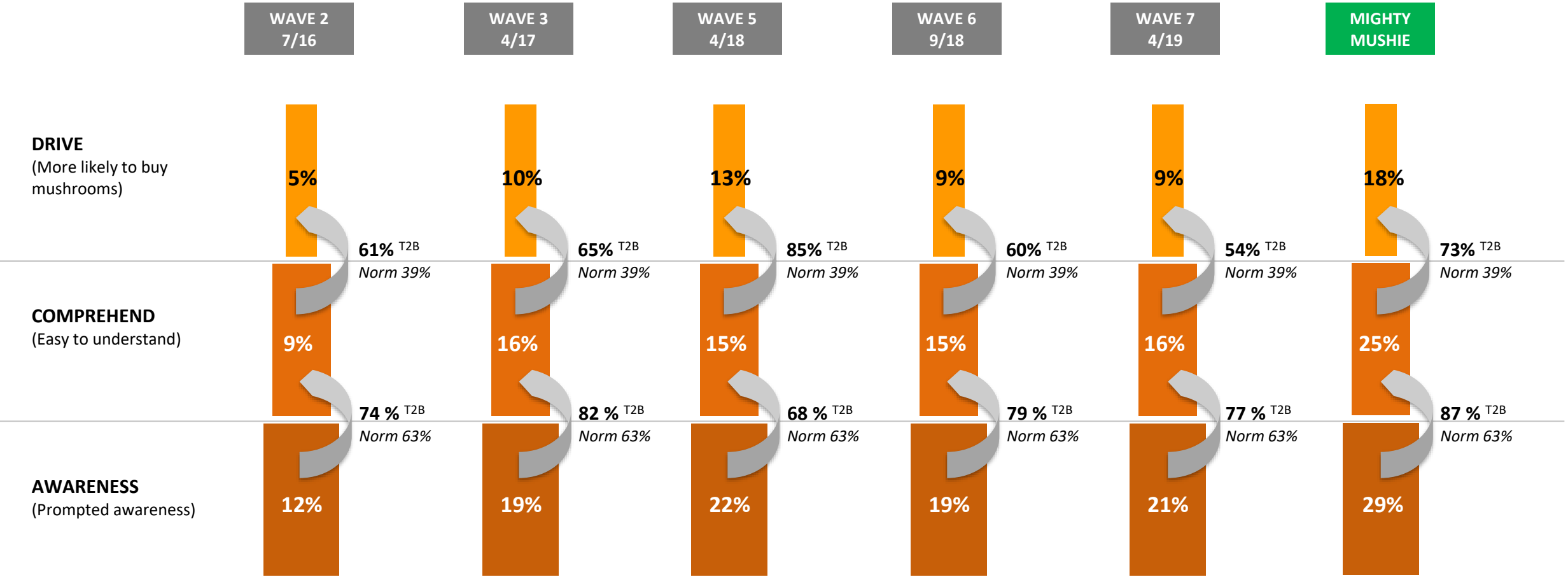


Image had slightly more recognition than radio; BUT GIVEN THAT RADIO SPEND WAS MUCH LOWER, RADIO EXECUTIONS “PUNCHED ABOVE THEIR WEIGHT”

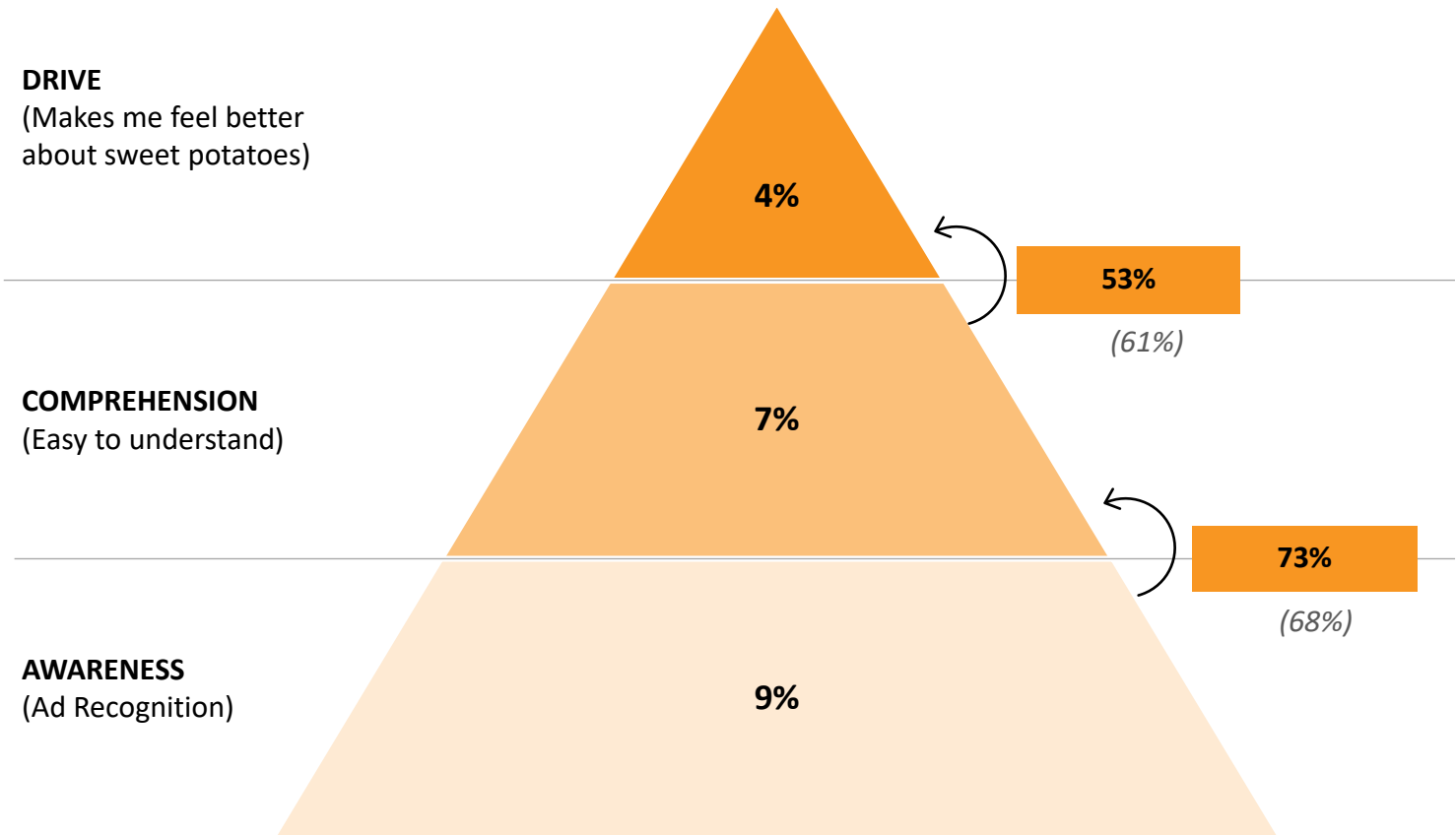


# CASE STUDY: MUSHROOMS COMMS IN ITS EARLY STAGES ALSO STARTED WITH LOW RECALL BUT BUILT STEADILY OVER TIME AS BRAND ASSETS BECAME EMBEDDED



# CONVERSION FROM AWARENESS TO COMPREHENSION IS STRONG, WHILE DRIVE IS BELOW NORMS. REACH REMAINS THE LARGEST OPPORTUNITY TO IMPROVE IMPACT

DRIVE PYRAMID  
AMONGST THOSE WHO HAVE SEEN THE CAMPAIGN



**4% OF GROCERY SHOPPERS ARE MORE LIKELY TO FEEL BETTER ABOUT SWEET POTATOES AND UNDERSTAND WHAT THE CAMPAIGN IS TELLING THEM**

**THE MAJORITY OF PEOPLE WHO DID RECOGNISE THE CAMPAIGN FOUND IT EASY TO UNDERSTAND; IT IS SLIGHTLY BEHIND BENCHMARKS BUT STILL VERY STRONG**

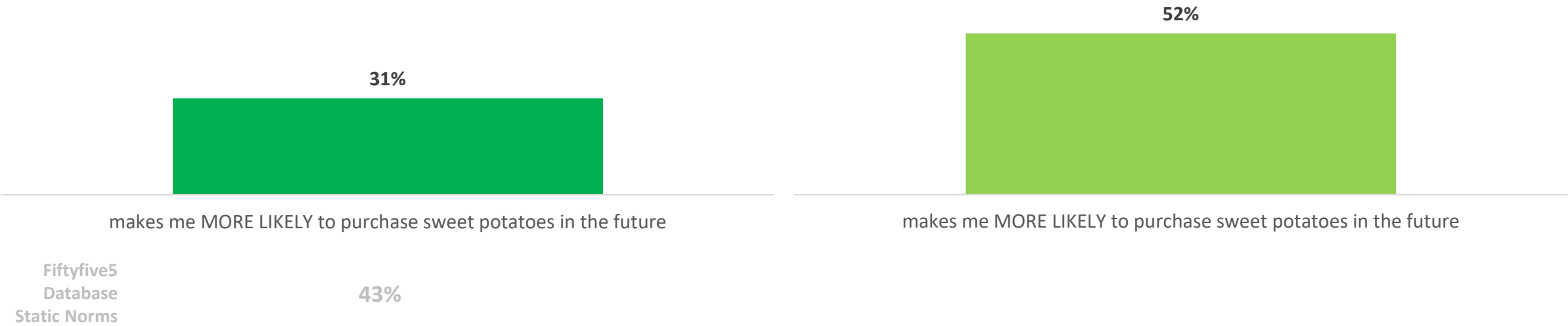
(Fiftyfive5 Database  
Static Norms)

# IMPACT ON PURCHASE INTENT IS HEALTHY, ESPECIALLY FOR THOSE WHO RECALLED THE CAMPAIGN

FUTURE BEHAVIOUR AFTER BEING EXPOSED TO THE CAMPAIGN (top two box score)

TOTAL SAMPLE

THOSE WHO RECALLED THE CAMPAIGN



# The big shifts needed to drive demand

From		To		Strategic Priorities
I just don't think about Sweetpotatoes	→	Sweetpotatoes come to mind easily (are salient), and I'm actively seeking them out in-store		Build salience to drive consideration amongst more buyers, more often





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# Summary and Recommendations

## SUMMARY

- Strong creative, delivering intended message and a positive response from consumers.
- Radio works harder to deliver specific messages, with opportunity for OOH to drive compel measure harder.
- Low recall for King of Carbs yet is early days and there is room to grow. Mushrooms are a good case study of building brand recall over time.
- Media results consistent with tracking, radio better ROI and opportunity to upweight regional radio and social media.

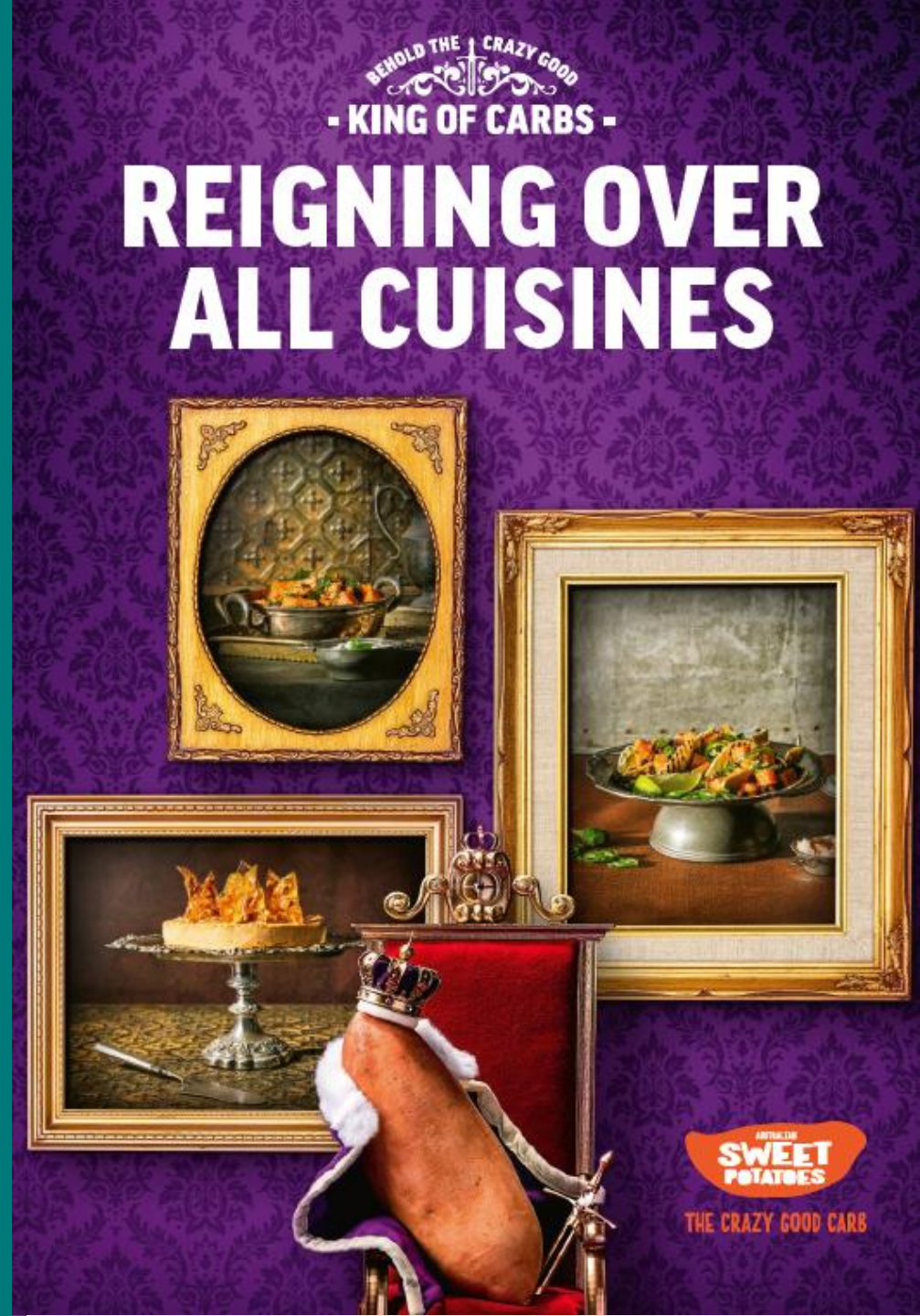
## RECOMMENDATION

Continue with radio campaign, increasing regional presence. Use OOH creative in social campaign with new content delivering recipe inspiration and health messages. Redirect budget from OOH to radio and social.

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# Sweet Potato Customer Marketing Program June to September 2022



# Sweet Potato Customer Marketing Calendar

Customer		May					June				July				August					September			
	wc Mon	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug	5-Sep	12-Sep	19-Sep	26-Sep
	wc Wed	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep	28-Sep
ER EVENTS													Metcash Expo 16th-19th July										
Coles													eDM	eDM									
													Coles Online Search Term										
								Magnetic Strips			Dump Bin Program (295 stores)									Coles Mag full page ad			
Woolworths							Search Display Banner 1/6 - 28/6							Instore Radio - 29/6 - 23/8									
							Sweet Potato Off Location Display Incentive - 8/6 - 7/7					Expo: Large display at front of Expo											
Media							OOH, Radio - Proximity Marketing													Pro			
							Facebook Video & Static June/July																
							National Radio - including jingle and voiced live reads																
							Bus Ads																
							OOH - proximity screens																

# Metcash Customer Marketing Program

## **Metcash Expo Display:**

- 17<sup>th</sup> to 19<sup>th</sup> July 2022
- Hort Innovation supporting Metcash by delivering and implementing POS in the Fresh area
- Large Sweet Potato display right at the front of the Expo
- Utilising the display incentive POS to encourage incentive participation with retailers

## **Display Incentive:**

- Competition running from 8<sup>th</sup> June for four weeks
- 4 x State Winners - \$500 Gift Card
- 1 x National Winner - \$1000 Gift Card
- 1000 stores issued with a POS kit – this must be utilised to be in the running for a prize
- Winners judged by Metcash Fresh Team and Hort Customer Marketing
  - Winners judged on quality of display and % of shoppers converted to Sweet Potato
- Personalised winner's letter and gift cards to be distributed post the competition
- Metcash to provide top line data for the period of the competition

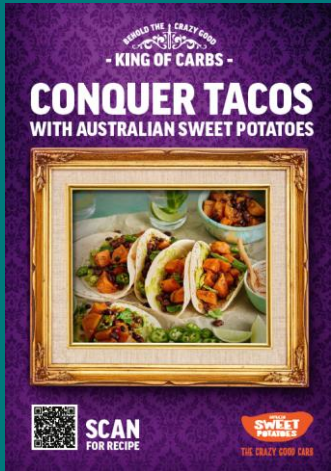


# Metcash Expo Display

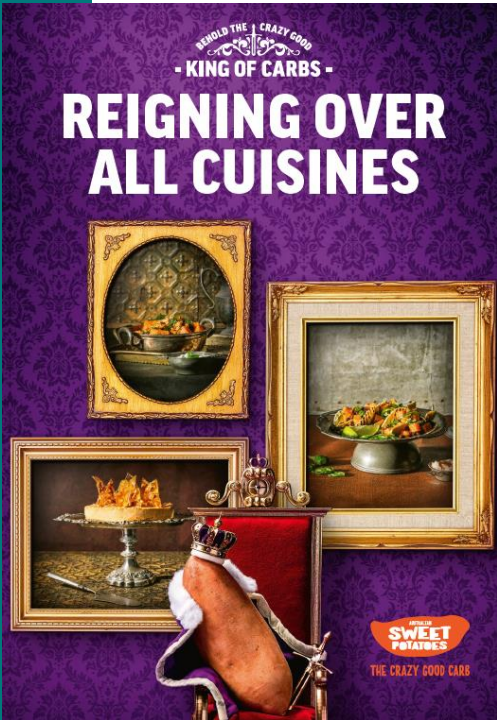




# Metcash Display Incentive – POS Kit



Recipe Tear Pad (5 x different recipes)



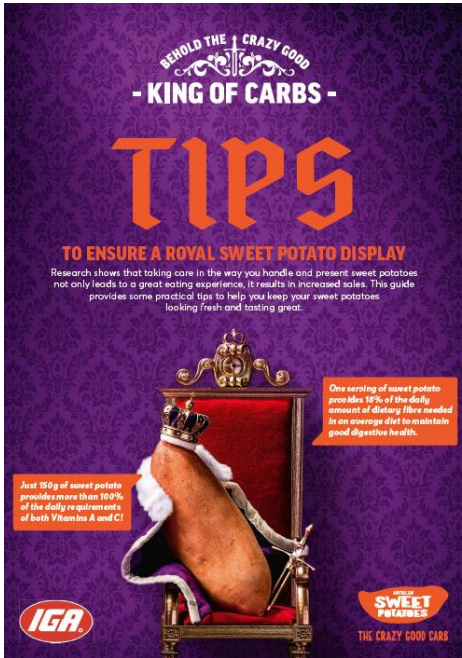
A3 Poster



Die Cut King of Carbs character



Trade Presenter



Tip Sheet



Shelf Strip



Branded Winner's Gift Card



# Metcash Display Incentive – Display Examples



National Winner – Austin Lakes WA



QLD State Winner – Cornetts Oakey



NSW State Winner – Timbertown

## Metcash Display Incentive - Results

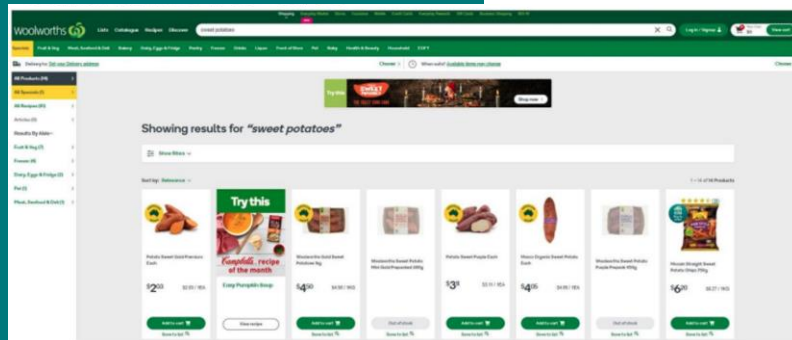
State	SP Conversion Growth '21 vs '22	Sales Value Growth '21 vs '22	Volume Growth '21 vs '22	Price Inflation % '21 vs '22
NSW	-0.2%	-0.2%	-10.7%	11.7%
QLD	0.4%	4.1%	11.7%	-6.8%
VIC	-0.2%	-14.2%	-17.4%	4.0%
SA	-0.6%	-4.0%	-19.2%	18.8%
WA	-0.3%	2.8%	-12.3%	17.2%
Grand Total	-0.2%	-2.3%	-9.4%	7.9%

- Sales value and volume down vs. LY
  - COVID spikes in 2021 could be affecting these numbers
- **Growth directly correlated to pricing fluctuations** → QLD positive result linked to lower pricing year on year
  - Largest pricing inflation leading to largest volume decline
- Stores that participated in the incentive saw **strong conversion results** of between 4% and 9%



# Woolworths Customer Marketing Program

- Dump Bin program commencing 6<sup>th</sup> June for four weeks
- 295 stores targeted
  - 60 stores identified as under trading on Sweet Potatoes by WW (10 per state)
  - The remainder of stores identified as XL or L fresh produce sellers
- Dump bins delivered directly to store via warehouse and 3<sup>rd</sup> party team attending stores to set up and merchandise displays
- Magnetic Strip in store 15 June for 2 weeks to support
- In store radio 29/06 – 23/08
- Front of store panels 1/06 to 27/08
- Woolworths online search banner 1/06 – 28/06



## Woolworths Dump Bin Program – Display Examples





# Woolworths Customer Marketing Program - Results

## Dump Bin Program:

- 61% of stores (166) had the bin successfully implemented by 3<sup>rd</sup> party merchandising team
- Total store universe scan result across period: +0.15%
- Stores with dump bin scan result across period: +2.43%
- Program Investment: \$57k
- Sales Growth: \$36k
- ROI: 63%

## Cartology Activation Results:

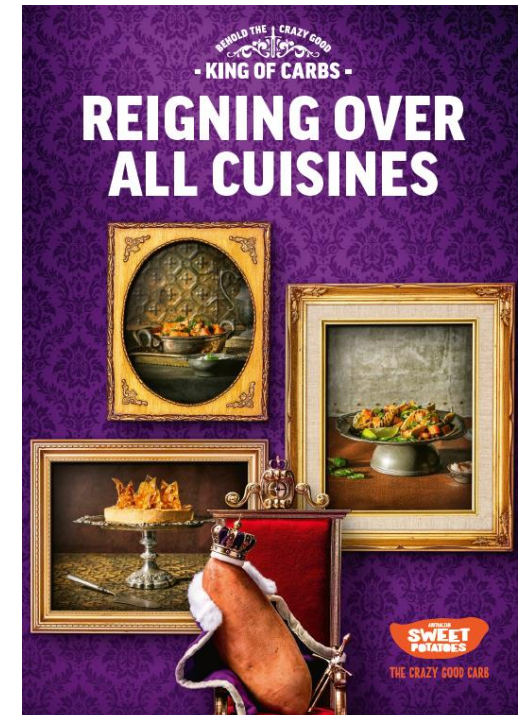
Activity	New Customers to Category	Impressions / Reach	Attributed Sales	Cost of Activity	Relative Sales (new customers)	% ROI
Magnetic Strip	15.70%	1,000,000	\$ 1,500,000	\$ 34,000	\$ 219,900	647%
In Store Radio	1.74%	7,100,000	\$ 6,300,000	\$ 85,000	\$ 109,620	129%
FOS Screens	13.20%	3,100,000	\$ 230,700	\$ 47,000	\$ 230,700	491%
Search Display	12.39%	280,000	\$ 7,400	\$ 19,200	\$ 7,400	39%
<b>TOTAL</b>	<b>10.76%</b>	<b>11,480,000</b>	<b>\$ 8,038,100</b>	<b>\$ 185,200</b>	<b>\$ 567,620</b>	<b>306%</b>

306%

# Coles Customer Marketing Program

- 2 x eDMs in July
- Search banner July to September
- Coles Mag full page ad in September

→ Results on Coles activities will be shared when they become available



# The big shifts needed to drive demand

From		To		Strategic Priorities
White potato is what I notice in store – there's so much choice now	→	Sweetpotato seems to be getting more popular again – there's new options to choose from		Convert Consideration to Purchase by winning in retail





# Summary & Recommendation

## Summary:

- Opportunities to maximise the return on investment with learnings from both programs
- Good visibility for Sweet Potato industry, concurrently running in store programs and ATL activities
- Opportunity to optimise programs with both WW and IGA and working with Coles on an integrated plan

## Recommendations:

- Off location activity in WW will be more expensive when purchasing space in future
  - recommend replacing dump bin program with **online activations** such as recipe packages and search tiles as well as repeat physical landscape ticket with more nutritional information
- Work with all retailers on **in-store POS** with varietal and nutritional info to encourage conversion at shelf
- Redirect Metcash sales incentive funding into **IGA retailer media** and year-round **recipe card activations** at shelf to inspire usage and recipe repertoire
- Early engagement with Coles – opportunity to run a **sales incentive program** in line with ATL activities as part of an integrated campaign

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# Appendix

# Radio – Fit Measure

'Fanfare' clearly showcased Australian Sweet Potatoes, with regular mention of the product and its unique benefits. While the novel theme wasn't a completely obvious fit for SP, it equally wasn't felt to be a misalignment.

Strength of brand connection relates to five, equally important aspects:



## Fit

Synergistic with brand expectations



## Cues

Consistent with things typical of brand



## Uniqueness

Impressions unmistakably for brand



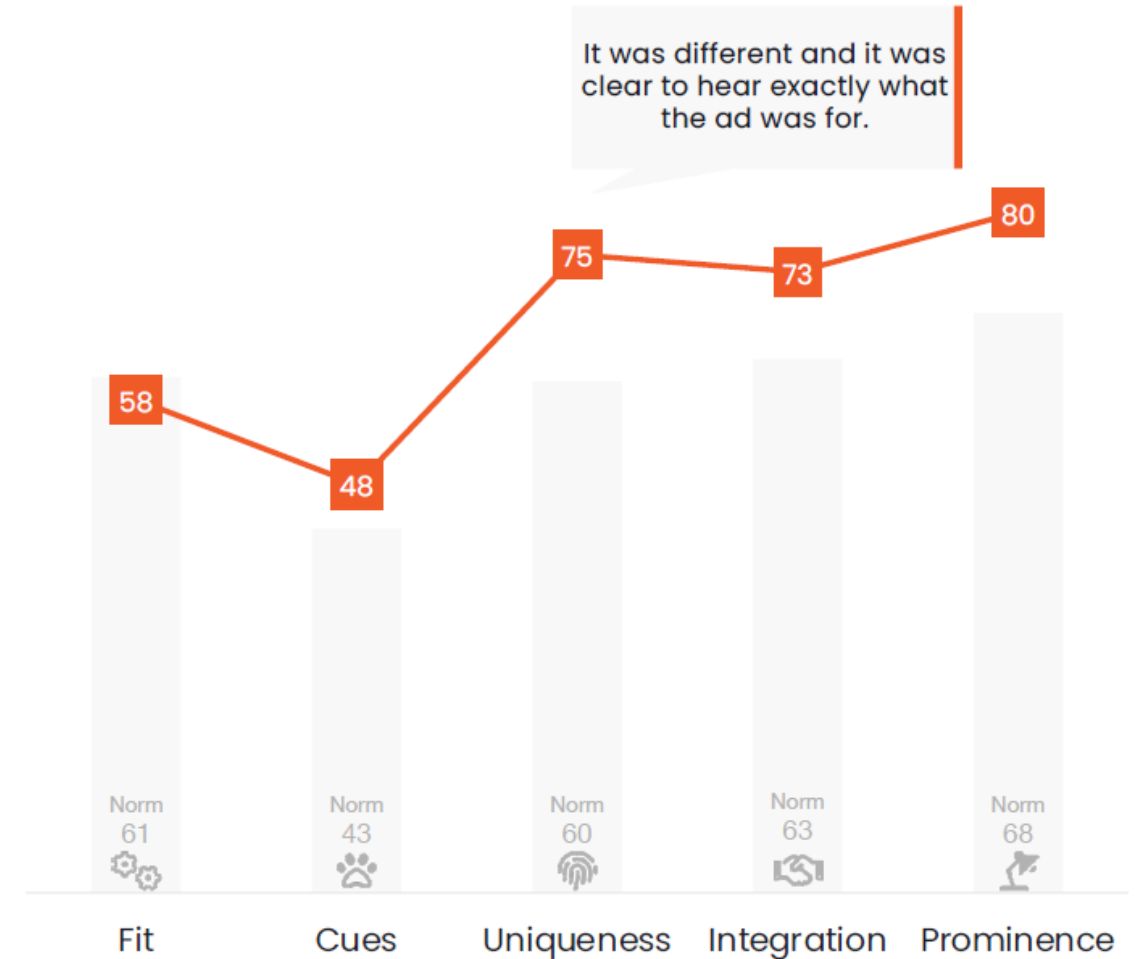
## Integration

Memorable brand integration



## Prominence

Prominently highlight brand





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Innovation**

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**Questions?  
Thoughts?**