

# Public Service, Social Welfare & Education



IRISH INTERNATIONAL

Love Irish Food 'Makes All The Difference'  
IIBBDO

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## COMPANY PROFILE

Irish International BBDO forms the advertising arm of the Irish International Group. It holds an array of clients from diverse sectors with one unifying philosophy The Creative Work Comes First. Quite simply, it is the Work that gets talked about in shops, bus stops, pubs and clubs, it is the Work that remains after the briefings, workshops, presentations and discussions have long passed and it is the Work upon which all agencies are judged. Irish International BBDO is proud to have this philosophy central to everything it does and proud of what it has yielded for its clients.

## INTRODUCTION AND BACKGROUND

When the recession hit Ireland, consumers were looking to cut their spending wherever they could. The price of food was suddenly under a spotlight and Irish brands were coming under an increasing amount of pressure as shoppers were feeling the pinch in their weekly budget. Retailers were taking advantage of this situation to further diminish Irish brands. Tesco's new policy 'Change for Good' was being rolled out, which saw many favourite Irish brands being replaced with cheaper import brands or having their shelf space drastically

reduced. It was in this climate, at the beginning of 2009, that Love Irish Food was formed.

Love Irish Food is a syndicated group of favourite Irish food brands, including Barry's Tea, Flahavans, Cadbury Dairy Milk, Ballygowan, Club and Avonmore (see Table 1 overleaf for full list), that have come together to support and promote Irish food to Irish consumers.

Love Irish Food is a not-for-profit organisation whose Board of Directors come from some of its founding member brands. It was set up with the task of advocating on the behalf of Irish food and drink brands and promoting the positive consequence of buying Irish brands at a time when doing so could make a big difference to the industry and the economy.

|                              |                         |                                  |
|------------------------------|-------------------------|----------------------------------|
| All Fresh                    | Dairymilk               | Mount Leinster Free Range Eggs   |
| Ardrahan Cheese              | Doughlad Hide Foods     | Nature's Best                    |
| Avonmore Cheese              | Energize Sport          | Odlums Flour and Baking Products |
| Avonmore Milk                | Farm Fresh              | Petits filous                    |
| Avonmore Soup                | Flahavans               | Robert Roberts                   |
| Ballygowan                   | Flake                   | Rosscarbery Recipes              |
| Ballymaloe Country Relish    | Follain                 | Rudd's Fine Foods                |
| Barry's Tea                  | Froberry Frozen Yogurt  | Shellfish de la Mer              |
| Batchelors                   | Galberts Breads         | Silverhill Foods                 |
| Bewley's                     | Glenilen Farm Cheese    | Snowcream                        |
| Blue Haven Food company      | Glenisk                 | Sqeez                            |
| Brady's Family Ham           | Golden Irish Eggs       | Tayto                            |
| Butlers Chocolates           | Goodfella's             | Teatime Express                  |
| Cappoquinn Chickens          | Gran Clarke's           | The Jelly Bean Company           |
| Carrigaline Farmhouse Cheese | Granby                  | The Mega Egg (Omega 3 Eggs)      |
| Cashel Blue                  | G's Gourmet Jam         | The Real Irish Food Company      |
| Celtic Chocolates            | Gubbeen                 | Timeout                          |
| Cidona                       | Hodgins Sausages        | TK                               |
| Clonarn Clover               | Inas Kitchen            | Truly Irish                      |
| Club                         | Killowen Yogurts        | Twirl                            |
| CMP                          | Kilmeadan               | Wellness Water                   |
| Coole Swan Liqueur           | Knockanore Cheese       | Wrights of Howth Organic Salmon  |
| Country Style Foods          | Living Flavours         | Yoplait                          |
| Crossogue Preserves          | Lough Allen Ready Meals |                                  |
| Cully and Sully              | Manor Farm              |                                  |
|                              | Miwadi                  |                                  |

Although research<sup>1</sup> shows that consumers do believe in ‘buying Irish’, they are confused as to what actually is Irish and what is not. Furthermore, they are constantly being hit with attractive offers from discounters which are, of course, difficult to ignore in recessionary times. Love Irish Food wanted to develop a public awareness campaign that would clearly signpost Irish brands to consumers and demonstrate the positive consequences of buying these brands, ultimately leading to a change in behaviour and shopping patterns.

No existing organisation had taken up this important mantle yet. Guaranteed Irish is responsible for safeguarding the future of Irish jobs and Irish quality with a remit that extends far beyond food. Although still active, it is not considered relevant by Irish consumers<sup>2</sup> or by the food and drink industry. While Bord Bia does focus on the quality of Irish food, its key mission is to promote Irish food abroad. Retailers are frequently coming out with ‘buy Irish’ messages but they do not consistently support and promote Irish brands. There was a clear opportunity to launch a new brand with the sole purpose of championing Irish food and drink brands to Irish shoppers.

Irish International was commissioned to launch this new brand in the Irish market.

We feel that this case study is particularly interesting and demonstrates a unique form of success. It shows the launch of a worthy cause to the Irish market at a key political and economic time. This launch required capturing the public’s attention, changing a mindset and compelling them to action.

## MARKETING OBJECTIVES

We were tasked to develop an integrated strategy and above-the-line campaign that would launch this exciting new brand to the Irish market and have a profound and lasting effect on Irish shoppers.

Specifically, we had three key objectives to address:

### **1. Create awareness for Love Irish Food: what it is, its members and why consumers should buy Irish brands.**

The primary goal for this campaign was to bring the name Love Irish Food into the vernacular of Irish shoppers and to make the logo synonymous with heritage, quality and family favourite brands.

We were tasked with achieving minimum brand awareness of 50% by the end

of December 2009. Considering this was a completely new brand to the Irish market, this was a substantial target to reach.

## **2. Change consumers' attitudes towards Irish brands; get them thinking about buying Irish brands.**

Bord Bia research<sup>3</sup> indicated that Irish consumers are conscious of buying Irish products and know instinctively that this is the right thing to do. However, they will often end up prioritising price and convenience when it comes to actually doing the shopping. Furthermore, there exists confusion and cynicism as to which brands really are Irish.

This campaign needed to drive a significant change in consumer thinking. We wanted them to understand the importance of buying Irish without preaching to them. They needed to feel individually empowered to do something about it. In order to measure this objective, the following targets were set:

Achieve at least 25% consumer comprehension of the core message of the advertising campaign

Increase purchase consideration of Irish brands from 22% to 40%

## **3. Affect consumers' purchasing behaviour so they actually buy Irish brands.**

From the very start Love Irish Food was determined to not just be a public service campaign, there had to be a commercial element. Ultimately, this brand was about successful Irish brands, a stronger economy and protecting Irish jobs. Considering the campaign was advocating for a syndicated group of 31 brands (at time of launch), an increase in sales would be difficult to evaluate. The following benchmarks would be used to determine success:

### **Individual brand owners to show an increase in sales.**

Increase in member brands from 31 to 45. Brands will only sign up to the Love Irish Food group initiative if they really believe it will have a positive effect on their sales. Therefore if, as a result of the campaign, the number of member brands increased, this would help prove a real change in consumers' purchasing behaviour.

## **THE TASK**

Our task was considerable. We needed to communicate an important public service message to the Irish public by launching a new brand with an interesting

Bronze Award - Love Irish Food 'Make All The Difference'  
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and complex client. We needed to address the following challenges:

### **Entrenched consumer shopping behaviour**

Success would only be achieved when we managed to change consumers' shopping attitudes and behaviour. This would be especially difficult as recessionary shoppers were more conscious of price than ever before. The success of discounters and UK brands had clearly demonstrated that Irish shoppers were willing to sacrifice local brands for lower prices.

### **Consumer cynicism**

There existed much uncertainty and cynicism amongst Irish consumers as to what constitutes an Irish brand. Love Irish Food wanted to make consumers aware of which brands were Irish and set out definite criteria for brands that market themselves as Irish. Love Irish Food was to become the clear consumer signpost for real Irish brands.

### **Diverse and widespread client**

Our client is a large syndicated group of Irish food and drink companies, each with a vested interest in the advertising and outcome. We needed to work closely with this committee of brands to ensure that individual needs were met, while maintaining the integrity of the communication and its ability to deliver on its overall objectives.

These substantial challenges did not dampen our enthusiasm for this worthy and timely campaign. In fact, they made the project all the more interesting, rich and ultimately satisfying. We felt honoured and excited to work with this illustrious group of favourite Irish brands. We really believed in the message and we relished the opportunity to change Irish shopping behaviour for the better.

## **THE STRATEGY**

Our approach was threefold.

### **Consumer Insight**

Firstly, we needed to unearth the most fertile target audience. Using TGI targetware<sup>4</sup>, we created an audience profile of people who were open to the Love Irish Food message and would influence others on the subject. This highlighted a group that represented 29% of the population with a potential of 1,025,000 to target. This group was predominantly female, 25-44 and ABC1.

The key insight we discovered was that people had a desire to help the Irish economy and buy Irish but they did not feel that their individual actions would make any difference.

### **A Big Idea**

Now that we understood our target audience and what was the barrier to action, our second ambition was to land on a clear, focused idea that resonates, inspires and compels people to purchase. We wanted a campaign that would involve, engage and empower Irish shoppers. We did not want to make the demand too high or make consumers feel guilty, as the communication would be ignored. The most successful advertising campaigns are clear in what they want consumers to do and reasonable in this demand.

What if consumers were asked to put just one more Irish food brand in their shopping baskets every time they go shopping? This formed the basis of the advertising campaign and the platform for every single communication from the brand.

### **The Campaign**

The final step was to develop an engaging and thought-provoking campaign to this brief. To do this we needed to ensure that:

- We had a concise, clear and tangible benefit
- This benefit builds on consumers' latent desire
- The advertising delivers a strong call to action without being patronising or dictatorial
- The advertising creates momentum and a collective feeling of 'we're all in this together'
- And finally, the advertising creates awareness while driving real attitudinal and behavioural change

## **THE IDEA & COMMUNICATION ACTIVITY**

### **The Advertising Idea**

Our advertising idea began with the question, 'what if we asked consumers to put just one more Irish food or drink brand in their shopping baskets every time they go shopping'?

This question inspired the creative team to come up with the campaign line: 'One More Makes All The Difference'

This line has a clear call to action for consumers, it empowers them to do what

they want to do anyway and it contains a tangible benefit. Most importantly, it sends out a rallying call to shoppers, bonding them together in a common goal. This positive momentum and collaboration was crucial to the success of the campaign.

The campaign was centred on an animated TV commercial communicating this core message. We tested the concept with consumer groups<sup>5</sup> to ensure its efficacy. Results of this research demonstrated that the advertising was seen as fresh, engaging with real potential to change consumer behaviour.

We developed the 30-second TV commercial along with press ads and posters. The core message in every execution is simply, ‘buy one more Love Irish Food brand every time you shop’, ensuring a completely cohesive and integrated campaign.

The advertising presents this message in a way that it is easy for everyone to do. The 30-second animated TV commercial uses the device of a shopping list to represent different shoppers. The lists come to life through animation with a spoken message urging consumers to ‘buy one more Love Irish Food brand every time they shop’. The tone of the message is friendly and accessible.

### **Key frames from 30” launch television commercial**

The campaign was launched in September 2009 with two bursts running September/October and November on all major stations. In addition to this, a special TV3 Love Irish Food promotion week ran for the first week of the launch. This included sponsorship of all unsponsored programmes, spot advertising and specific Love Irish Food mini-programmes.

Press and outdoor (6 sheets, bus supersides and Dartcards) were developed to support the television campaign, along with a derivative online campaign.

In addition to the above-the-line creative, other launch communications included in-store activity, direct mail, a Love Irish Food website, and a PR campaign in line with our ‘one more makes all the difference’ strategy.

The campaign ran again from February to April 2010 with a 20 second version of the TV advertisement, supported by radio, focussing on the core message – buying one extra Love Irish Food brand every time you go shopping.

## THE RESULTS

The impressive results of this campaign are set out under the three original marketing objectives below.

### **1. Create awareness for Love Irish Food**

The goal was to create minimum brand awareness of 50% by the end of December 2009. This was a considerable challenge as this new brand was launched in September, only 3 months prior to the target date. However, BMR quantitative research in November 2009<sup>6</sup> (conducted after just the first wave of research) demonstrated that this target had already been surpassed. Love Irish Food logo awareness stood at 64%, with 58% recall for the campaign.

### **2. Change consumers' attitudes towards Irish brands; get them thinking about buying Irish brands.**

The key measures in determining whether consumers had changed their attitudes towards Irish brands was achieving at least 25% consumer comprehension of the core message of the ad and increasing purchase consideration of Irish brands from 22% to 40%.

BMR's research again demonstrated success in this ambition. An outstanding 81% of consumers clearly understood what Love Irish Food stands for after just the first wave of advertising was on air. The message of the advertising and of the brand was perceived to be 'buy these guaranteed Irish brands and help support our economy'.

Furthermore, when tested with our target audience, purchase intention doubled after seeing the ads. Before, 22% shoppers agreed they would buy Irish brands first. After seeing the ad, this figure increased to 46%.

### **3. Affect consumers' purchasing behaviour so they actually buy Irish brands.**

With so many diverse brands involved in this initiative, proving success in this category was always going to be challenging. Even though individual sales data is unavailable, Love Irish Food was determined to demonstrate economic success. Currently, a survey is being undertaken with each participant company to build up an economic study of the impact of Love Irish Food on shopping behaviour in Ireland. As it stands, 73% of all companies surveyed agreed that sales of their brand increased since becoming a member of Love Irish Food and 82% agreed that membership of Love Irish Food has given their brand greater exposure to consumers<sup>7</sup>.

A further way of proving the success of the campaign strategy and the Love

Irish Food launch would be an increase in brands signing up to the initiative. By the end of 2009, membership had increased from 31 to 65 brands, which far exceeded the goal of 45. This demonstrated strong confidence in the brand and its positive effect on Irish consumers' shopping behaviour.

## IMPACT ON BEHAVIOURAL ATTITUDE AND PAYBACK

Our aim with this campaign was to change Irish consumers' attitudes to shopping and ultimately their behaviour by launching a new symbolic brand into the market with a powerful, important message. This message, as communicated by our campaign, has a crucial and relevant place in today's uncertain economy. Getting Irish consumers to change their shopping behaviour plays an important role in revitalising our economy.

An inherent change in Irish shoppers' attitudes and behaviour as a result of our campaign has been demonstrated above.

The objectives of this campaign were reached and exceed well in advance of the deadline (end December 2009) before the advertising campaign had come close to wear out. This allowed for a cut down version of the TV ad to be used to great effect in 2010, putting more weight behind this important public message at little extra cost. We made a 20 second version of the original ad which focussed viewers on the call to action – putting one more Love Irish Food brand in your basket the next time you go shopping. The shorter length allowed for greater frequency on air.

In April 2010, BMR was again commissioned to quantitatively assess the impact of the Love Irish Food campaign after the February and March bursts of the campaign. Recall of the Love Irish Food logo increased from 64% to 80%, campaign recall increased from 58% to 71% and 34% agreed that they often look for an Irish-made alternative because they are more conscious about it now<sup>8</sup>.

In addition to these impressive consumer attitudinal and behavioural results, the number of member brands had again increased (from 31 to 74), further reinforcing the effectiveness of the campaign.

Long term payback of the advertising investment is difficult to evaluate without individual sales figures for the member brands. However, we can estimate the value of the campaign to the Irish economy. According to TGI figures, the target audience for this campaign can be quantified at 1,025,000

shoppers. After the campaign, 46% agreed that they would buy Irish made products over imports. Therefore, we can assume that the advertising will convert 471,500 shoppers. If each of these shoppers puts one extra Love Irish Food brand in their shopping baskets every week (average price = €2.34), this generates €57.4m of extra revenue for Irish brands every year.

This demonstrates a dramatic change in consumer shopping behaviour with a positive effect on our economy.

## SUMMARY

This case study demonstrates how a new brand with a relevant and worthy message can make a remarkable impact on the Irish market. Love Irish Food set out in September 2009 to create a more sustainable environment for food and drink brands in Ireland. By the end of 2009, after only 3 months, the initiative was already deemed successful and it continues to positively effect Irish consumers' shopping behaviour throughout 2010, delivering its all-important and patriotic 'buy Irish' message.

Love Irish Food shows the power of quality Irish food brands bonding together for a common goal. Moreover, it demonstrates the powerful effect a timely, insightful and engaging campaign can have on consumer shopping behaviour at an extremely challenging political and economic time.