“PURE” campaign

Dairy Council for Northern Ireland

Content
- Environmental issues
- Objectives
- Strategy
- Key messages
- Marcoms mix
- Results

Environmental issues
- 1996 + BSE
- Late 1990s + GM foods
- E.coli 0157
- PETA
- 2001 FMD
- ++ + + +
Environmental issues

- 1996 + BSE
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- E.coli 0157
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What effect on consumer attitudes to dairy industry and dairy products?

What Consumers Think

- Focus groups
- February + May/June 2001
- No farming/food processing
- Mainly female, with a few males
- BC1 + C2
- 25 - 40 years

Food safety was a key purchase criteria

Want reassurance

Types of Food Issues

- BSE
- Globalisation - regulation problems
  "I think the food industry has become so big that no one country can control it any more. Who’s to say what others are doing? Can we monitor them?"
- GM - dormant
- Organic - few supporters
  - transient fad
  - tactic to increase price

Consumers were “joining the dots”

Concerns about
- Farming
- Processing
- Retailing
FARMING
> methods - growth hormones
> chemicals on land
> animal welfare

PROCESSING
> black box
> preservatives, additives etc.
> long term effect on children

RETAILING
> not always “fully honest with consumers”
> bottom line focus, not consumers

Food Issue Concerns

Greater interest in the origin of food

Key points from analysis/research
- Food safety an important purchase criteria
- Consumers want reassurance
- Interest in country of origin
- Industry has invested, but has told no-one
- Help industry morale - post BSE & FMD
- Make deposits in “bank” in advance of a crisis

Integrity of farming community in NI

FMD
handled well in NI
Environmental issues

Objectives

Strategy

Key messages

Marcoms mix

Results

Campaign Objectives

To encourage preferential purchase of NI dairy products

To boost dairy farmer morale

Planning criteria

Avoid comparisons – simply state the facts about NI

Avoid stand alone campaign – integration with other activities to leverage spend

Campaign strategy

By positioning NI dairy products as being high quality

Planning criteria

Avoid comparisons – simply state the facts about NI

Avoid stand alone campaign – integration with other activities to leverage spend

2 years to achieve objectives through KPIs:
- increase positive attitudes to NI dairy farming and products
- increase % of consumers giving preferential purchase to NI dairy products
- achieve high % approval of the campaign from dairy farmers
Environmental issues  
Objectives  
Strategy  
**Key messages**  
Marcoms mix  
Results  

NI milk quality standards are 6 times higher than required by the EU  
NI dairy farmers practice the “5 Freedoms” Department of Agriculture guidelines for animal welfare

**Marcoms mix**  
- Television  
- Posters  
- Radio  
- PR  
- Literature – instore leaflets + recipe leaflets  
- Video – PTA dems + schools  
- Website  
- Information pack – all dairy farmers – CD + car sticker

**Logo**

Campaign launch  
September 2001
Content

- Environmental issues
- Objectives
- Strategy
- Key messages
- Marcoms mix
- Results

Results

- Quantitative research – omnibus
- Millward Brown Ulster
- Campaign duration – September 2001 to October 2002
- Pre and post quantitative

Campaign Objectives

- To encourage preferential purchase of NI dairy products
- To boost dairy farmer morale

Consumers

<table>
<thead>
<tr>
<th></th>
<th>Pre %</th>
<th>Post %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance of dairy farming to the NI economy</td>
<td>90</td>
<td>95</td>
</tr>
<tr>
<td>Dairy farmers doing a good job on quality</td>
<td>73</td>
<td>83</td>
</tr>
<tr>
<td>Dairy farmers doing a good job in ensuring food safety</td>
<td>74</td>
<td>90</td>
</tr>
</tbody>
</table>
Consumers

<table>
<thead>
<tr>
<th>Pre %</th>
<th>Post %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy farmers doing a good job in animal welfare</td>
<td>64</td>
</tr>
<tr>
<td>Try to choose NI dairy products</td>
<td>49</td>
</tr>
<tr>
<td>Choosing dairy products – CoO doesn’t matter</td>
<td>43</td>
</tr>
</tbody>
</table>

Dairy farmers

<table>
<thead>
<tr>
<th>Pre %</th>
<th>Post %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicated quality standards</td>
<td>91</td>
</tr>
<tr>
<td>Should be more of this type of campaign</td>
<td>84</td>
</tr>
<tr>
<td>Worth spending money on</td>
<td>80</td>
</tr>
</tbody>
</table>

Dairy farmers

<table>
<thead>
<tr>
<th>Post %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will benefit dairy farmers</td>
</tr>
<tr>
<td>Proud to be a dairy farmer</td>
</tr>
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</table>

Conclusions

- Improved attitudes to NI dairy farming
- Reassurance on the quality/safety of NI dairy products
- Improved perceptions of animal welfare practices
- Increased segment who look for NI dairy products
- High dairy farmer approval/morale