

“PURE” campaign

Dairy Council for Northern Ireland



Content

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



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■ Environmental issues

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Environmental issues

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





Environmental issues

1996 +	BSE	} ? What effect on consumer attitudes to dairy industry and dairy products
Late 1990s +	GM foods	
	E.coli 0157	
	PETA	
2001	FMD	

+++++

What Consumers Think

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

What Consumers Think

Food safety was a key purchase criteria

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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"

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Concerns about

- > Farming
- > Processing
- > Retailing

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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



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Integrity of farming community in NI

NI

↓

FMD

handled well in NI



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Food Issue Concerns

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Greater interest in the origin of food



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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



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GOODWILL BANK

POSITIVE ATTITUDES

PURE DAIRY COUNCIL NORTHERN IRELAND

NEGATIVE NEWS

NEGATIVE PUBLICITY



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Campaign Objectives

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



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Campaign strategy

By positioning NI dairy products as being high quality

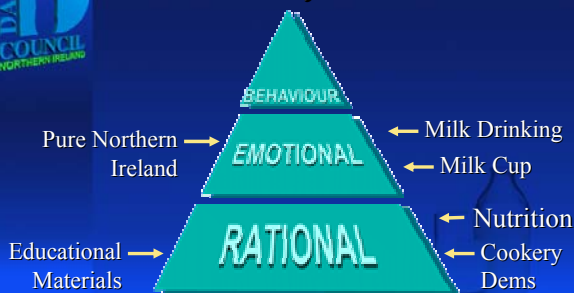


Planning criteria

- Avoid comparisons – simply state the facts about NI
- Avoid stand alone campaign – integration with other activities to leverage spend



NI Dairy Products

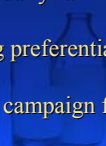


(Based on Lavidge and Steiner model)



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





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Key messages

- 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



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Marcoms mix

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

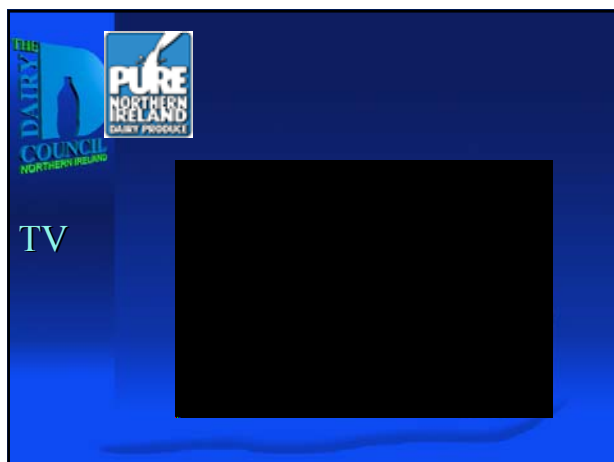


Logo



Campaign launch

September 2001





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Results

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

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Consumers

	Pre %	Post %
Importance of dairy farming to the NI economy	90	95
Dairy farmers doing a good job on quality	73	83
Dairy farmers doing a good job in ensuring food safety	74	90

