

The Background to the campaign



- × Busy category – huge range of choice, shelf space being squeezed
- × competition from national, international and own label
- × Own label accounting for 45% of volume March 16
- × Category using marketing leader brand colour as category cues.

Bord Bia Health Check

- ✓ we knew our brand has the highest committed and divided shoppers
- ✓ highest net promoter score,



We knew there was an opportunity to engage with our brand loyalists loyalty and encourage people back to the brand through trial to remind them what they were missing out on.

In order to execute this effectively we need to partner up with a high profile partner that would provide the exposure and the channel strategy.

Digital results:

- In one week the number of Flahavan's Facebook page views was up by **2,220%**
- Posts reached **693,159 people**
- Videos were viewed **197,447** times throughout campaign!
- The #operationoats hashtag reached 1.2million twitter users and 1.5million impressions - trending for 3 hours
- It reached 361,745 impressions on Instagram
- **23** pieces of online coverage.
- **12** pieces of print across regional and national
- **23** influencers promoted the campaign

Market Data

- Kantar Data to end of March 2017 showed **growth in the hot oats category** within an overall declining cereal market, and this growth is attributed to penetration i.e. new people into the category.
- We saw a **growth in our market share to over 54%**

Engagement was the key to the success of the campaign

- Engagement in a real partnership, the fit for both brands was perfect and we worked very closely together to turn around the execution in 12 weeks
- Engagement with key opinion leaders and experts – real advocates of the product and the brand.
- Engagement with retailers – ultimately execution in store would determine the success of the campaign, offering bespoke content for all the supporting retailers for use through their own social channels added great traction to the campaign
- Engagement with consumers – a 1 day event, limited time only added to the excitement, this combined with the power of FREE, meant consumers were very enthusiastic. A combination of heavy weighted TV, radio, digital and social over a very short space of time caught their attention.

Unprompted quotes from Key opinion leaders:

"Free porridge day is a very simple initiative – but it is one that could change the health of the nation"

"If you have never tried porridge before this is the day to start"

"If I had my way porridge would practically be the only cereal that we have in Ireland"

"If it works and families switch to porridge then the health of the nation could be transformed"