Millennials Attitudes to Potatoes & the new EU Potato Promotional Campaign 2020-2022
Lorcan Bourke, Bord Bia

Contents

• Millennials Attitudes to Potatoes (summary)
• The new EU Potato Promotional Campaign 2020-2023

Bord Bia Millennial Potato Market Research

In the lead in to the EU application (Jan-April 2019), Bord Bia commissioned an online survey (sample size n=1,500 respondents) with a specific focus on Irish millennials to understand their thinking around food trends, alternative carbohydrates and specifically fresh potatoes.

The following are 6 key learnings that emerged from the market research study:

1. The carbohydrate world is being increasingly challenged & there is a rise in meal snacking
2. Younger cohorts are gravitating towards other carbohydrates, in particular for their convenience, and perceived health benefits
3. The health benefits of potatoes are not well understood with millennials seeing them as having the most fat and calories (when compared with other carbohydrates)
4. Younger cohorts believe potatoes to be harder to cook, in a world where they believe cooking should not take more than 15-20 minutes
5. The potato lacks relevance for many younger consumers in Ireland – it is not being showcased on social media (e.g. Instagram) in the way other foods are
6. The potato is very much part of an indulgent moment with strong associations with traditional family cooking and it is viewed to keep so-called ‘bad’ ‘fattening friends’ i.e. butter, cheese, mayonnaise, etc.

Bord Bia Market Research Recommendations for the New Potato Campaign was to ‘I.N.S.P.I.R.E.’ Millennials – which guided the EU application

Towards a New Potato Promotional Campaign
Previous Campaign: Volume Lift & Stability

- Long term sales decrease in fresh potato sales
- The previous campaign target audience was 22-44 yo females
- Market research established that potatoes suffered from many of the same poor image problems with younger generations

Application for a Campaign - Why Choose a Millennial Target Audience?

- The millennial consumption challenge is around their under consumption of potatoes compared to the total market
- **Objectives**:
  1. To increase frequency of purchase (average 26 times per annum to 30 times per annum)
  2. To increase the volume kg per buyer from 17.1kg to 30kg for millennials
- Potential volume uplift through promotional activity is 11,268 tonnes with the average price of fresh potatoes in Ireland is €1/Kg, thus there is potential to increase sales by €11,268,000

How it works …

- New partner countries are Flanders (VLAM), France (CNIPT) & Europatat
- Joint millennial multi-country campaign was applied for April 2019
- Awarded October 2019 (start Jan 2020)
- 80:20 ratio for EU: Industry Funding
- 80% EU funded
- Growers funding 10% : Packers 10%
- Annual Irish industry contribution €130K realises promo budget €650K
- Total Irish promotional budget is c.€1.95m across 3 years
- Close Irish industry partner group Potato Promotions group (IFA/IPF/DAFM chaired by Bord Bia) – decided on the agency/selected & to guide the campaign
- Bord Bia are the official EU ‘proposing organisation’ for Ireland

EU Application Process – a Campaign Promotional Agency Chosen

- Darwin BBDO agency won the campaign tender (BBDO Dublin)
- The agency supported the EU bid for a total partner campaign spend of €5,550,000
- Primary message: potatoes are easy to prepare and fit in a modern lifestyle; they are versatile and tasty
- Secondary message: reassurance about health and origin

Millennial Campaign Touchpoints - Proposed Digital & Social Media Channels

- PR and Other Possible Campaign Tie-in’s in 2021…

Thank You

Lorcan.Bourke@BordBia.IE