



**Vlaanderen**  
is smaakvol

# The potato, at home in every kitchen

22 October 2015

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# Market situation fresh potatoes

- Decline in the consumption of fresh potatoes
- Some reasons:
  - Potatoes = old-fashioned + banal
  - Increasing influence of other cultures
  - More variation (pasta and rice)
  - Time-consuming
  - Carbohydrates
  - Food waste
  - ...

# Strategy potatoes

- Marketing objective

Defend the share of potatoes in the home consumption against pasta and rice in Flanders (at 87%)

- Communication objective

- Main objective: Show that potatoes belong in the modern kitchen (variation, easy and quick to prepare, healthy, not banal)
- Secondary objective: Position potatoes as a natural source of nutrients

# Strategy potatoes

- Target group:
  - Primarily: Meal preparers between 25 and 45
  - Secondly: All meal preparers, opinion makers, retail, food service
  - Location: Concentration on Flanders
- Message

Potatoes belong in the modern kitchen

  - By pointing to various methods of preparation and in particular to quick, easy and modern methods of preparation (microwave, wok, oven, ...)
  - By clothing the creation of the campaign in a modern look
  - By focussing on recipes: Immediate proof that potatoes belong in the modern kitchen + strongly action-focused

# Campaign 2013-2015

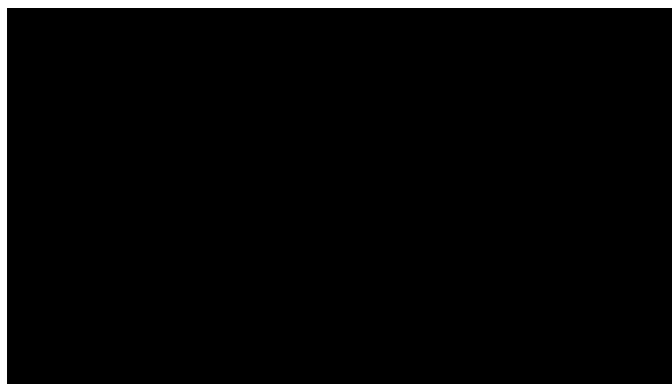
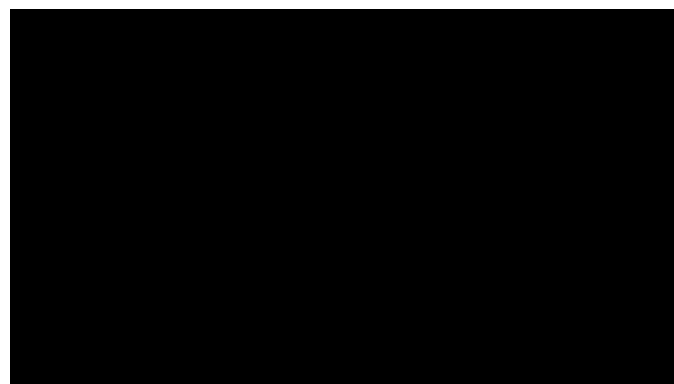
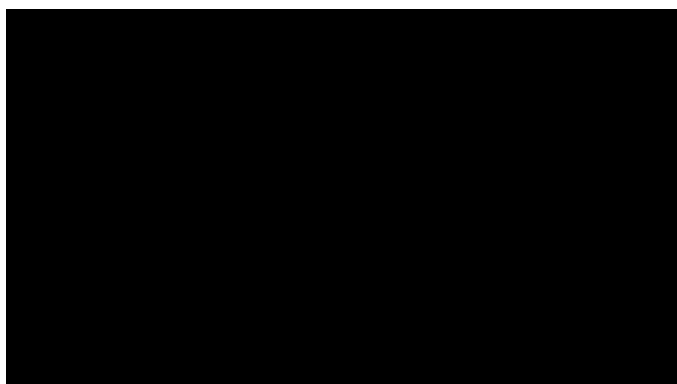
- Central theme: The potato. At home in every kitchen
- Focus on specific target groups:
  - Students
  - Expats
  - Singles
- Recipe for each of these target groups
  - BOEM Patat
  - Patatti Incognitto
  - Patat d'Amour

# Budget generic campaign

- Total budget (2013-2015): € 1,170,000
  - Concept: € 59,280
  - Production TV: € 113,621.36
  - Banners: € 2,055
  - Activation + online action: € 92,082.46
  - Media: € 715,264,18
    - Tv: € 621,143
    - Online + print: € 94,121.18
  - Website: € 28,610
  - Recipes: € 27,602
  - Recipe booklet: € 15,000
  - Fee: € 63,165
  - Measurement: € 20,000
  - General: € 6,000

# Campaign 2013-2015

- 3 TV-spots



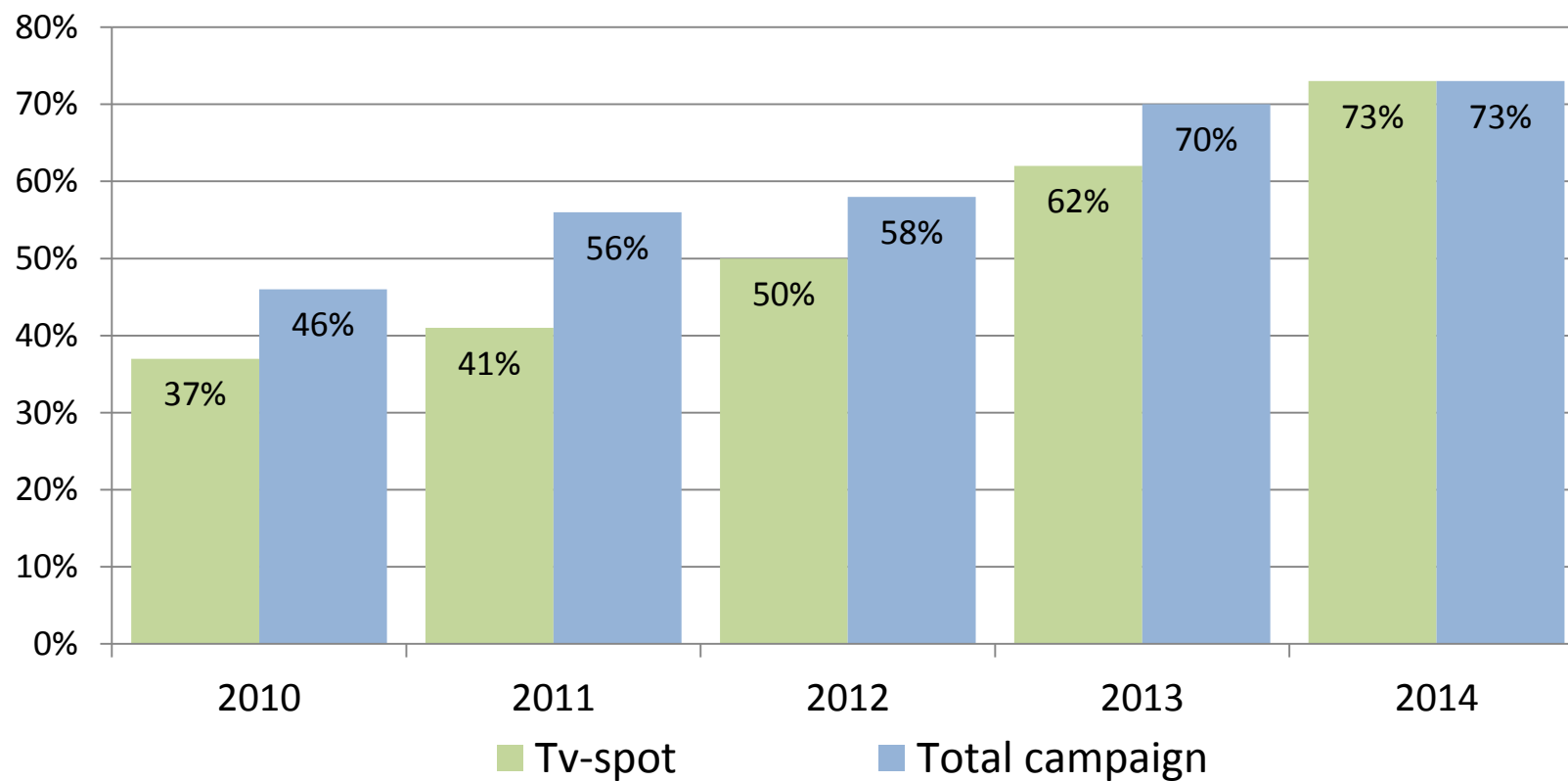
# Campaign 2013-2015

- 3 weeks October – November
- Media:
  - TV
  - Facebook
  - YouTube
  - Preroll
- Recipes



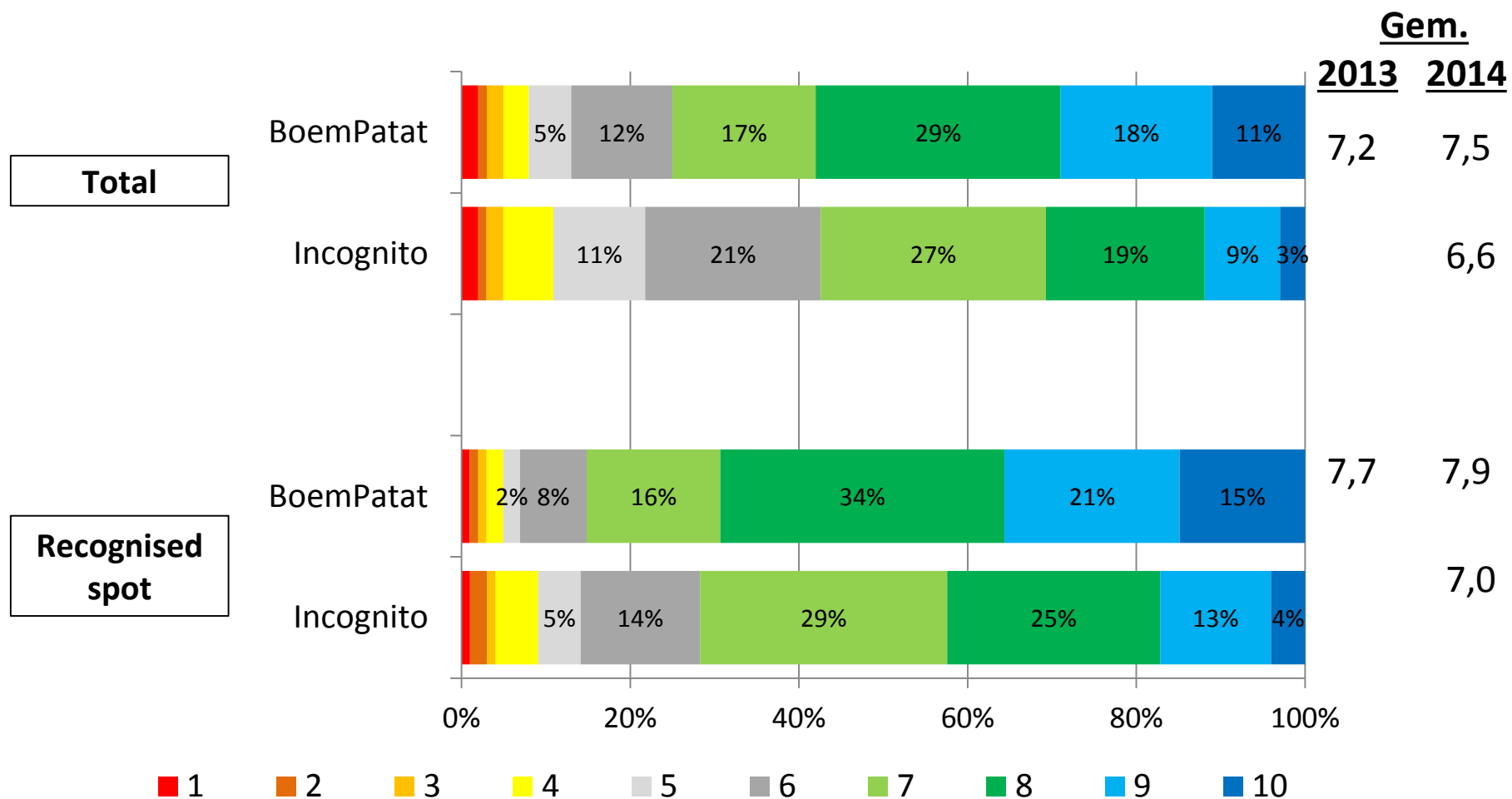


# Results – Aided awareness

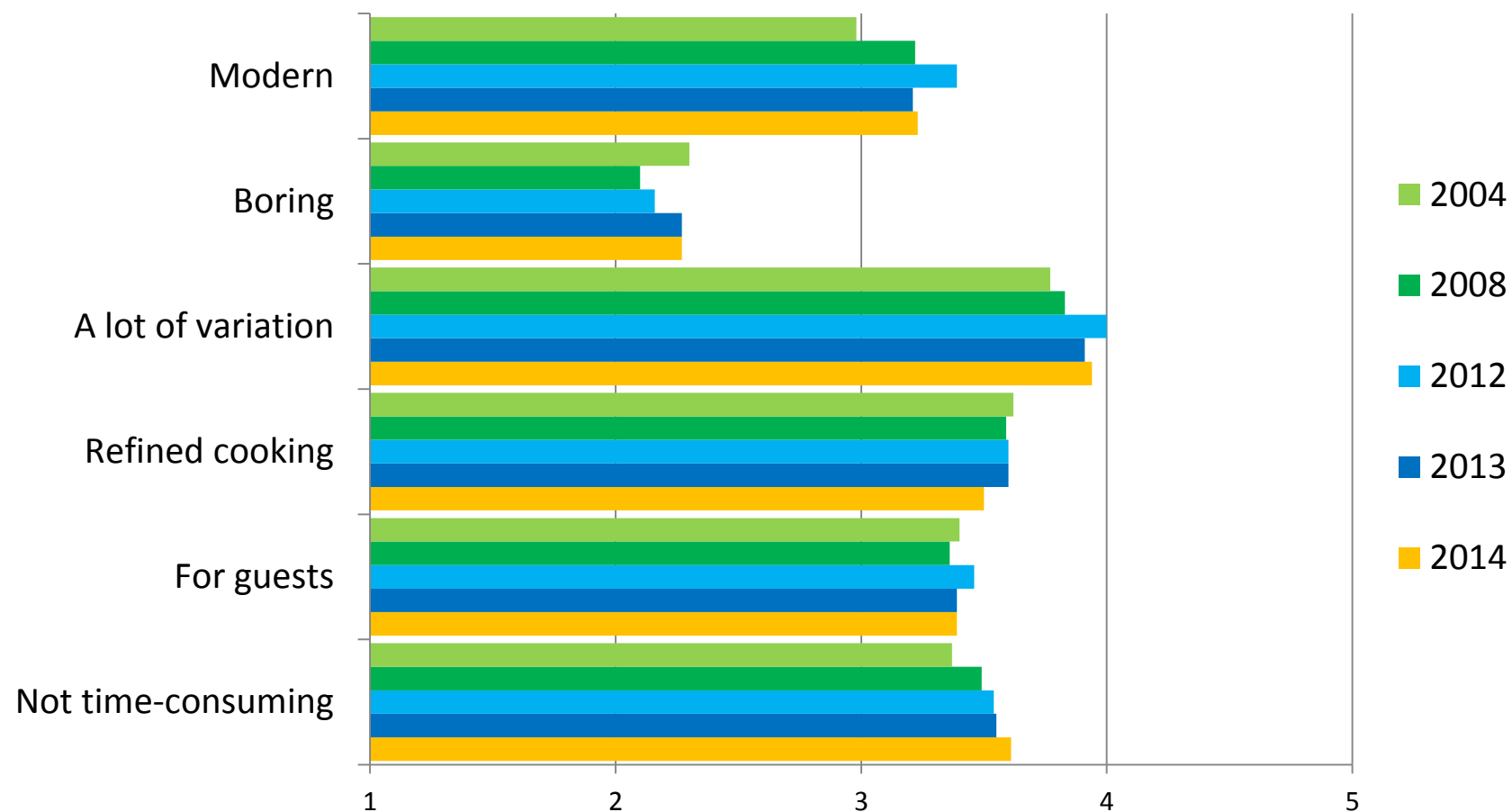


Main target group (18-44)

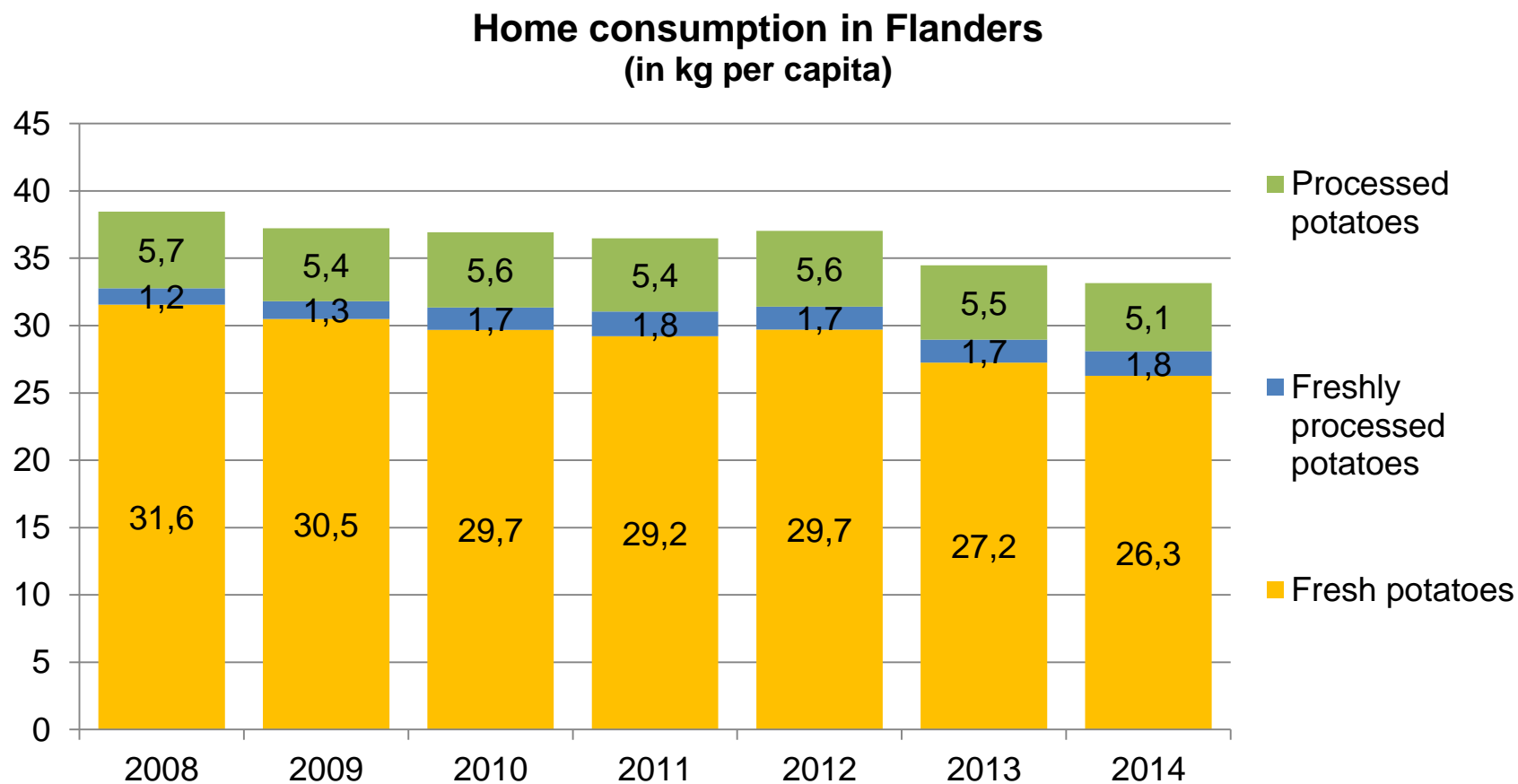
# Results - Appreciation



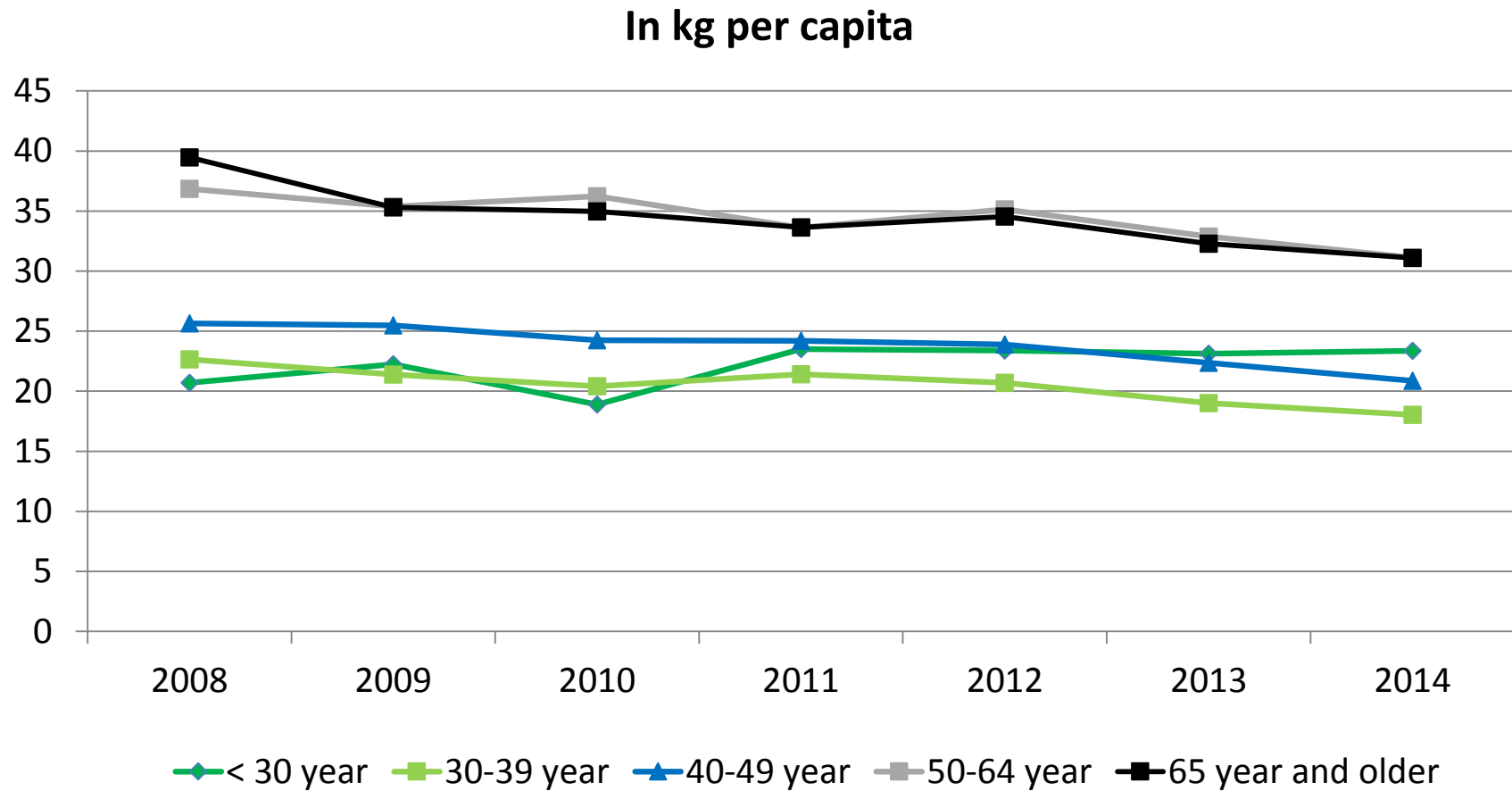
# Results - Image



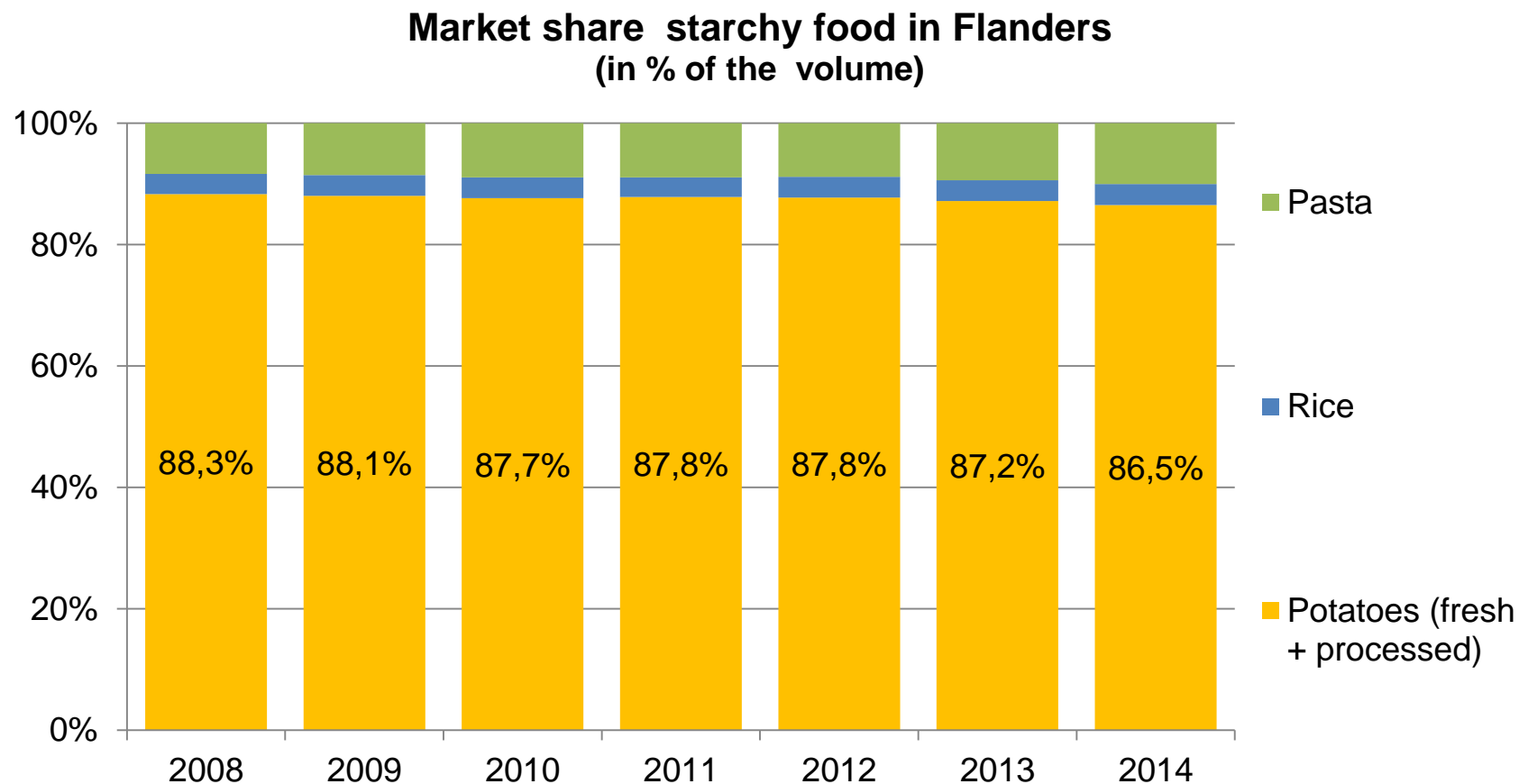
# Results – Home consumption



# Results – Home consumption



# Results – Home consumption



# We won

- BOEM Patat
  - Top spot award
  - Best Youth
- Award: Media budget € 80,000



# Problems and learnings

- Fast changing media → Flexibility
- Importance of social media
- Importance of recipes: Inspiration
- Future: Discussion on carbohydrates?



Thank you for you attention