

# The Recipe for Success for Bord Bia's Quality Mark



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## Entrant details

Company Name Wavemaker

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## Entry details

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### Summary Paragraph

All good recipes rely on the quality of their ingredients and the Bord Bia TV strategy is made up of all the finest produce Wavemaker has to offer. In an advertising landscape dominated by sales we needed to shift the emphasis back to quality for Irish food producers.

Explain the position of the brand within its competitive set at the start of the period being covered. What were the long-term broad objectives of the business and what were its main challenges?

(10 marks out of a possible 100)

By 2014, even though the recession had ended, consumers had been conditioned to search the out lowest price in grocery. Since then, we've seen the rise of the German Discounters and this has further accentuated this belief and made an already very competitive market, cut-throat. The combined advertising investment of the grocery retail category in 2022 was over €65m, and over 90% of that expenditure is devoted to so called "Price and Item" advertising, which is advertising devoted to communicating deals, offers and promotions on a week in, week out basis.

This campaign was launched in 2016 against this challenging backdrop. The Bord Bia challenge was simple but daunting. We had a limited budget – a mere fraction of Grocery Retail, and a single-minded quality message. The role of Bord Bia then and now is to ensure when consumers are shopping for food with the Bord Bia Quality Mark , they can rest assured that they are buying the best of food for them and their family.

Key Challenges

1. Awareness of the Bord Bia Quality Mark
2. Evidence that Food Labelling makes a difference to the purchase decision
3. Would consumers recommend produce with the Quality Mark to others

Tell us what the brand objectives were for each year or campaign period.

How did the marketing strategy evolve in response to business results or competitive activity?

Explain the role for TV and how this has developed, taking the media learnings gathered and incorporating these into the subsequent plans each time.

Tell us about any significant media ideas along the way that supported the long-term marketing strategy.

Where relevant, explain how you utilised advanced TV capabilities and tactics (i.e. use of first party data and insights) in order to drive results for the brand.

(50 marks out of a possible 100)

Our key challenge was to connect and convert audiences to a quality Irish food product. This was going to be very challenging in an advertising market that was dominated and overwhelmed by price and promotion led Retail Grocery advertising that dwarfed and overshadowed our budget.

In order to meet this challenge head-one we devised a three-fold strategy.

1. Identify a quality led audience that what would resonate most strongly with a quality led message.
2. Map the consumer journey of our Quality Led Audience in order to identify the moments and touchpoints that this audience would connect with and resonate with most strongly.
3. Optimise our phasing and media weightings to maximize the effectiveness of our budget by identifying the communication factors, effective frequency, recency and memory decay, that were specific to Bord Bia, it's audience and the message we wanted to communicate.

We deployed three key Wavemaker proprietary tools to help formulate our strategy.

1. Audience Origin is our proprietary consumer panel research. This research allowed us to identify and build a Quality Led Audience. Using our base audience, Women 30-60, we overlaid this with two critical Quality Identifiers which were
  - a. People who were willing to pay more for quality food products
  - b. People who enjoyed cooking
2. Momentum is our proprietary purchase journey planning database that contains literally millions of consumer purchase journeys, across hundreds of product categories, from around the world, including Ireland. This allowed us to identify the most important parts of the consumer journey for Bord Bia where we needed to connect with our audience and the most influential touchpoints with which to reach them. These were critical campaign factors that would enable us to precisely define the best moments to reach our audiences with the most influential touchpoints.
3. Maximize is our media optimization and planning tool. It's fuelled by two proprietary data sets. Firstly there is our audience data from Audience Origin and where we built our Quality Led Audiences and secondly by purchase journey data from Momentum that would enable us to phase and weight our media and identify the most way to allocate our budget across each part of the consumer journey

The tools identified the following for us.

1. Long before consumers reach a Supermarket or start thinking about what to eat for dinner they form strong unconscious biases relating to food decisions. These biases were being heavily influenced by the plethora of Grocery retail advertising messages. Our Momentum research identified the importance of reaching people at this part of the consumer journey.
2. Our purchase journey research, Momentum, also found that TV is the most influential touchpoint to reach our Quality Led Audience during this phase of the consumer journey. This was supported by global research from Bain & Co (1) which concludes that the highest recollected reach (the amount of people exposed to an ad that recalled the advertising) is achieved by traditional TV. Finally, Thinkbox UK (2) research from the UK concluded that the highest ROI was driven by traditional TV channels.
3. Maximize, our optimization and planning tool, identified that the purchase cycle was on average 14 days long and within that timeframe consumers needed to be exposed twice to our advertising message. Across a complete campaign

period we needed four exposures and once we stopped advertising the weekly memory decay rate of the message was 32%. This information by its unique and proprietary nature gave us an enormous competitive advantage. It enabled us to identify stretches in the consumer journey that Grocery Retailers were largely ignoring and gaps where we could jump in a target our consumers. More importantly it delivered a more efficient and effective plan that delivered in it's first year an additional 9 weeks on air.

4. Finally having already identified the needs and wants of our audience (quality and a love of food) we balanced that against our insight that unconscious biased food decisions are made far from the actual food decision. This led us to what we called our Moments and Memories media programming strategy. Memories programming was about identifying Tent pole content where consumers shifted from lean back consumption to lean forward and pay attention. This programming included big sporting occasions, season finales and top movies. Crucially this aspect of our strategy allowed us to build unconscious bias long before consumers made food decisions. This enabled us to have Bord Bia products front of mind at exactly the point when consumers were triggered into planning meals. Moments programming was all about surrounding programming where meal decision triggers were being made. This part of the strategy incorporated day of week, time of day and environment and contextual targeting.

A key aspect of the above was that we reevaluated and tweaked our approach each time the Coyne tracking was made available to us. This allowed us to evaluate whether our programme and time of day choices were bearing fruit with our Target Audiences or whether we were missing the mark.

(1) [https://media.bain.com/Images/INDUSTRY\\_BRIEF\\_Digital\\_Vs\\_Traditional\\_Advertising.pdf](https://media.bain.com/Images/INDUSTRY_BRIEF_Digital_Vs_Traditional_Advertising.pdf)

(2) <https://www.thinkbox.tv/research/nickable-charts/tv-effectiveness-and-payback/tv-the-best-profit-generator/>

## The Results

Our clear campaign objectives were to increase bias for Bord Bia labelled products when people were removed from making meal decisions thereby ensuring that Bord Bia products were top of mind when people are being triggered into making those meal decisions. The key measure of this success is whether people are aware of the Bord Bia labelling and consider that it makes a difference in whether they purchase that product or not.

As they say the proof is in the pudding and our strategy has cooked up some tasty results over time.

Thankfully monitoring the success of this campaign has been made very easy as for the past number of years; Bord Bia have conducted an Annual Brand Health Check on the Bord Bia Quality Mark amongst a sample of grocery shoppers. 1,000 online interviews were conducted by Coyne Research amongst a sample of grocery shoppers aged 18+. Quotas were set in terms of age, gender, region and social class to ensure the sample was representative with other waves of research.

The latest wave of results from November 2022 revealed that we are achieving our highest results ever across all of our key metrics since we began our journey back in 2016.

D Maintaining awareness of Bord Bia. Despite almost universal awareness of Bord Bia in Ireland, we have steadily increased awareness of the brand since 2016 reaching 94% in 2022

D Driving Consideration and influencing unconscious bias: 69% of consumers believe that Bord Bia food labelled products make a difference Does Food labelling make a difference? 56% in 2017 compared to 56% in 2017, which is the highest scoring we've ever achieved and is a compelling reason to buy that product.

D Converting Consideration into sales. When asked what factors were of most importance when shopping for Beef, Pork, Ham, Bacon, Lamb, or Chicken the Bord Bia Quality Mark was the most important factor with the exception of the best before date and well ahead of price.

D Endorsement of our TV led strategy. TV was by far the number the channel where people were exposed to the Bord Bia advertising.

However perhaps the most interesting sign of success came from an unexpected source, when a contestant on First Dates revealed "When I was 16 I thought it would be a great idea to get a tattoo -- I thought it would be really funny -- When I was 19 I went to a tattoo artist in Galway City and I put a Bord Bía quality assurance mark on my ar\*e. Beyond all the facts and figures this might truly show just how important the quality mark is for Irish consumers.

If you have any supporting documentation to support ths results section (graphs, charts,images etc) please add them below

## Client Involvement

The Wavemaker team have worked closely with us in Bord Bia over the last 10 years in optimising our use of TV to promote food with the Bord Bia Quality Mark to Irish shoppers to great effect. By continually monitoring consumer recall and impact of the TV adverts as well as cost and quality targets, the Wavemaker team have been able to identify, among other things, the right timings between campaign bursts, TV coverage levels and the most relevant programme genres for our target audiences. This has resulted in the Bord Bia Quality Mark being the most recognised and trusted symbol of quality among Irish shoppers. By December 2022, consumer research indicated that 94% of Irish consumers are aware of the Bord Bia Quality Mark and 69% said that seeing it on a food product would make them more likely to buy it – up by 23% since 2017. The Quality Mark is also considered by Irish consumers to be the most reassuring mark in terms of food safety, quality and independent verification. (Source: Coyne Research). Without a tireless ambition to evolve our TV strategy over the past decade these results would never have come to fruition

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