Food & Drink Brand Communications in a Change World

13th May 2020

BORD BIA
IRISH FOOD BOARD

"Gemma Smyth"
COMMUNICATIONS






COVID-19


DISTANCE
2MTS




Eating Chinese food will NOT give you coronavirus, HSE director confirms


CANCELLED
CANCELLED
CANCELLED
CANCELLED
DELAYED
CANCELLED


STAY HOME
WE DELIVER

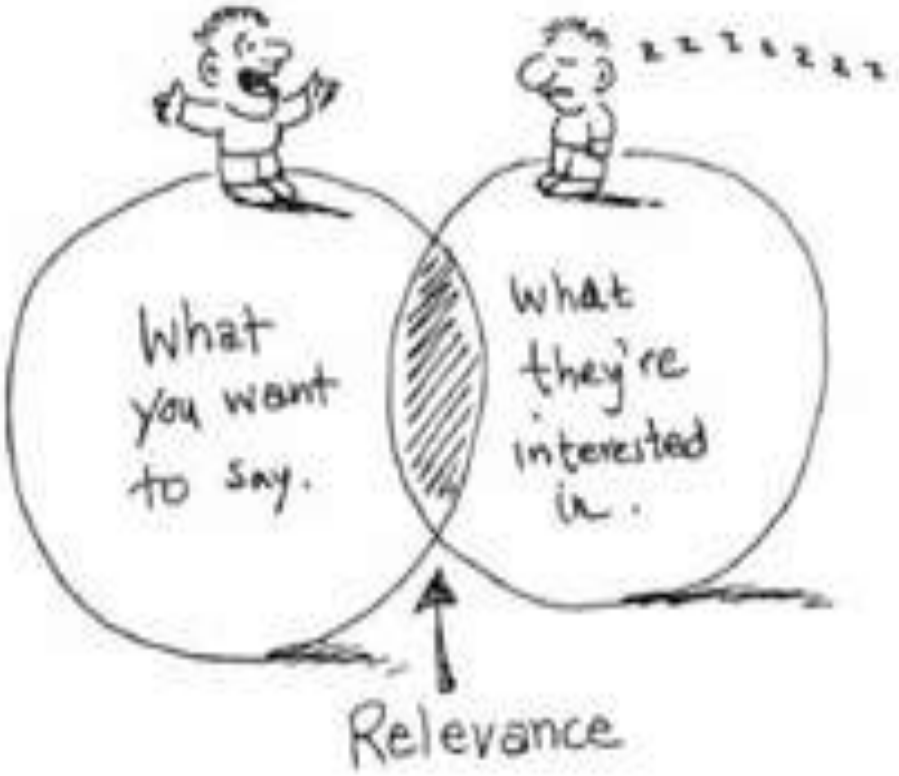

HAND SANITIZER

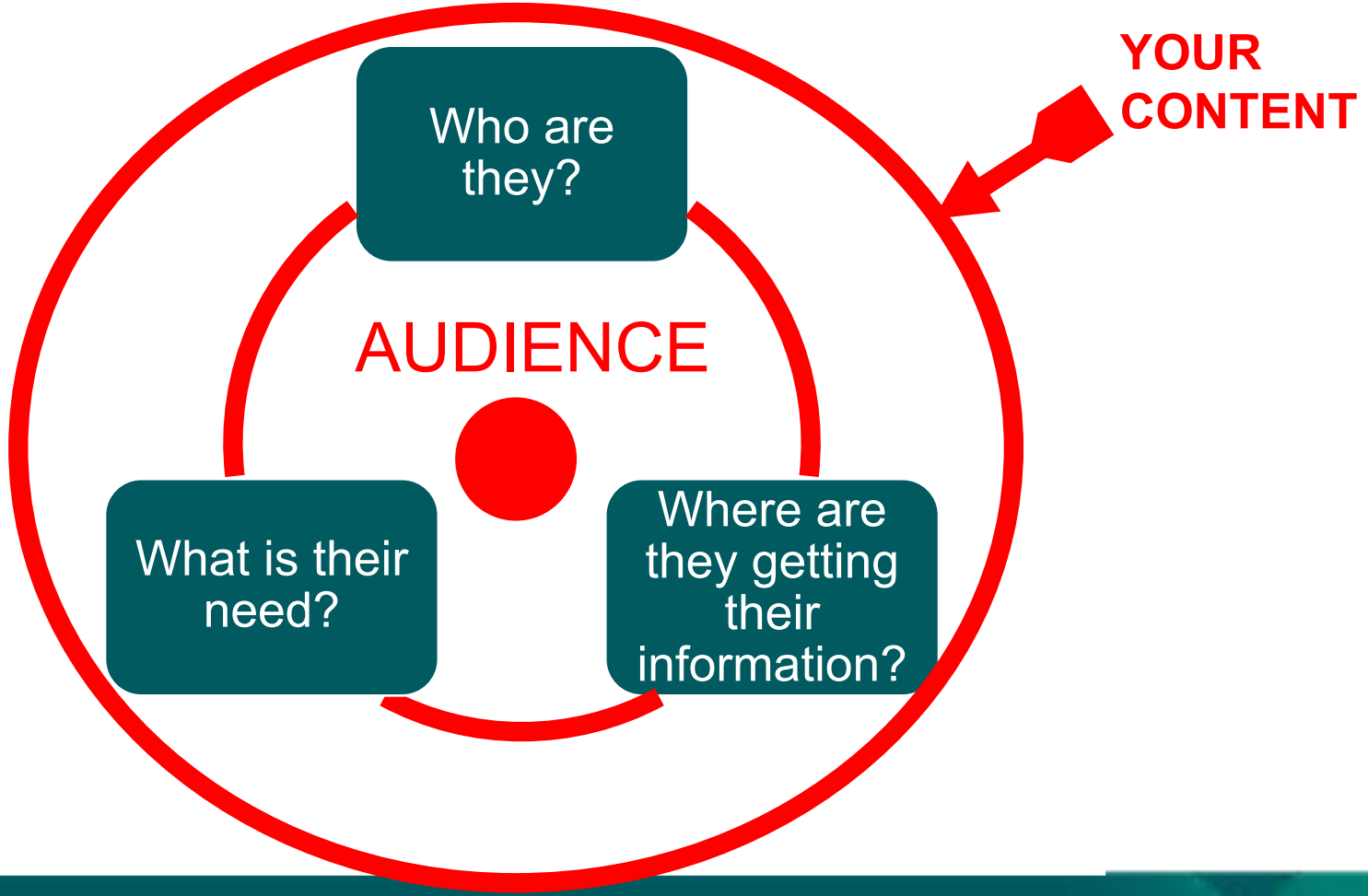

YOU TALK
WE LISTEN


17
23



Where to start?


What you want to say.
What they're interested in.
Relevance


YOUR CONTENT
Who are they?
AUDIENCE
What is their need?
Where are they getting their information?

WHO?

- ✓ Staff
- ✓ Retailers | Stockists
- ✓ Supply Chain
- ✓ Consumers
  - Demographic
  - Location
- ✓ Local Community
- ✓ Stakeholders
- ✓ Media

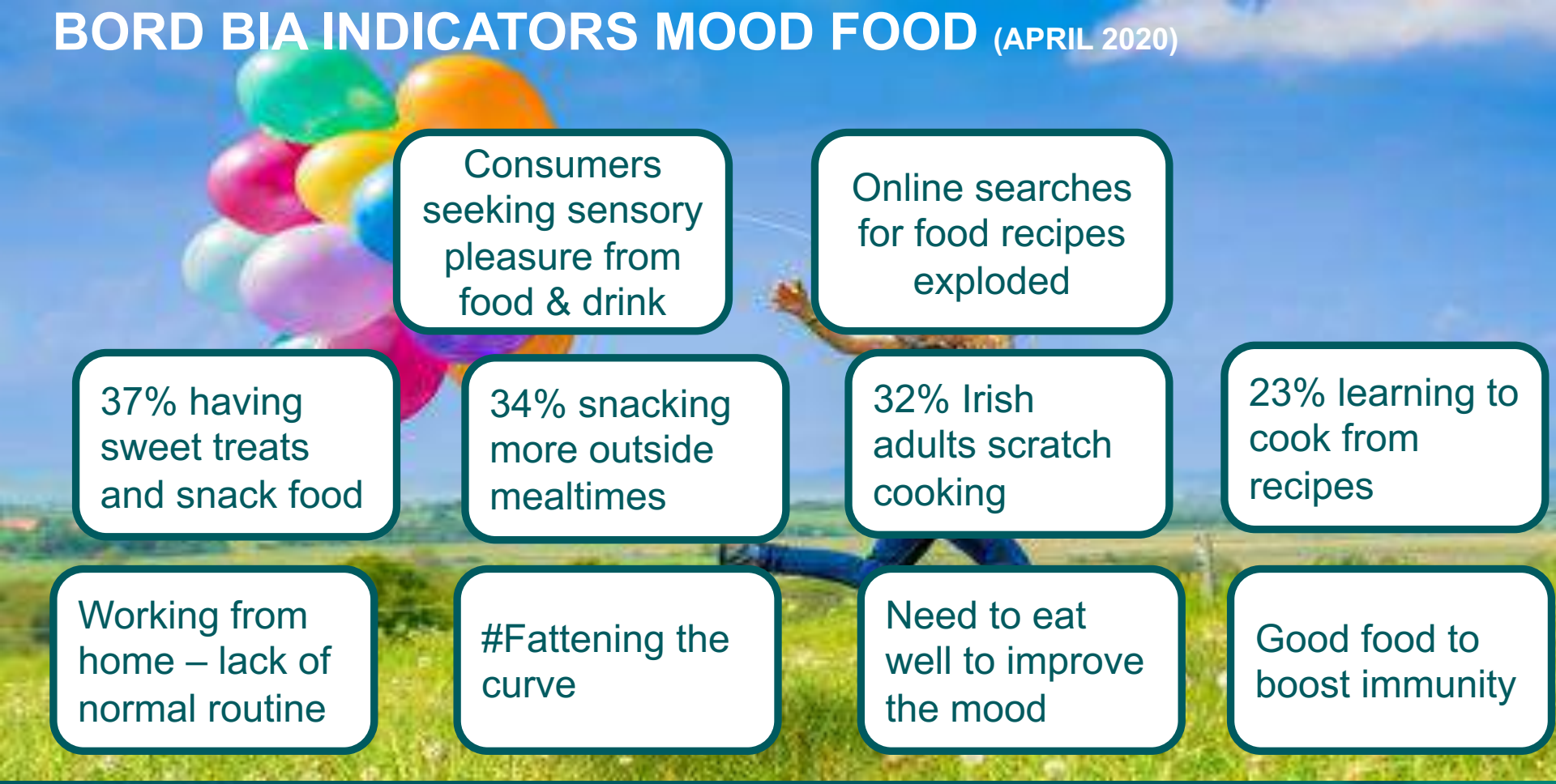
NEED?

- ✓ Reassurance
- ✓ Confidence
- ✓ Information
- ✓ Convenience
- ✓ Mental wellbeing
- ✓ Physical wellbeing
- ✓ Motivation
- ✓ Inspiration
- ✓ Education
- ✓ Solution
- ✓ Financial support
- ✓ Emotional support

WHERE?

- ✓ Media
  - Broadcast
  - Print
  - Online
- ✓ Online
  - Website
  - Social
- ✓ In-store
- ✓ Community/Events
- ✓ Influencers
- ✓ Direct mail
- ✓ Word of mouth

BORD BIA INDICATORS MOOD FOOD (APRIL 2020)



Consumers seeking sensory pleasure from food & drink

Online searches for food recipes exploded

37% having sweet treats and snack food

34% snacking more outside mealtimes

32% Irish adults scratch cooking

23% learning to cook from recipes

Working from home – lack of normal routine

#Fattening the curve

Need to eat well to improve the mood

Good food to boost immunity



PR is not advertising

Need a good hook

Strong pitch better than any press release

Know and understand the channel



Overview:

Feature stories approx. 8 minutes in duration of Irish significance

The Pitch:

- Human Interest Feature
- Innovation
- Historical relevance

The Format

- Film at least 2 weeks ahead
- Requires access and strong visuals



Overview:

Light-hearted, lifestyle programme featuring music and interviews

The Pitch:

* Celebrity/influencer endorsement or collaboration
* Family-friendly content

The Format:

- Live in studio or over the phone
- Pitch 3-4 days in advance

IT



Overview:

Food Editor Irish Times, weekly ‘Food-File’ in weekend magazine

The Pitch:

- Exclusive new product launch or new company
- Exclusive new innovation

The Format:

- Supply press materials and offer phone interview
- Must have supporting visuals

IMAGE

Overview:

Glossy magazines online content: lifestyle, beauty, food

The Pitch:

- Recipe content
- Drinks Inspo

The Format:

- High quality visuals
- Written content
- Celeb/influencer interview

Note: May request advertising budget



Case Study: St. Tola Cheese





Farmhouse cheesemakers call on retailers to give them shelf space

PIVOT

New product development (hard cheese) and launch of online shop

NEWS HOOK

Industry survey with fellow members of Cáis – 70% drop in sales of farmhouse cheese

PITCH

Media love statistics supported by human interest story

TONE: Captured the mood of solidarity ‘We’re all in this together’; St. Tola also included other brands in her delivery box

Tone of Voice



BRAND VALUES

INCLUSIVITY

CONTINUALLY MONITOR MOOD

EMPATHY & SOLIDARITY

AVOID TOKENISM

#TogetherAtHome
#FeedTheFrontline
#ShineYourLight


Boyne Valley Group
+ Follow
We're all in an environment right now that requires us to constantly change and adapt to the situation we face in order to keep everyone safe and well.
It's at times just like these that we should stop and take some time to recognise all the amazing people who are supporting our business at this challenging time.
#weareoneboynevalley
#gettoknowusabitbetter
#iconicirishbrands
#teamwork
#socialdistancing
#flattenthecurve


BOYNE Valley
...to our Employees
Who are our heroes! All areas of the business are working together to ensure we continue to feed the nation.
...to our Families
Who support us all whether working from home, or within our factories and warehouse.
...to our Suppliers
Who we are partnering closely with to ensure continuity of supply.
...to our Retailers
We're working hard to support our retail partners to ensure we have our much loved brands available in store.
...to our Customers
Who continue to support our business, respecting social distancing and all other government guidelines.
...to our Communities
Who are going the extra mile, diversifying their businesses to support in every way possible against this Covid-19 crisis.
and a special thanks to all Healthcare Workers
who have our utmost respect and thanks as they work tirelessly to provide essential services at this time.
THANK YOU
We are one Boyne Valley

LOW BUDGET OPPORTUNITIES

1. CREATE CONTENT

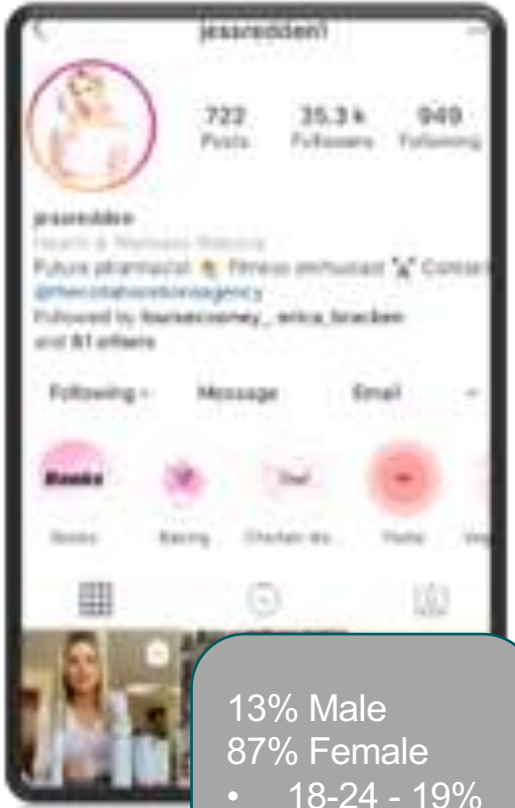


FOOD STYLISTS:
many working from home

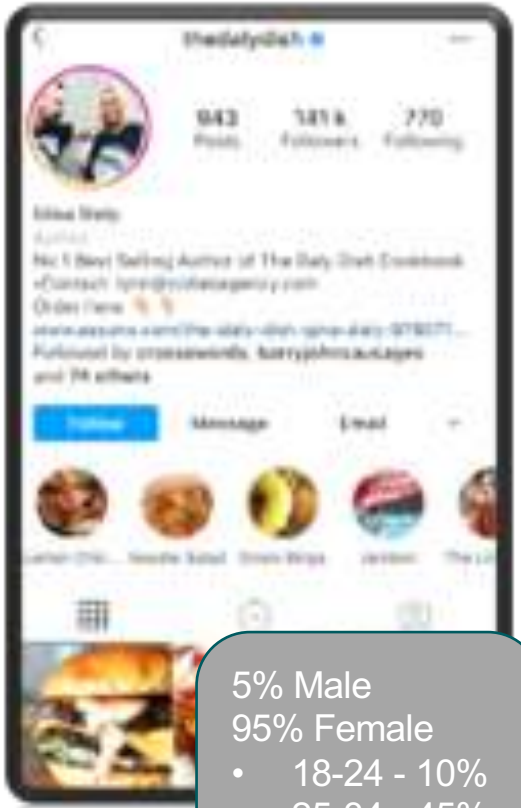
CHEFS:
many out of work

FAMILY FRIENDLY:
Can your content be adapted?

LOW BUDGET OPPORTUNITIES. 2. COLLABORATIONS



13% Male
87% Female
- 18-24 - 19%
- 25-34 - 56%
- 35-44 - 19%



5% Male
95% Female
- 18-24 - 10%
- 25-34 - 45%
- 35-44 - 32%
- 45-54 – 10%



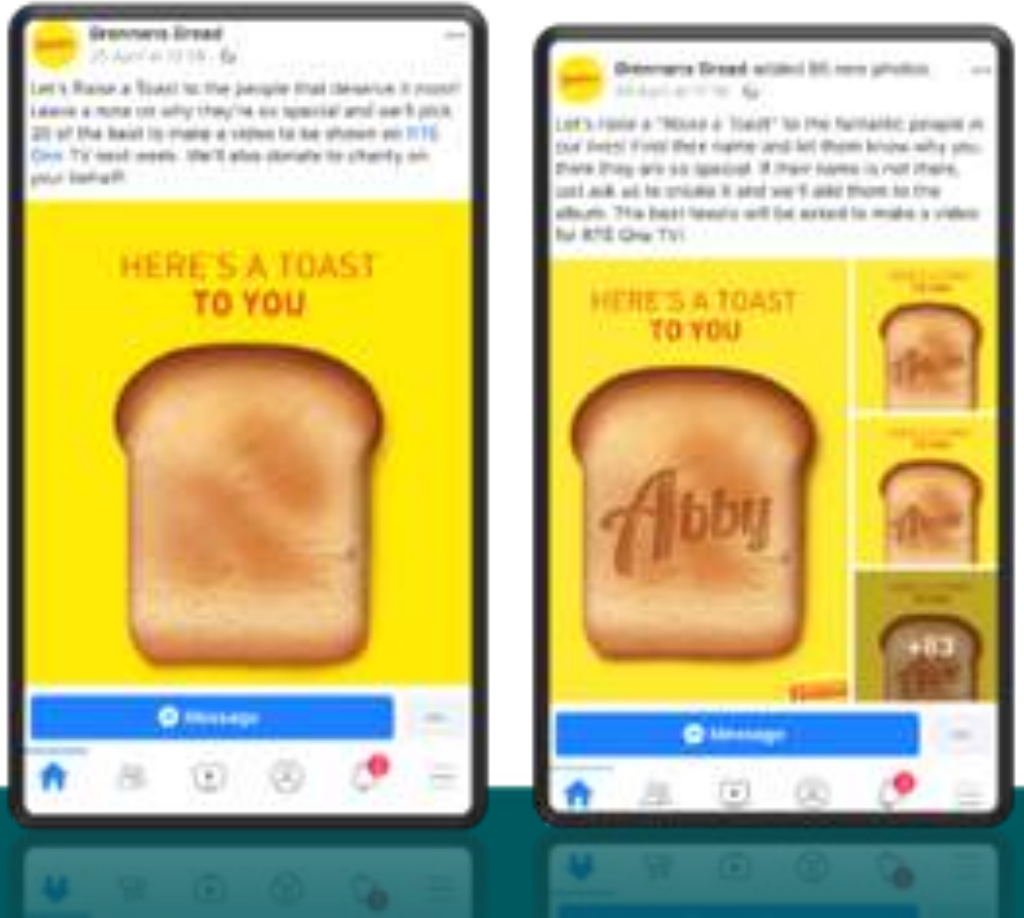
55% Male
45% Female
- 18-24 - 42%
- 25-34 - 38%
- 35-44 - 12%

2. COLLABORATIONS: NEW FORMATS





LOW BUDGET OPPORTUNITIES
3. USER-GENERATED CONTENT



LOW BUDGET OPPORTUNITIES
4. MEDIA RELATIONS: STORYTELLING



Share your taste for coffee

For coffee that gives you a helpout (as well as a caffeine) buzz, look no further than Irish company **Moyee Coffee**. It was the first coffee company to adopt the fairtrain business model, providing a living wage to all in the coffee-making process and promoting environmentally friendly farming practices. Now it has launched a "buy one, gift one" coffee project, where for each kilogram bag you buy, another will be sent to a friend of your choice or to a frontline worker. Prices start at €27.50 a kilo from moyeecoffee.ie.

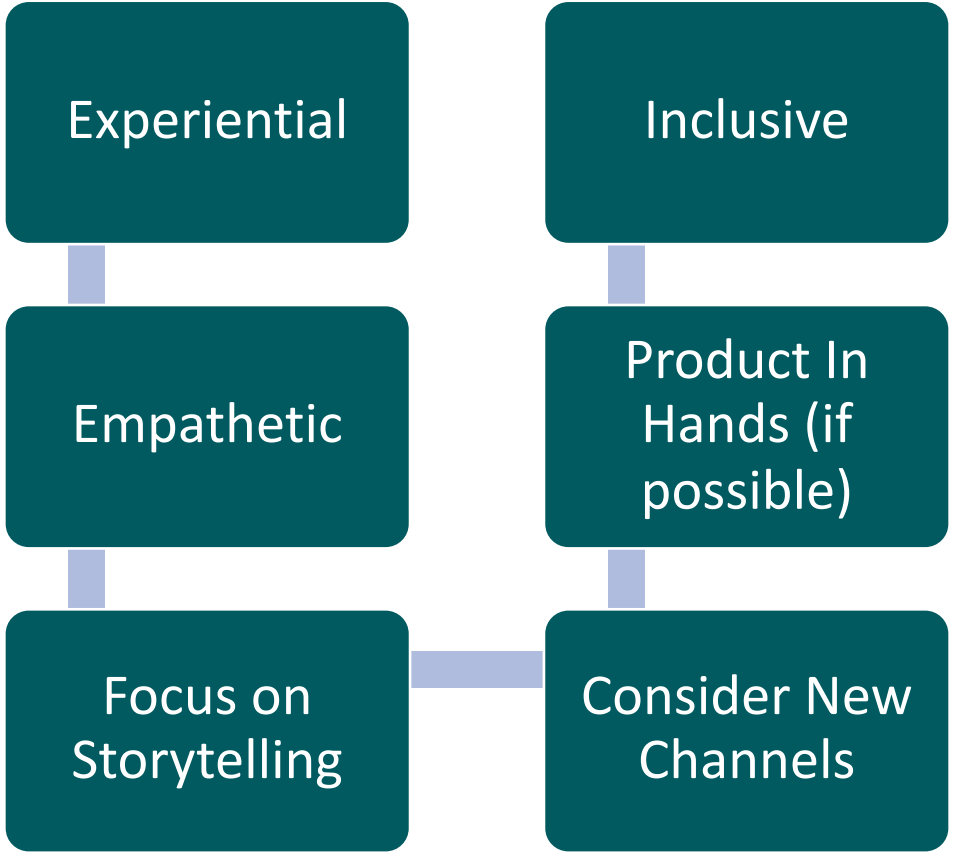
- Personal stories
- People behind the brand
- Statistics
- Collaborations - Chefs
- Innovation
- Charity / CSR



Launching New Products

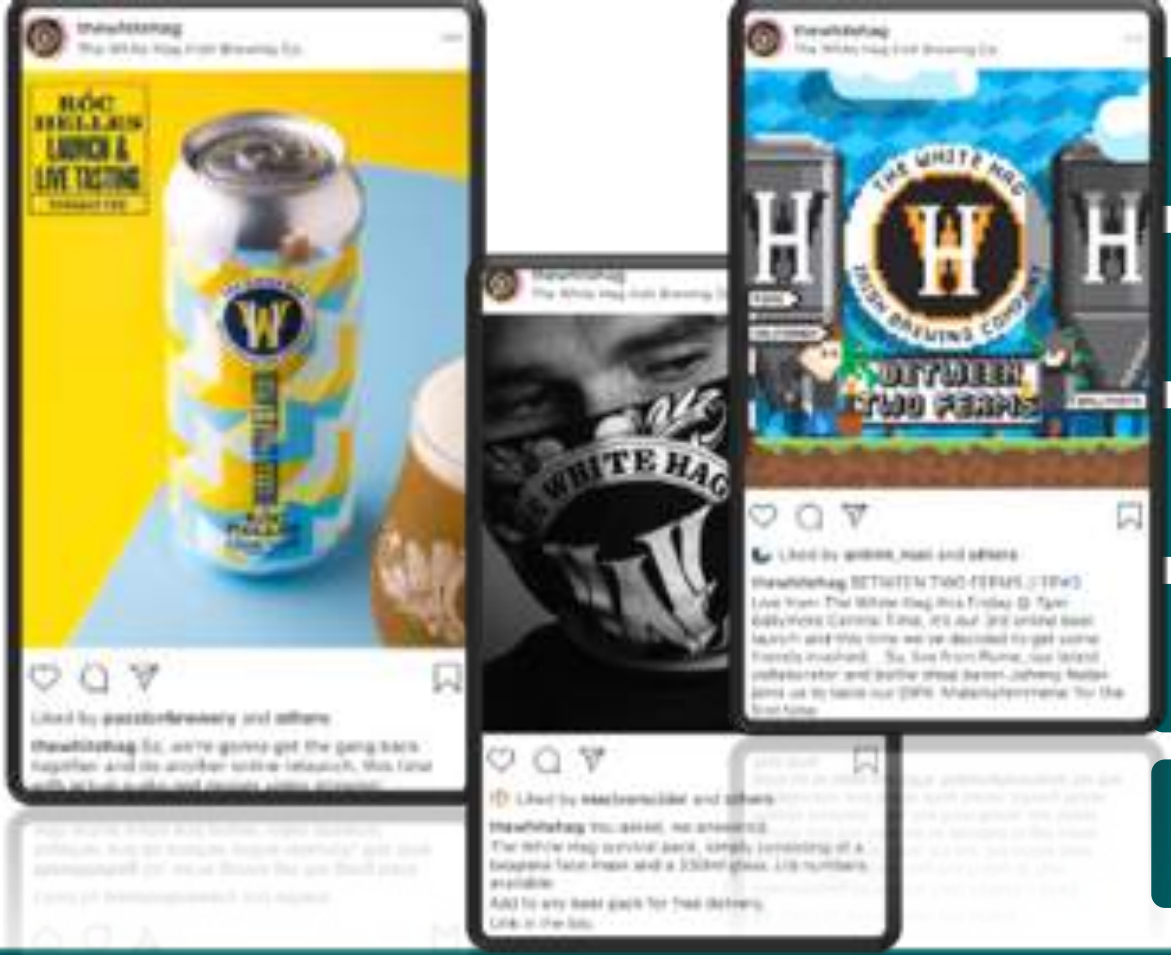


- **Launches still possible**
- **Require some creativity**
- **Original plans may not translate to online**



Case Study: The White Hag





Cancelled St. Patrick's Taproom Events

Online sales: 'packed & dispatched with care'

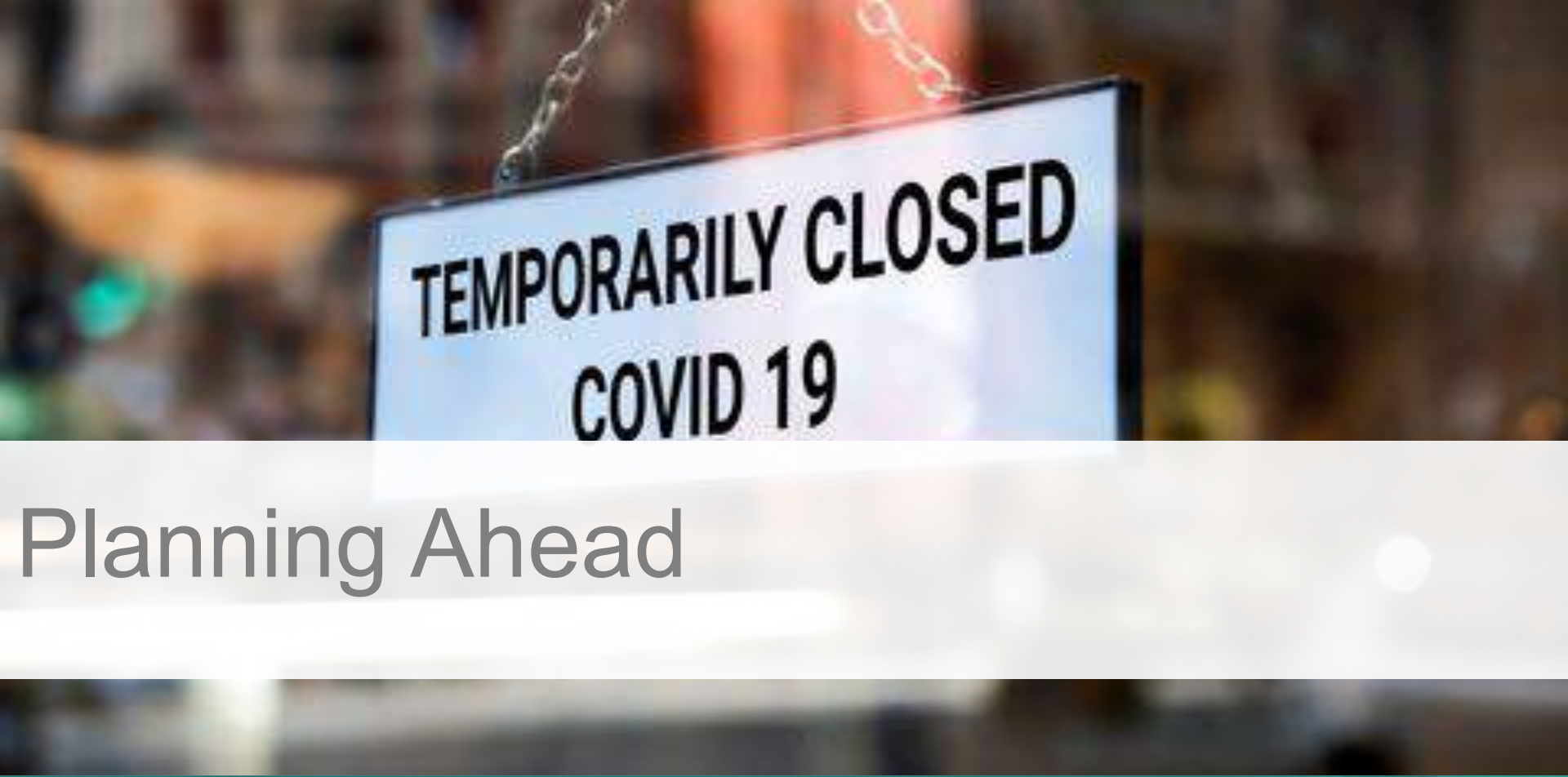
World's 'first-ever' virtual beer launch

Initial teething problems: 2 subsequent beer launches

‘Survival Pack ‘launched online

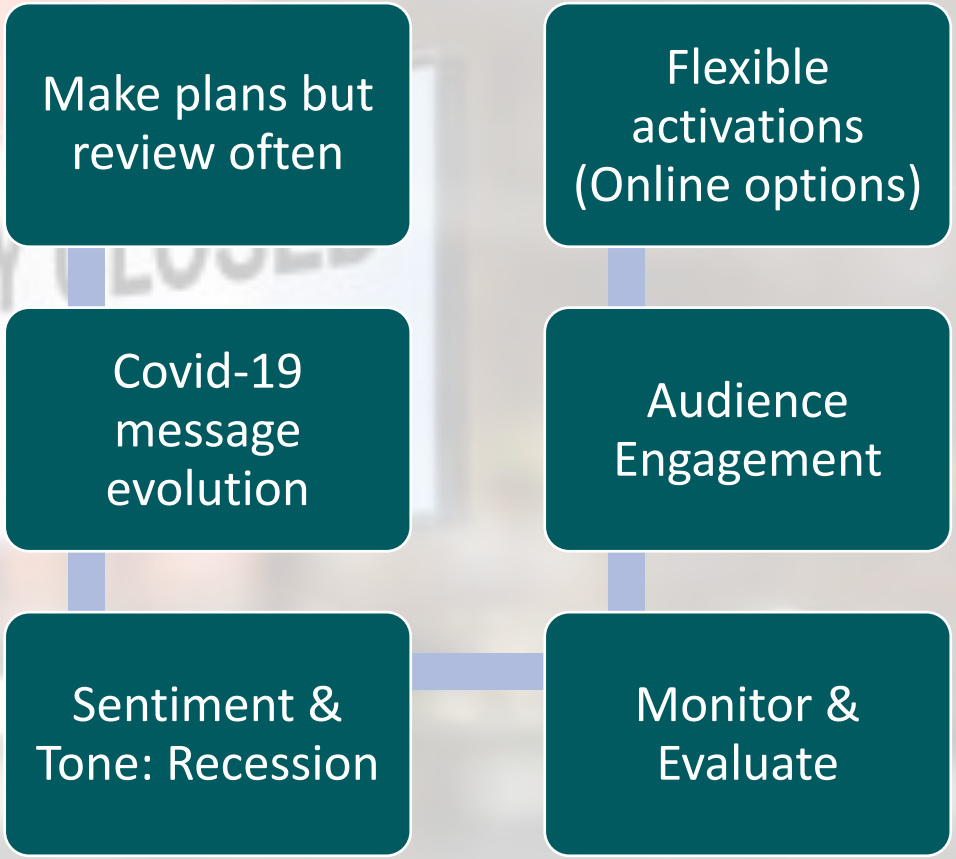


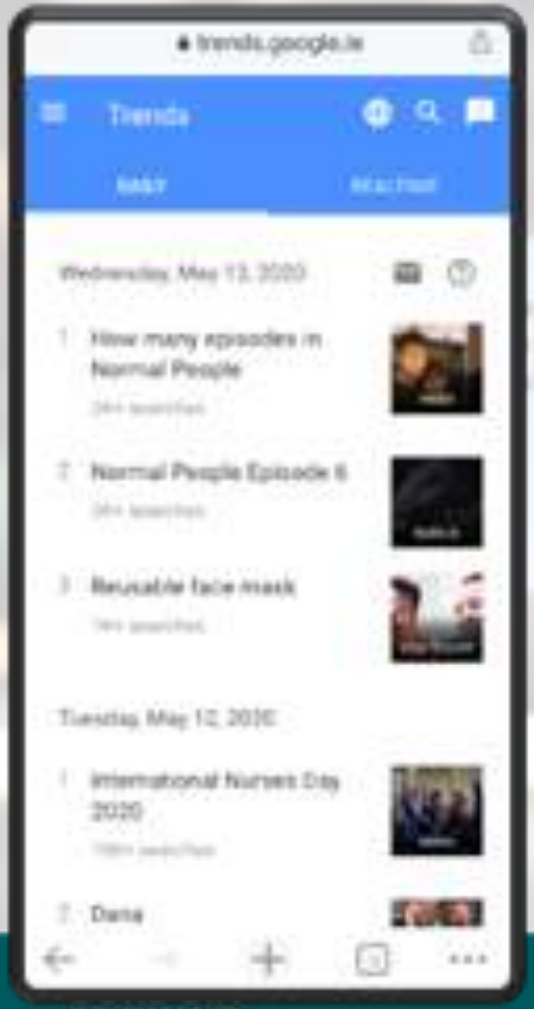
"We had a schedule of launches for after St Patrick's Day. We looked at it and saw that business was just stopping. Draught is 70 per cent of our business, so we needed to look at how we'd get packaged product out. People who are watching and following a beer launch online are much easier to get into the funnel to make a purchase. It was hugely successful. Our current job is to keep the lights on and keep people employed. The online store is a lifeline." ***Bob Coggins, commercial director The White Hag.*** *{Business Post}*



Planning Ahead

Is future-proofing communications possible?




trends.google.ie
Trends
Wednesday, May 13, 2020
1 How many episodes in Normal People
2 Normal People Episode 6
3 Reusable face mask
Tuesday, May 12, 2020
1 International Nurses Day 2020
2 Dana


Irish Food Board
Following
Bord Bia - Ireland's trade development & promotion body growing the success of Irish Food, drink & horticulture.
Tweets
Tweets & replies
Media
Likes
Dept of Agriculture, Food a...
Minister today announced that Ireland has secured access for the export of pigmeat to Mexico.
This achievement follows important steps undertaken by this Department,
alongside industry, over several years


google.ie
Google
Alerts
My alerts (14)
"Bord Bia"
"Craft drinks Ireland"
"Craft beer ireland"
"Irish Farmhouse cheese"
"Irish beef"
"Irish dairy"

How can you innovate?

- New product/service
- Review trends
- Alternative calendar activities
- Statistics & data – news hooks
- CSR/ Charity Angle
- Alternative sponsorships (Podcasts)

- Measuring AVE no longer accurate
- Holistic Approach Required
- Barcelona Principles
- Clear objectives tailored by project
- Qualitative and Quantitative
- Quality of Media Coverage: Tone, Messaging
- Engagement on social media channels

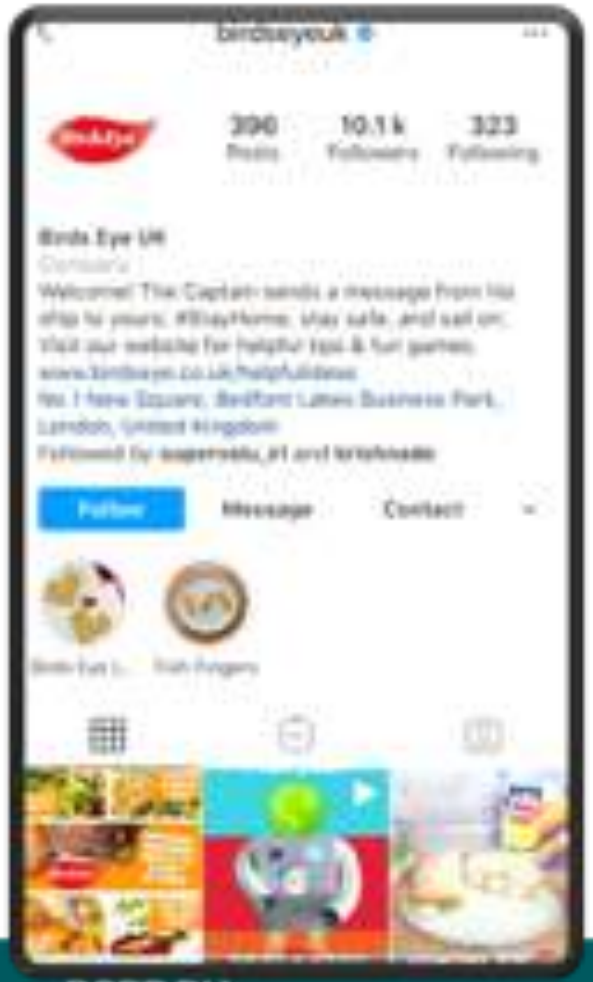


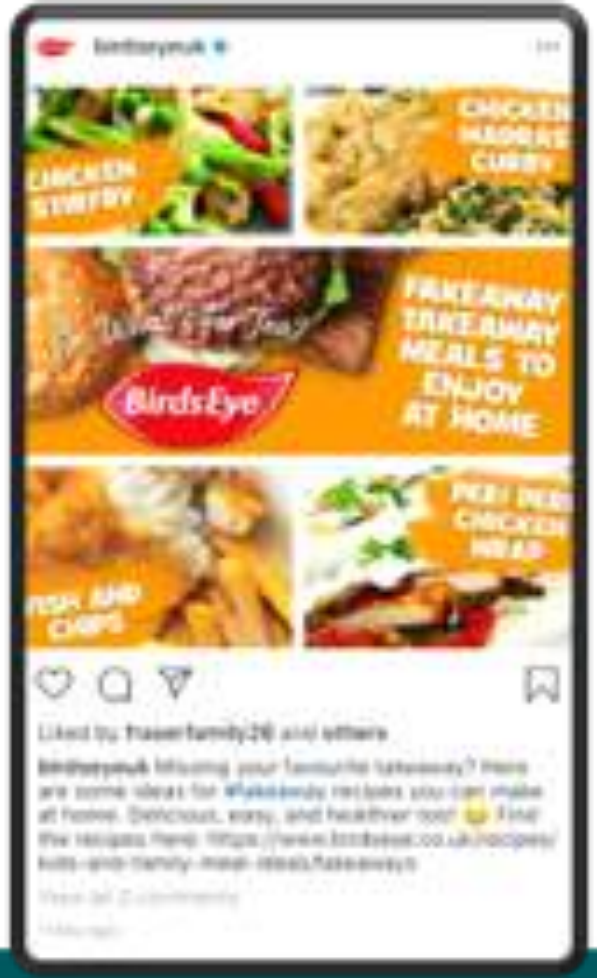
Example: Product Launch

- KPI 1: Message retention: other products in the range
- KPI 2: Message retention: versatility
- KPI 4: Message retention: heritage of the company
- KPI 5: Message retention: Full ingredient list & nutritional breakdown
- KPI 3: Min 2 x Tier 1 & 10 Tier 2 positive media mentions
- KPI 6: Sales: 1 case per week for first 6 weeks
- KPI 7: Increase Instagram engagement



Case Study: Birds Eye







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COMMUNICATIONS



"Things are moving so fast so messages are dating quickly. As we unlock and people are starting to get out …..there is a shelf life to messaging, it becomes tired and less relevant."

"The summer will be different with less holidays and kids at home."

"It is important to start looking at a comeback plan and to consider the likelihood that there will be a long recession". Steve Challouma, GM, Birds Eye
{Marketing Week}

Useful Links

- Bord Bia Indicators Reports
- PRII Media Contacts Book
- Influencer/Talent Agencies
  - Collaborations Agency
  - Andrea Roche
  - NK Management
  - Lisa Richards
- Measurement & Evaluation:
  - Barcelona Principles of Measurement
  - Media Live.ie
- Media Monitoring
  - Google Alerts
  - Truehawk Media
  - Rue Point Media
- Social Listening:
  - Tweet Deck
  - Get Day Trends
  - Hashtag Research
- Social Media Advertising
  - Hub Spot: Mastering the Basics
  - Sprout Social: Paid Social Guide

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