

Estimate on strategy

for marketing of berries in Denmark/Scandinavia

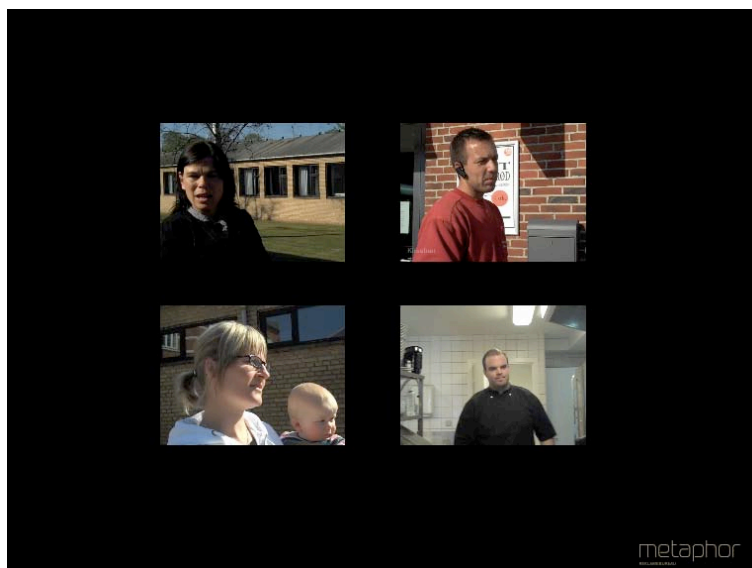


The objective for our work is to increase the demand for Danish berries – meaning red currant, sour cherries and blackcurrant. I will reveal at this early stage that the blackcurrant will play a central role in our strategy.

We are still in the midst of discussing the basic strategy, but in a week or two we will conclude that discussion and move on to the creative work – the process where we will develop a range of fresh ideas that will bring the strategy to life.

We are aiming at the Danish market in the first stage, but later we will try to make it onto other Scandinavian markets.

The first part of the work is to understand what we are dealing with. We have studied reports, researched food trends and spoken to people – not least the ordinary Dane.



What we found was this:



1. Berries are nice

Berries are about nice taste, freshness in the season and pleasure (and a little bit of health). But it is clear that berries are not too important – they are not an essential part of Danes' diet.



2. The trend is our friend

Health becomes ever more important to consumers. This is a blessing for berry people like you. You own a product that will attract a lot of attention in the future as the many positive nutritional aspects of berries are becoming more known.

People are caring more and more about the environment. This means that locally produced crops will become more attractive because their carbon footprint is minimal. In Denmark we have strict regulations regarding the use of pesticides and this fact will of course also be used to promote Danish berries.

The third important trend is convenience. People want more smart and easy ways to consume healthy food. I don't know if this trend really is a friend but it is important to make it a friend product development is key to success.



3. Women rule

They are the heads of the families when it comes to food and they are more willing to try new things and to change habits. So if we want people to buy more berries, we must start with the women. If we conquer the women, we have won the war.



4. The recommendation age is here

The trust in advertising is falling. Only 28% of Danes (who, by the way, are the most skeptical people in the world) trust advertising, generally speaking. On the other hand 62% say they trust what other people say regarding products. On a worldwide basis that number is 78%.

It has always been like this, but the new thing is that the internet has made it possible for us to actually find out what other people have experienced.

This means that we should rely more on getting people to talk about berries than to make big expensive advertising campaigns.

It is not only sensible – it's more interesting and more fun.

A THREE YEAR STRATEGY

Based on the findings we have defined two main agendas that should be put forward to the public.

The first agenda is: FROM PLEASURE TO NECESSITY

Berries should be seen as an absolutely necessary part of a healthy diet. This means focus on HEALTH. Blackcurrant and cherries will be heroes of that tale as these berries have a very strong documented story about antioxidants, vitamins and more.

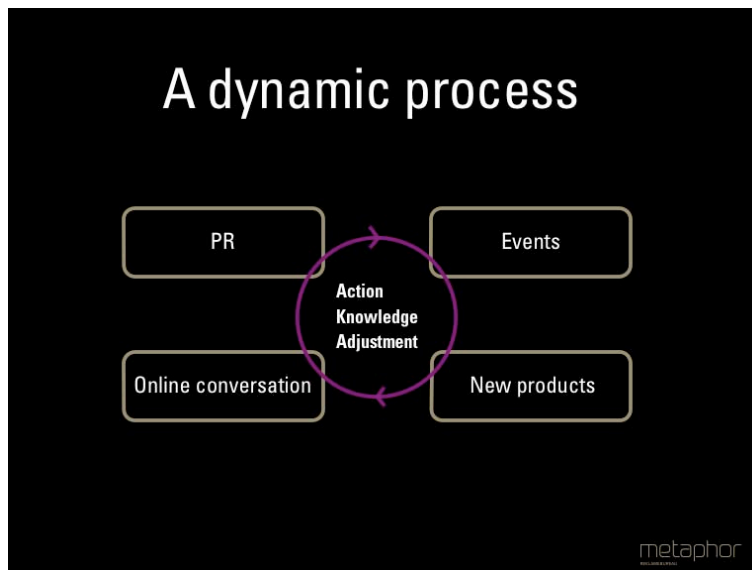
The second agenda is: DANISH BERRIES ARE COMMON SENSE

This is about feeling safe. We will show the Danish consumers that Danish berries are grown, treated and sold under reasonable conditions – for instance regarding the use of pesticides.

We will put a story behind the berries. They come from a place, and real sensible people have been involved in growing them. And since they are produced locally and not transported across the globe, the environmental impact is minimal.

So how do we catch the interest of the Danes?

Instead of big campaigns we will take a bottom-up approach built on four pillars:



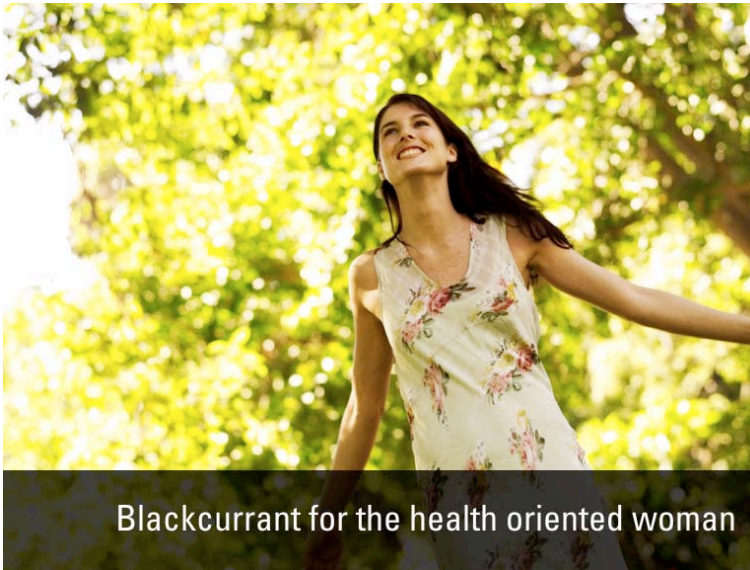
Public relations – engaging news media in telling all the stories about the Danish “super berries”. We can involve the media because the documentation is really good.

Online conversation – creating a strong online presence, both on our own site plus distributing content to the net, for instance through social media like blogs, facebook etc.

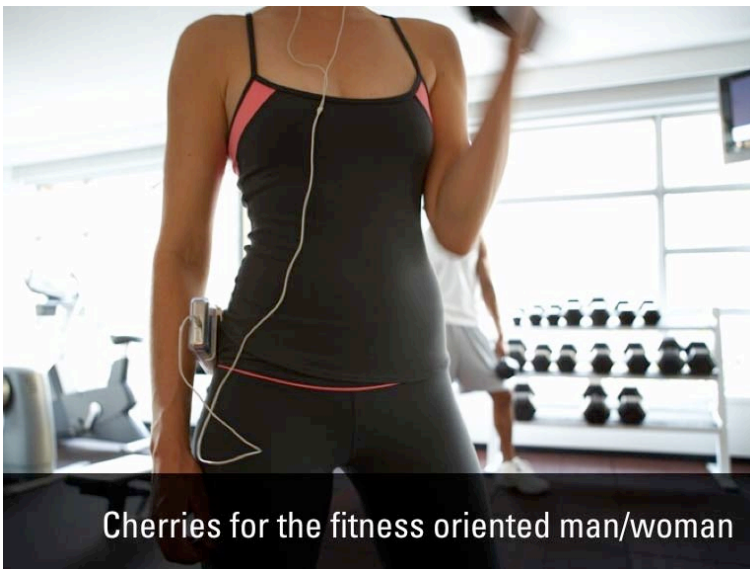
Events – we want to become “real life” by creating events where Danes can experience berries first hand.

New products – this is very important work, because two thirds of buying decisions regarding fruit are taken IN the stores. We need exciting new products and attractive new packaging.

As mentioned we will soon present the Danish Berry Board with specific ideas but we have already discussed a framework which some directions in it:



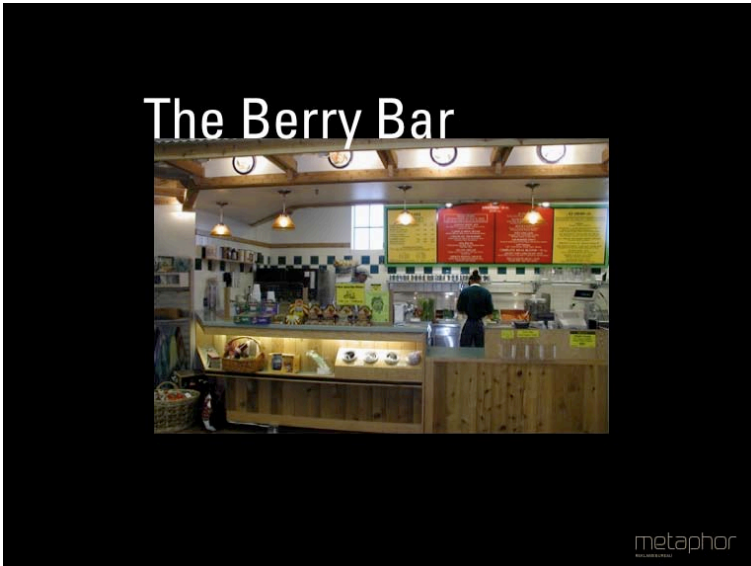
One direction will be to promote blackcurrant as **the Danish superberry!** This relies heavily on public relations, online presence + product development.



Another direction regarding cherries is to break our way into the market through fitness circles, because cherries have some interesting attributes about the regeneration of muscles after training. Just as an example to show that **this is not a one-fits-all strategy** but rather a multi-aspect plan that seeks opportunities where they are.



A third example could be to **celebrate the berry harvest**. Invite people to the farms where they can buy freshly harvested berries and products made from them. Or send fresh berries to the cities. Or give people their own bush.



Maybe we should have a Berry Bar? There are a lot of exciting products that can be made from or with berries.



School children making campaigns for Danish berries

- They will know everything about berries
- They will influence friends and parents
- We will have PR opportunities
- We might even have some very good and fresh ideas!

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We also plan to invite **Danish school children to make a campaign for Danish Berries**. They will learn a lot about berries and will be excellent ambassadors for berries to their friends and families. And who knows; maybe some good ideas will pop up!



Along with events like these, stories about the health benefits of blackcurrant will pop up in the media. We will work online via blogs and social media and we will of course have a blackcurrant website filled with information, tips, recipes etc.



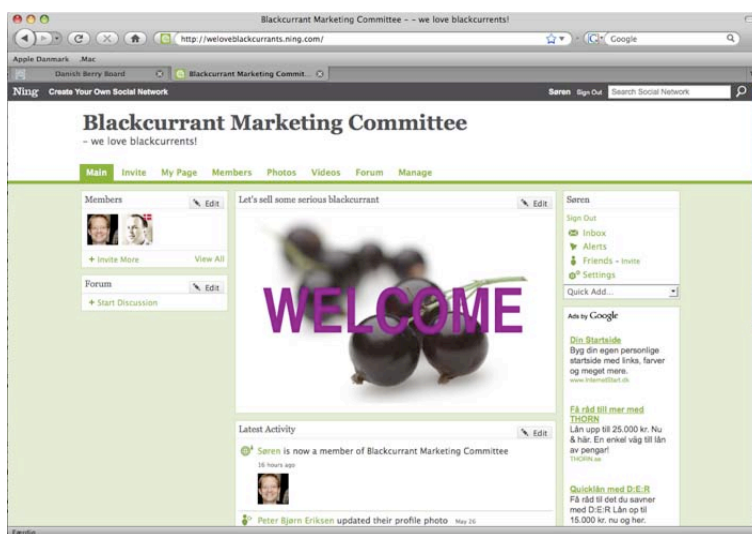
On top of this is the product development work that should offer exciting new products to the public. It would be a shame to create interest and not being able to exploit it.

This is absolutely key to success!

I hope that you now have a picture of what we are aiming at here in Denmark. We want to promote the blackcurrant and other berries through a dynamic, evolving, bottom-up approach. That is, creating conversation and engagement within the target groups and supplement it with an exciting product offering.

Soon we will have the first specific ideas, so that we can start the work. The important thing is to keep our minds open so that new ideas and new insights can be used.

I believe that we can succeed with our work here in Denmark, but I would also like to urge you to create an ongoing conversation across borders – with the help of online tools – so that we can share our ideas and learnings.



As an example I will show you this website. This is a place where you can share anything related to blackcurrant – text, pictures, videos, whatever. And you can have discussions about the content.

I believe that you are going to create an international marketing committee and I just want to make sure that it can be as fast, creative and effective as possible.

Strong collaboration is the best way to create a great future for our black little friends! Thank you.



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