

May 31st 2015

Project FV 412 - Brassicas: A healthy eating educational programme

Annual report 2015

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INTRODUCTION

The following documents will identify the activity carried out under the Love Your Greens campaign by The Little Big Voice (TLBV). It will also highlight the results achieved during the second year. The campaign activity here within covers the period of 1st June 2014 – 31st May 2015.

It is also worth noting that the BGA successfully qualified for EU match funding during this year. Therefore, throughout years two and three, this campaign will be match funded by the EU.

PRESS OFFICE

Consumer

The press office has worked hard over the past year, implementing our media relations campaign securing recipe and campaign coverage with the media both in print and online to highlight the nutritional benefits of using Brassicas and also how easy to cook, versatile and tasty they are.

The summer months saw us secure press coverage with our seasonal recipes. As well as having six brand new recipes using Brassica vegetables, we also had some 'summer salads', which were well received by the press.

November and December 2014 were very busy as we worked with national media to maximise exposure for Brassicas during this key retail period. We worked in conjunction with the Brassica Growers Association (BGA) to highlight the status of sprouts in the run up to Christmas, including availability, quality and the impact of the weather on Christmas produce. We also built news stories around seasonal food traditions, which resulted in some great broadcast coverage on the BBC's Countryfile programme – which has over 7 million viewers.

National press coverage highlights included The Daily Mail, The Sun, and The Independent.

In January 2015, our focus changed to healthy recipes for the New Year as well as a number of different media angles to ensure we had consistent media coverage on all Brassica types.

Since then, there has also been an emphasis on gaining coverage for the Tuck In recipe competition, with exposure secured both in print publications and online.

We also issued a press release to announce our partnership with celebrity chef, Aaron Craze, who created some exclusive recipes for the Love Your Greens campaign. This helped us secure coverage across a variety of print and digital publications, including Hello! Magazine.

For the full consumer coverage breakdown for year 2, please see appendix 1.

Trade

There were many great opportunities to secure coverage in the trade media across the year. Starting with the news of successfully securing match funding from the European Union, which was picked up by several of the main trade publications. The trade also reported on the campaign's attendance at Jamie Oliver's Festival, sprout varieties and availability over the festive period, our partnership with Aaron Craze, and most recently, the marketing award won by TLBV for the Love Your Greens campaign.



Awards

In February we won The Grower Award for our marketing campaign for Love Your Greens. In May 2015, we also found out that we are shortlisted for the Fresh Produce Consortium's award for Excellence in Business – again, for our work on the Love Your Greens marketing campaign.

For the full trade coverage breakdown for year 2, please see appendix 1.



SOCIAL MEDIA

Twitter

Followers: 2,703
Following: 914

Facebook

Likes: 1,295

Instagram

Followers: 94
Following: 268

We populate the Love Your Greens social media sites daily, with content covering a range of relevant topics e.g. general wellbeing and health news, industry news, relevant articles from consumer magazines, fun facts and seasonal occasions. We also use it as a platform for campaign announcements, such as website updates and competitions.

We regularly post recipes from the Love Your Greens website, as well as other sources highlighting cooking with Brassicas. There are also regular nutritional fact posts about Brassica vegetables and engagement with followers to help ignite conversations and gain insight e.g. Looking out for recipes posted which feature Brassicas, and asking questions about the preparation techniques, or simply complimenting the dish.

Social media was a great way of engaging with people who visited our stand at the Big Festival. We saw an increased following on the Love Your Greens Twitter account, with direct interaction with consumers, media and professionals interested in the products.

We proactively target a range of influencers such as foodies, media and celebrities including top celebrity chefs for their tips. In February, we interacted with journalist and food writer, Jack Monroe, who has a hugely successful food blog and is food writer for The Guardian. She tweeted her support of the campaign, and suggested some great ways to get children to eat their greens.

Other high profile interactions have included chefs Gizzi Erskine, Phil Vickery and Rachel Green. Stylist magazine's digital newsletter 'Emerald Street' also tweeted the account after featuring cauliflowers in their weekly newsletter – which is distributed to over 100,000 subscribers.

To maximise opportunities across social media we always re-tweet coverage gained for the campaign, and the account is often tagged in tweets about relevant content.



Competitions are a great way to encourage engagement with our followers and we often post exclusive social media competitions and giveaways to encourage consumers to get involved.

In terms of gathering original content, we are in regular contact with the growers to ensure that we have new content on a weekly basis, which includes news from the ground, how they crops are doing, photographs or other farm/industry content.

This worked really well over Christmas, as we were able to update consumers as to the status of their festive sprouts. In addition we were able to highlight different varieties, which sparked lots of conversations around the health benefits, and also consumers' preferred serving suggestions.

We supported January's 'Brassica and Leafy Salads' conference with tweets and had some great interaction with people at the conference, who complimented our 'Love Your Greens Juice and Cake Bar'.

Twitter in particular is a great platform for supporting such events and providing support to similar organisations, including the British Growers.

DIGITAL

Throughout the year, TLBV has updated the website with the latest recipes and accompanying photography, refreshing the recipe section of the site and enabling us to publicise them on social media and with the media.

Towards the end of last year, we also made further updates to the website, carrying out a design overhaul on the existing village fete section to accommodate new content ready for the re-launch, which happened in January 2015.

These changes were to accommodate a brand new 'allotment' section, which is to encourage people to view video tutorials we have had created, and house both the Instagram and YouTube feeds, pulling through content to the website. This section also houses seven short videos of Aaron promoting each Brassica vegetable and the Tuck In recipe competition. These assets will be used in our media relations campaign to help raise awareness and strengthen the promotion of Brassicas in a fun and relevant manner to children.

The free seed giveaway has been moved to this page too, in order to link the tutorial videos with the seeds and provide growing assistance. We highlighted the 'Fete' navigation in red to draw site visitors' attention to this section of the site. The free seed giveaway has now been reinstated following a re-stock of supplies and we have had over 30,000 requests for seeds.

Another part of the site overhaul includes a new section to the site to house information and resources for schools. This includes links to download a resource pack (curated by FACE), and details of the Tuck In recipe competition. We also added an additional slider to the homepage to ensure that people landing on the site would be aware of the new page and Tuck In competition.

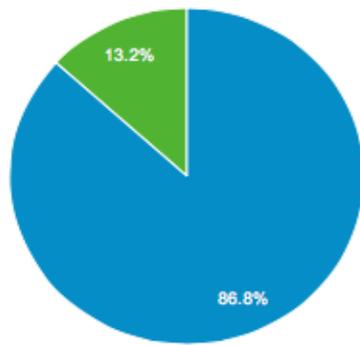
The overall aim for the changes was to make the site more interactive and engaging for users, encouraging them to contribute to the content by uploading their own videos and photographs.

The next steps for the site will be adding Aaron Craze's exclusive recipes to help support our media relations campaign further and enhance our bank of Brassica recipes.

Key digital statistics



■ New Visitor ■ Returning Visitor



As you can see from the chart to the left, the majority of visitors to the website are new visitors, with a small percentage of returning users. This is great evidence to suggest that our campaign is continually reaching new people and that the messaging is getting out to a wider audience.

The Christmas period was obviously a busy time for our digital platforms, as we encouraged users to visit our website for recipes, and the press coverage secured throughout that period pointed people towards the website. See chart below, which shows a visible spike in visitors in the days leading up to Christmas.



The chart below (next page) shows the acquisition of visitors to the website. A large proportion (35,000 users) have come via referral and a lot of these can be attributed to the coverage received for our free seed giveaway, which has been listed on several websites included Martin Lewis' MoneySavingExpert. It was also featured on the weekly newsletter, which goes out to millions of subscribers.

It's great to see a huge percentage of other users coming direct too. This suggests the visitors have read or heard about our campaign and have come directly to our site. The social and organic search acquisitions are also backing up our work on social media and in the press as we work hard to spread the campaign and raise awareness.



Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	72,245	86.76%	62,677
1 ■ Referral	35,004	<div style="width: 48%;"><div style="width: 48%;"></div></div>	
2 ■ Direct	20,202	<div style="width: 28%;"><div style="width: 28%;"></div></div>	
3 ■ Social	8,057	<div style="width: 11%;"><div style="width: 11%;"></div></div>	
4 ■ Organic Search	6,436	<div style="width: 9%;"><div style="width: 9%;"></div></div>	
5 ■ (Other)	2,532	<div style="width: 3%;"><div style="width: 3%;"></div></div>	
6 ■ Email	14	<div style="width: 0%;"><div style="width: 0%;"></div></div>	

THE BIG FEASTIVAL

In August 2014, TLBV took the Love Your Greens campaign on the road, to Jamie Oliver's Big Feastival. A family-friendly festival offering food, music and entertainment, this event was the ideal opportunity to showcase the campaign.

We set up the Love Your Greens 'Cake and Juice Bar' providing festival goers with delicious samples, as well as inspiration for alternative ways to cook with Brassicas, therefore highlighting their versatility. There were also free recipe cards available for people to take away to try some of the recipes featured on our website.

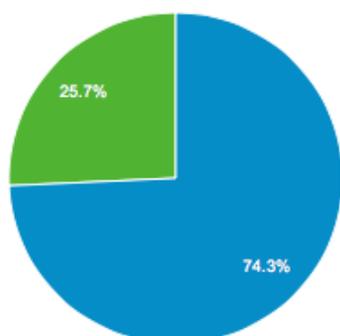
- 8,000 juices sampled
- 30,000 cakes samples
- 20,000 conversations started on the benefits of Brassica by our brand ambassadors

Key messages delivered included the following:

- Fresh Brassica is available all year round with the different varieties
- Brassica vegetables taste great and form part of your regular five a day target
- Brassica vegetables are highly nutritious
- Brassica vegetables are great value, easy to store and cook with – referring visitors to the recipe card.

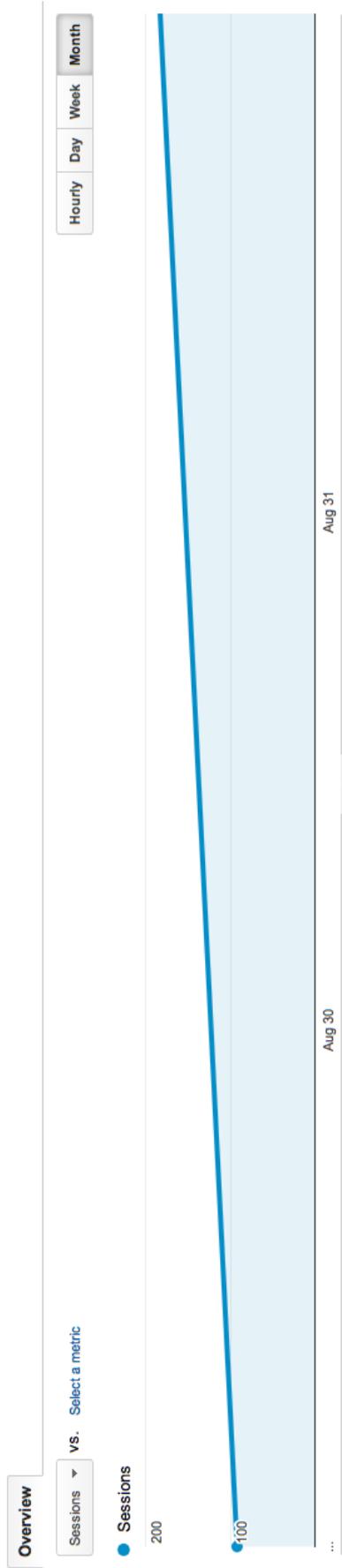
We saw an increased following on the Love Your Greens Twitter account, with direct interaction with consumers, media and professionals interested in the products. There was also increased traffic to the Love Your Greens website, seeing an almost 100% increase in visitors to the site over the Festival

■ New Visitor ■ Returning Visitor



weekend and the following days. The chart to the left shows that just under 75% of visitors to the website over the period of the Festival were new visitors.

The second graph (following page, landscape) shows a visual representation of the increase in website visitors.



RECIPE COMPETITION

As part of the Love Your Greens campaign activity we are running a Tuck In recipe competition, which has been designed to engage with school children. The cookery competition will target children in a fun and contemporary way using celebrity chef Aaron Craze. The following actions were carried out in preparation for the launch:

- Location research for filming day with Aaron Craze
- Management of script copywriting for filming day with Aaron Craze
- Liaison and management of production company regarding Aaron Craze shoot
- Management and co-ordination of talent, Aaron Craze on the day
- Management and co-ordination of film editing
- Management and co-ordination of web site build and enhancement
- Management and co-ordination of educational resource pack in conjunction with FACE (Farming and Countryside Education)
- Design and production of the educational resource pack
- Placed advertorials in 'First News', a newspaper targeted at young people, which is also sent to schools across the country and read by teaching staff nationwide. They also supported the campaign on social media.
- Other advertorials have been secured in Jamie magazine and an accompanying 'Food Revolution' supplement.
- Secured coverage online and in print for the competition.

We also designed and distributed promotional postcards to be given to schools to raise awareness of the competition and encourage their pupils to enter. FACE have helped us with this, and the Royal Horticultural Society's School Team have also been incredibly supportive and have featured our campaign and competition on their email newsletter, as well as their website.

Entries are coming in thick and fast and we will continue to push the competition up until the closing date at the end of August.



AARON CRAZE

In January of this year, celebrity chef and Jamie Oliver's protégée, Aaron Craze, was unveiled as the face of the Love Your Greens campaign.

With his popularity amongst children and experience as a professional chef, Aaron's a great asset to the campaign and has been integrated into the Love Your Greens activity to help raise awareness and drive consumer engagement within the category.

Activity for 2015 has included include new and exclusive branded content for the website featuring Aaron Craze, radio broadcast activity, PR and social media support. This will continue throughout the duration of Aaron's contract.

In December 2014, we spent a day filming with Aaron, creating seven original videos to promote the campaign, the Tuck In competition, and each of the Brassica videos. These are on the Love Your Greens website, pulled through from our YouTube channel in the Allotment section of the site.

Aaron is also helping to connect children with the category by taking on an ambassador role for our 'Tuck In' recipe competition.

In March we held a radio day with Aaron and BGA chairman, Matt Rawson, which was a huge success. We broadcast the Love Your Greens campaign message and recipe competition details to just under a million listeners across the UK on stations including BBC Radio Jersey, Bolton FM and BBC Radio Cumbria.

We'll be continuing to work with Aaron and working to secure further press coverage for his recipes, as well as media interviews to promote the campaign.

OTHER ACTIVITY

At the end of 2014, The Little Big Voice undertook a consumer perception poll to benchmark consumer opinions on Brassicas. A full breakdown of the data (appendix 2) and full analysis – (appendix 3) is attached.

TLBV has also put together and submitted monthly updates for inclusion in the BGA newsletter.

We have also been working with Farming and Countryside Education to pull together the educational resource pack to help launch the Tuck In recipe competition in January 2015, and more recently with the distribution of promotional postcards to schools to raise awareness of the Tuck In competition.

HIGHLIGHTS OF YEAR TWO

- Festival – August 2014
- Christmas press success – November/December 2014
- Filming with Aaron Craze in London – December 2014
- Securing campaign ambassador, Aaron Craze – January 2015
- Overhauling Love Your Greens website with new content – early 2015
- Hosting radio day with Aaron Craze and Matt Rawson – March 2015.
- Launch of Tuck In competition – January 2015
- Re-launch of free seed pack giveaway – May 2015

A WORD FROM BGA CHAIRMAN, MATTHEW RAWSON

“The partnership between The Little Big Voice and BGA has gone from strength to strength over the past 12 months. Together, we have approached the marketing and promotion of Brassica vegetables in a new, refreshing way – encompassing both traditional forms of PR together with a digital strategy.

Working with Aaron Craze, we have a spokesperson who appeals to every demographic - be that social class, age or gender.

The Little Big Voice has exploited numerous avenues of communication with strong coverage results. The work being carried out, which will continue to be enhanced in the next year of the contract, will provide a legacy for years to come.”



FULL COVERAGE EVALUATION

CONSUMER AND TRADE PRESS OFFICE – RESULTS AT A GLANCE –

Number of pieces of press coverage: 128

Total reach of consumer coverage: 957,977,316

Total reach of trade coverage: 846,315

Total opportunities to see/hear: 958,823,631

See appendix 1 for full coverage breakdown.

*Please note: although we now have a press clipping service in place, not all of the coverage secured for this campaign will have been picked up. We are only able to include coverage that we have picked up in our evaluations and via the clippings service, so therefore figures may not represent the true volume and value of coverage secured for the campaign.

APPENDIX 1.

BREAKDOWN OF CONSUMER AND TRADE COVERAGE SECURED

APPENDIX 2

CONSUMER PERCEPTION POLL YEAR 2 – RAW DATA

APPENDIX 3

CONSUMER PERCEPTION ANALYSIS REPORT