

**Client:** SPAR Freshline

**Date:** 30 July 2013

**Description:** Freshline “Isn’t it Nice to Know”

**Job #:** 5237

Rationale

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## **RATIONALE**

**Food retail marketing trends highlight the growing importance of food safety, traceability, sustainability and green engineering technologies, to the consumer. In an era where the consumer calls all the shots, retailers know if they don’t give their customers what they demand, another brand will.**

**Food safety and sustainability have become important to today’s consumers, who demand farming practices that are kinder to our environment as well as food that has full traceability, with a quality pedigree.**

**Freshline has a unique opportunity to capitalize on these international food trends by telling our Freshline story, and what we are doing to comply.**

**To communicate these values and attributes we needed to differentiate ourselves from the clutter, by using a provocative headline and powerful copy to educate the consumer, whilst underlining Freshline’s commitment to food safety, traceability innovation and value.**

**Because we wanted to create our own identity and message, which would be unique to Freshline, we initially launched with a strong visual symbol/logo that spoke food safety. This “Food Safety Approved” symbol worked in conjunction with the copy, “Find this symbol, find peace of mind”. However, the “peace of mind” element in our current execution (without the Food Safety symbol) raised concerns regarding what exactly “peace of mind” represented.**

**Thus “Isn’t nice to know we take the same care you would...” was born.**

**The definitive wording which supported this new positioning, flexed out the substantiating facts in easy consumer-speak, for example:**

## **IN BROCHURES**

**Isn't nice to know...  
we take the same care you would.**

**And we mean what we say.**

**Because food safety is a priority for us, we leave no stone unturned in ensuring complete traceability of our products, from pre-packing right through to processing. Our specially selected local farmers and best supplier imports undergo a stringent quality assurance programme, to ensure we comply with international food safety standards.**

**You couldn't better that.**

**And by the way...**

**We're also committed to green-farming practices, with minimal pesticide usage, because it's kinder to our environment.**

## **POS / PRINT ADS / POSTERS / SHELF STRIPS / SHELF MARKERS**

**Brand Statement Options (one statement per ad)**

**Where the communication does the job of a brand promise, which talks the benefits of Freshline**

**Isn't it nice to know, we take the same care you would**

- **Because food safety is a priority for us, our products are all freshly harvested or baked daily.**
- **Because food safety is a priority for us, we promise total traceability for all our products from pre-packing to processing.**
- **Because food safety is a priority for us, we use only selected local farmers or best-supplier imports.**
- **Because food safety is a priority for us, we adhere to a stringent quality assurance programme for all our products.**

- **Because food safety is a priority for us, we guarantee all our products comply with international food safety standards**

**Where the communication deals with price or seasonal promotions**

**The copy would be more in line with talking the benefits of the featured promotions or seasonal promotions, for example:**

**Isn't it nice to know,  
Oranges are packed with Vitamin C and help boost your immune system!**

**Isn't it nice to know,  
Freshline has everything you need to put the sparkle in Christmas**

**WEB/SOCIAL MEDIA – MICRO SITE**

**SPAR already has a webpage that we could use for valuable exposure in the social media arena, via the creation of a Micro Site. To augment the Micro Site content, we could also make extensive use of banner ads that run on the SPAR webpage.**

**We believe the content strategy for the Micro Site would be around buying, cooking, storing food safely, checking the labels, kids, specific diets and requirements, seasonal features etc. This is information that is generally useful to informed mothers and young adults of both sexes; and be information they would probably like to know.**

**The micro site would also be used to run competitions and continue on-going education on the benefits of the Freshline brand, and general food safety.**

**SAMPLE MESSAGE**

**Isn't it nice to know, we take the same care you would?**

**Freshline Food Safety**

**All our products are sourced direct from specially selected farms, which are independently audited. These farmers are committed to the highest standards of quality, and comply with international food safety standards.**

### Great hot weather meal suggestions

In this weather, seasonal salads and stir-fries are the obvious choice. Add to them with cheese, tofu, meat or fish, and serve with fresh crusty bread. For salads, be sure to investigate all the different leaves available, and keep them in the crisper drawer of your fridge.

### Adding that little bit extra to your meals

Add variety and vitamins with tomatoes, avocados, spring onions, cucumber, celery, radishes, peppers, red cabbage and other quickly prepared ingredients. Make sure you have olive oil, a selection of vinegars, soy sauce and sesame oil in stock to provide dressings and seasoning.

### Plain, straightforward labelling makes it simple to avoid allergens

Products that normally contain wheat include bread, cakes, pasta, pizzas, pies, soups, sauces and breakfast cereals, as well as many processed foods. It's also found in rusk, an ingredient in many sausages and burgers, so remember to check the package labelling to be sure.

### **TROLLEY / BASKET / RECYCLED SHOPPING BAGS STATEMENT**

Isn't it nice to know,  
we take the same care you would

(With a strong taste appeal visual)

### **ONE DIGITAL**

Isn't it nice to know,  
we take the same care you would

**LOGO**

Available in our Fresh Service Department

(With a strong taste appeal visual)

## **CATALOGUE COPY**

**Quarterly catalogues would carry content that would be helpful to all segments of the target market, whether it be seasonal information or general recipes and education on the benefits of the Freshline Brand. For example:**

### **COVER HEADLINES**

**Exciting Christmas Recipes!**

**Know your table etiquette!**

**Learn how to set a stunning Christmas table**

**Easy Christmas table centrepieces you can make yourself**

**Guys YOU CAN cook a Christmas dinner – we show you how!**

### **INSIDE SPREAD**

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## **POP UP SHOP / STAND**

A stand or Pop Up Shop at various events or expos would allow for numerous Freshline brand-building and brand benefit educational opportunities, from experiential hands-on taste testings to food demos using Freshline products, and offering a “service” to visitors in terms of providing good, wholesome food using Freshline products.

- Possible link to sharing same for Food & Wine Expo’s with TOPS.
- Demos running using a Master Chef type person cooking quick and easy meals / desserts with Freshline products.
- “Subway-type” set up where people could buy healthy ciabattas / sandwiches / rolls, made at the stand, using Freshline ingredients.
- Sweet treat options also for sale from Freshline Bakery range.
- Massive taste testing – then buy, opportunities.
- Seating arrangement where they could buy a glass of Exclusives wine from TOPS to drink with their purchases.

## **RADIO**

Initially, we believe the radio component should comprise a live read, which would educate listeners on Freshline’s brand benefits and promise, and direct them to their Facebook Page which would be running a competition. Thereafter a radio campaign would be conceptualized to engage with listeners in a friendly, warm and authentic way.

## **OBJECTIVES**

- Generate excitement and publicity for the SPAR Freshline brand and new campaign
- Create a buzz and awareness using a variety of traditional and online communication mediums
- Generate talkability amongst newsmakers
- Identify the diverse target markets we want to reach

Which will allow us to draw up a comprehensive list of media across all communication platforms, and negotiate giveaways across a broad spectrum of magazines, giving the target market an opportunity to sample SPAR Freshline products (negotiated on a trade-exchange basis)

**How will we do this?**

**By creating messages that are targeted to reach Freshline customers in environments in which they are most receptive to receive our message:**

**Men are likely to b, while Moms with young families on the other hand, will be more likely to take in messages about healthy food options for the family, and the food safety promises the brand makes.**