

FEBRUARY 2021

F O L K L

POTATOES NEW ZEALAND.

Digital Marketing Campaign

October 2020 - January 2021



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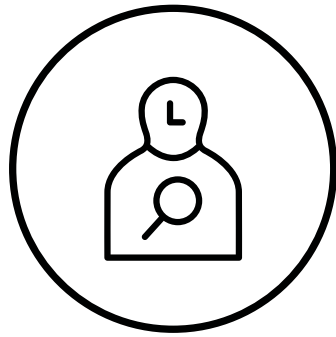
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Context & Objectives.

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In 2020 FOLKL worked with Potatoes New Zealand to conduct consumer research looking at trends and attitudes around potato consumption in New Zealand.

The research uncovered a raft of fascinating insights, two were utilised as the basis for this digital marketing campaign.



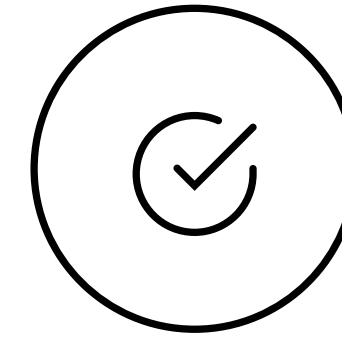
Beyond Agria: an opportunity to educate?

People are interested in learning more about potatoes. At the moment the humble potato is relatively peripheral in relation to the New Zealand diet. A backseat stalwart at mealtime, the potato has the potential to be understood at a deeper level with consumers largely unaware of brand, nutritional and varietal attributes.



Rituals and customs: acknowledging New Zealand's potato folklore.

Potatoes are embedded within New Zealand's cooking culture. Roast potato recipes are passed down from generation to generation, and the quality of a hot chip has the potential to define the reputation of a fish and chip shop. These characteristics of potato folklore can be helpful in shaping consumer communications.



The objectives for this campaign are:

- To 'bring potatoes out from the dark' by educating New Zealand potato consumers about the many positive attributes of potatoes.
- To raise awareness around how integral the 'humble' potato is to New Zealand food culture, and how embedded it is within our folklore.

Glossary.



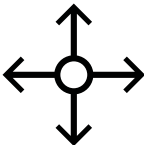
Impression:

Number of times the advertising is served, essentially ‘opportunity to see’.



View:

A person views that advertisement for a minimum of 30 seconds (or the duration of the advertisement or Interacts with the advertisement).



Reach:

Number of unique people within our target audience who were served the advertising.



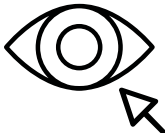
**VTR
(View-through rate):**

The number of views that the advertisement receives divided by the number of times the advertisement is shown.



CPC (Cost-per click):

Average cost per click.



**CTR
(Click-through rate):**

The number of clicks that your advertisement receives divided by the number of times the advertisement is shown.



Engagements:

Reactions, comments, shares.



**CPM
(Cost-per thousand):**

The average cost per thousand impressions served.

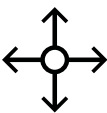
OVERALL RESULTS.



Facebook and Instagram performance.

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Combined Facebook and Instagram Performance.



Reach:
529,775



Impressions:
2,314,202



Link clicks:
374



Clicks (all):
11,122



Average CTR:
0.48%
Facebook benchmark 0.25%



Average CPM:
\$5.38
Facebook benchmark \$10

Combined Facebook and Instagram Engagement.



Post reactions:
6,090



Post comments:
267



Post saves:
277

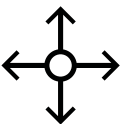


Post shares:
228

Facebook and Instagram performance.

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Top Performing placements:



Reach:
Eleanor Ozich post, Instagram.



Unique CPM:
\$1.94

Reach:
96,655



Engagement:
Education 15 sec, Facebook.

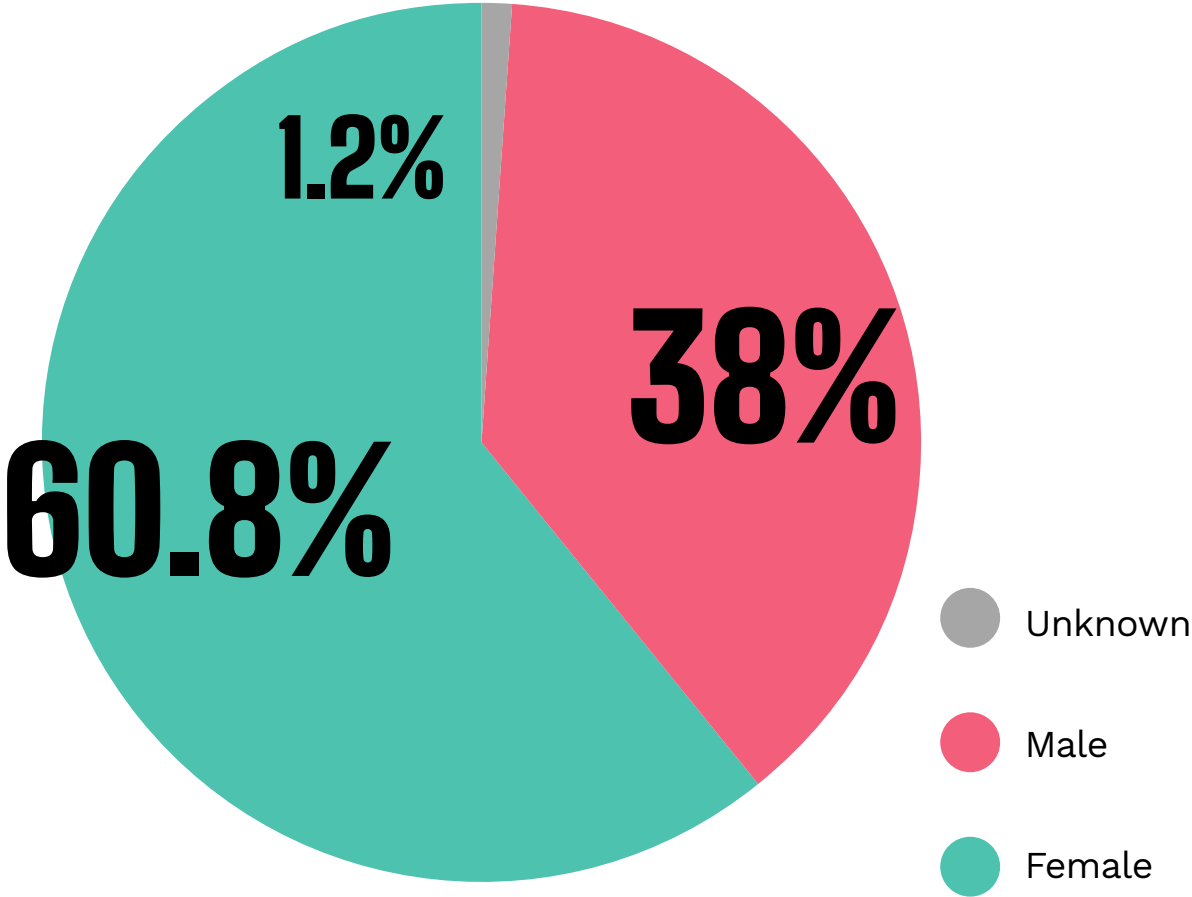
Cost-per engagement:
\$0.02

Engagements:
244,450

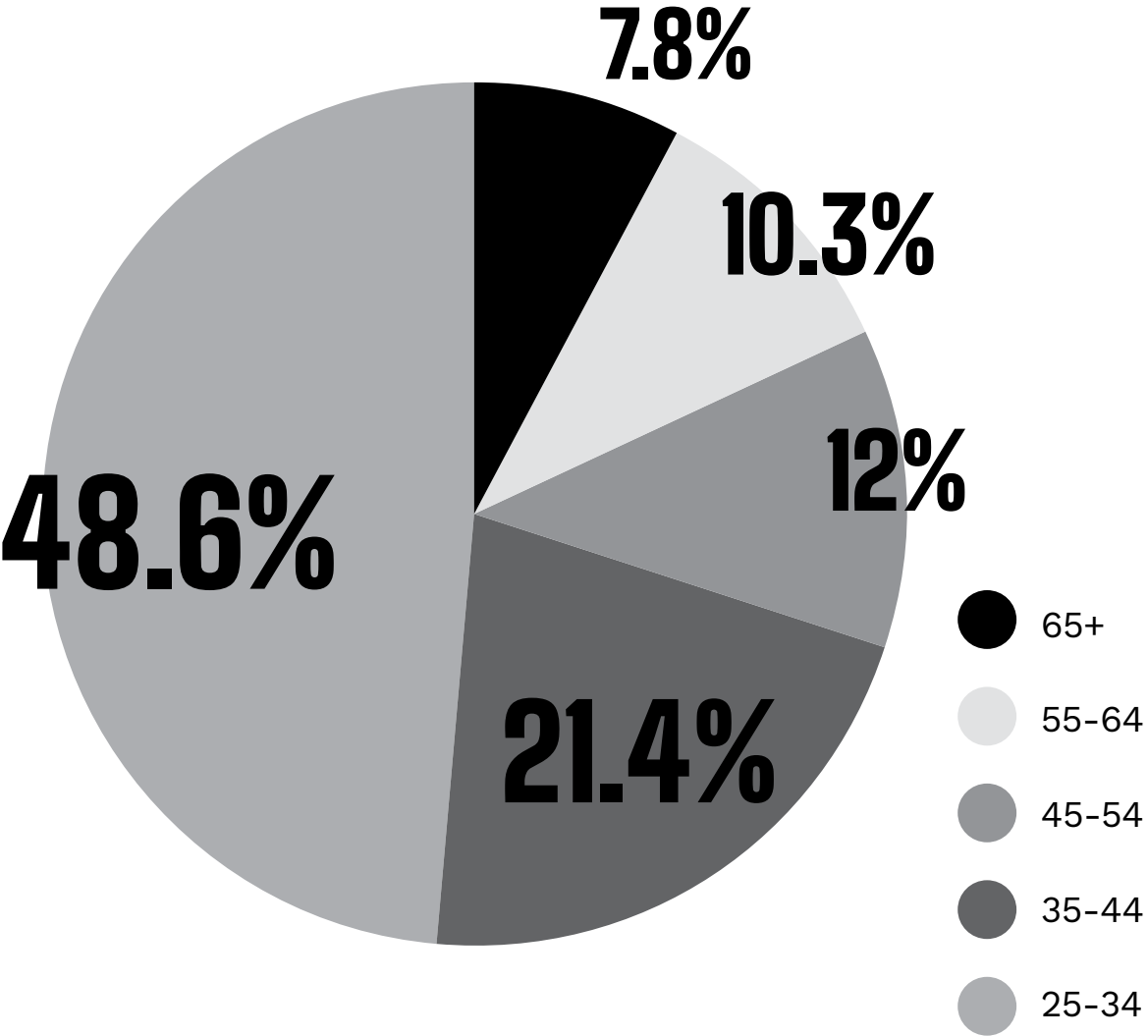


Facebook and Instagram audience demographic.

Reach by Gender

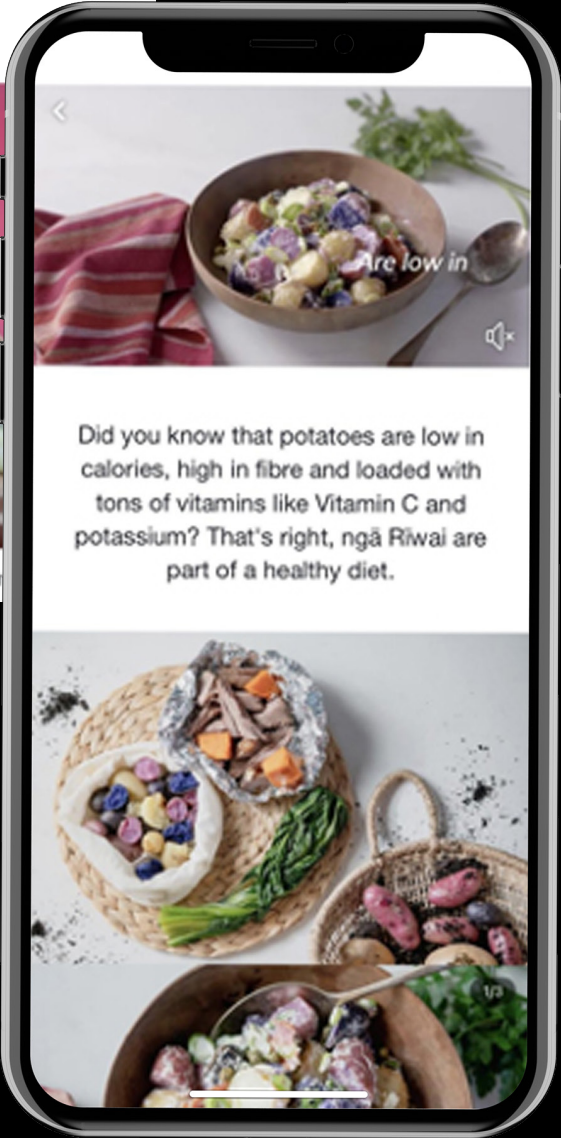
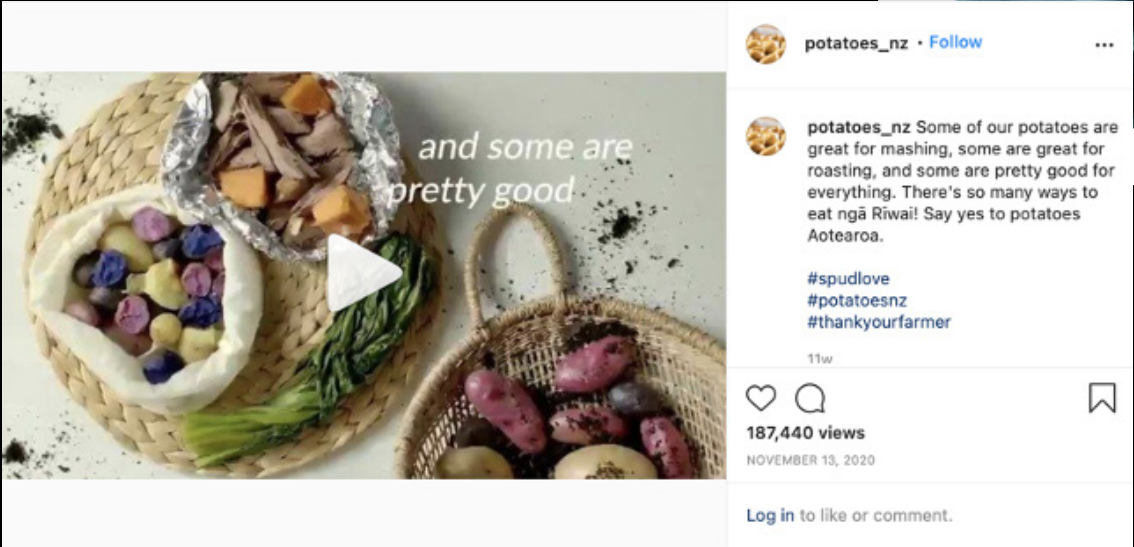
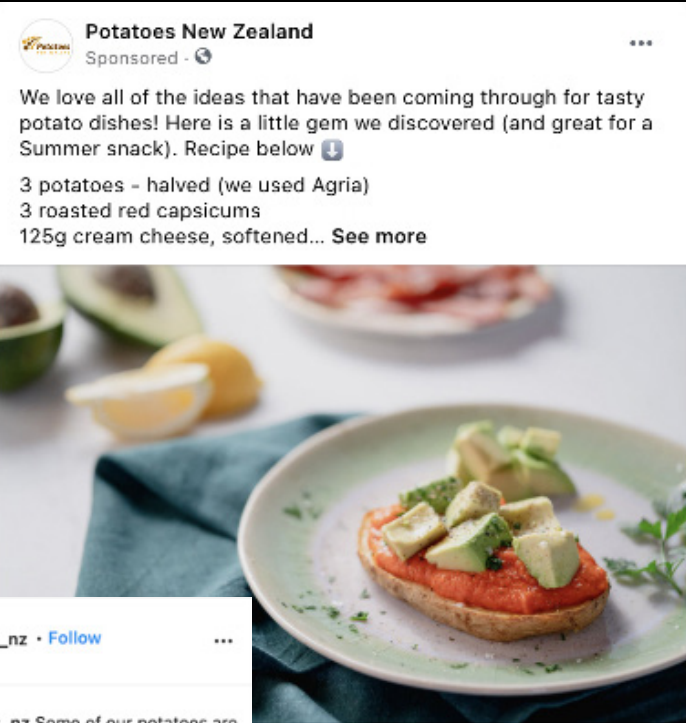


Reach by Age



Facebook and Instagram screenshots.

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YouTube performance.

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Youtube Impressions:

123,000



Views:

31,200



Clicks:

125



View through rate:

25.28%

(YouTube benchmark 15%)



Average cost per view:

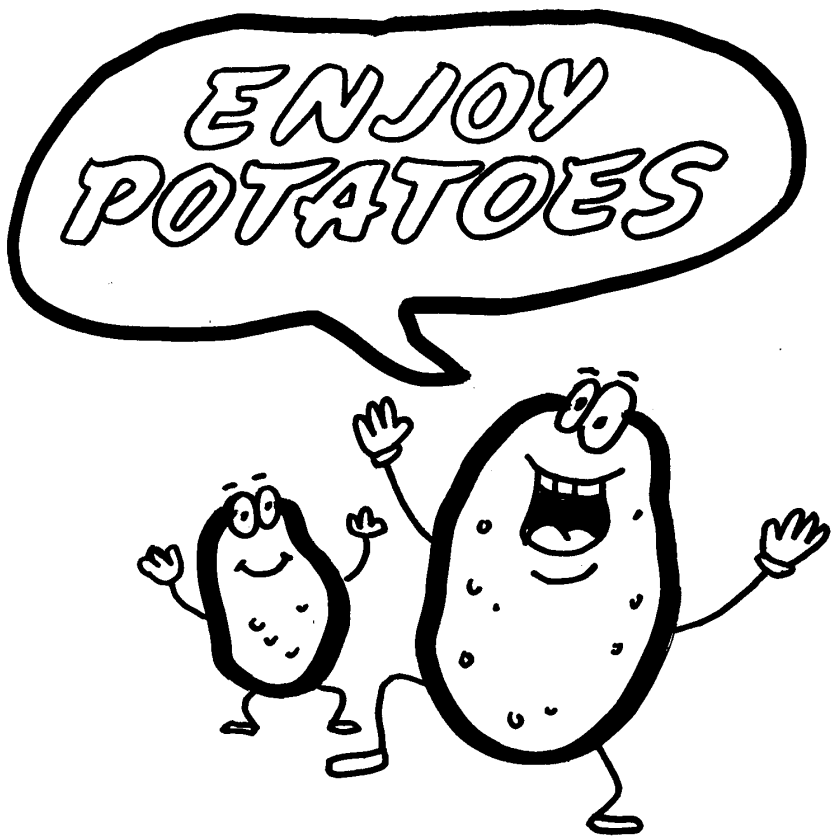
\$0.10

(YouTube benchmark \$0.15 - \$0.40)

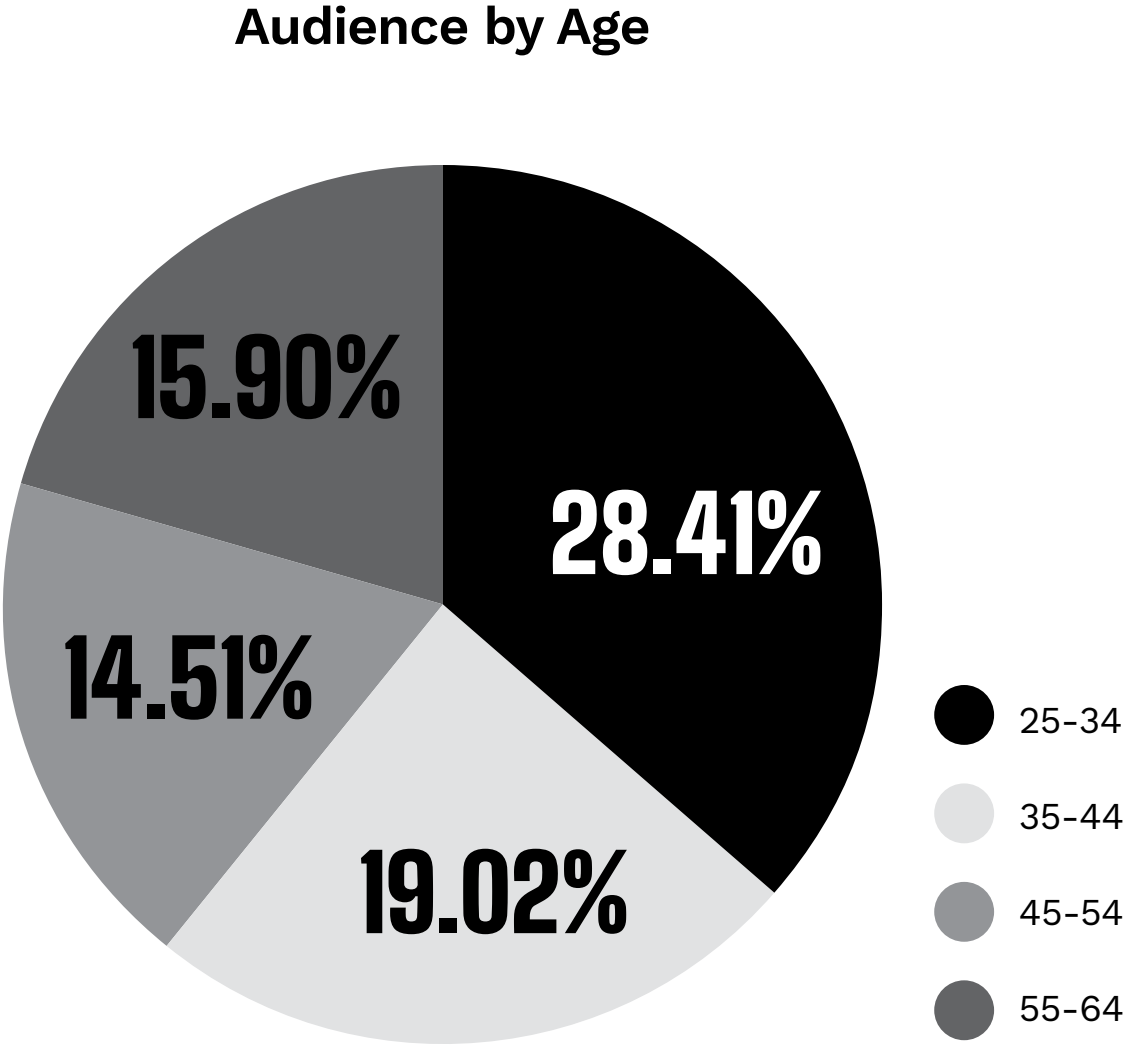
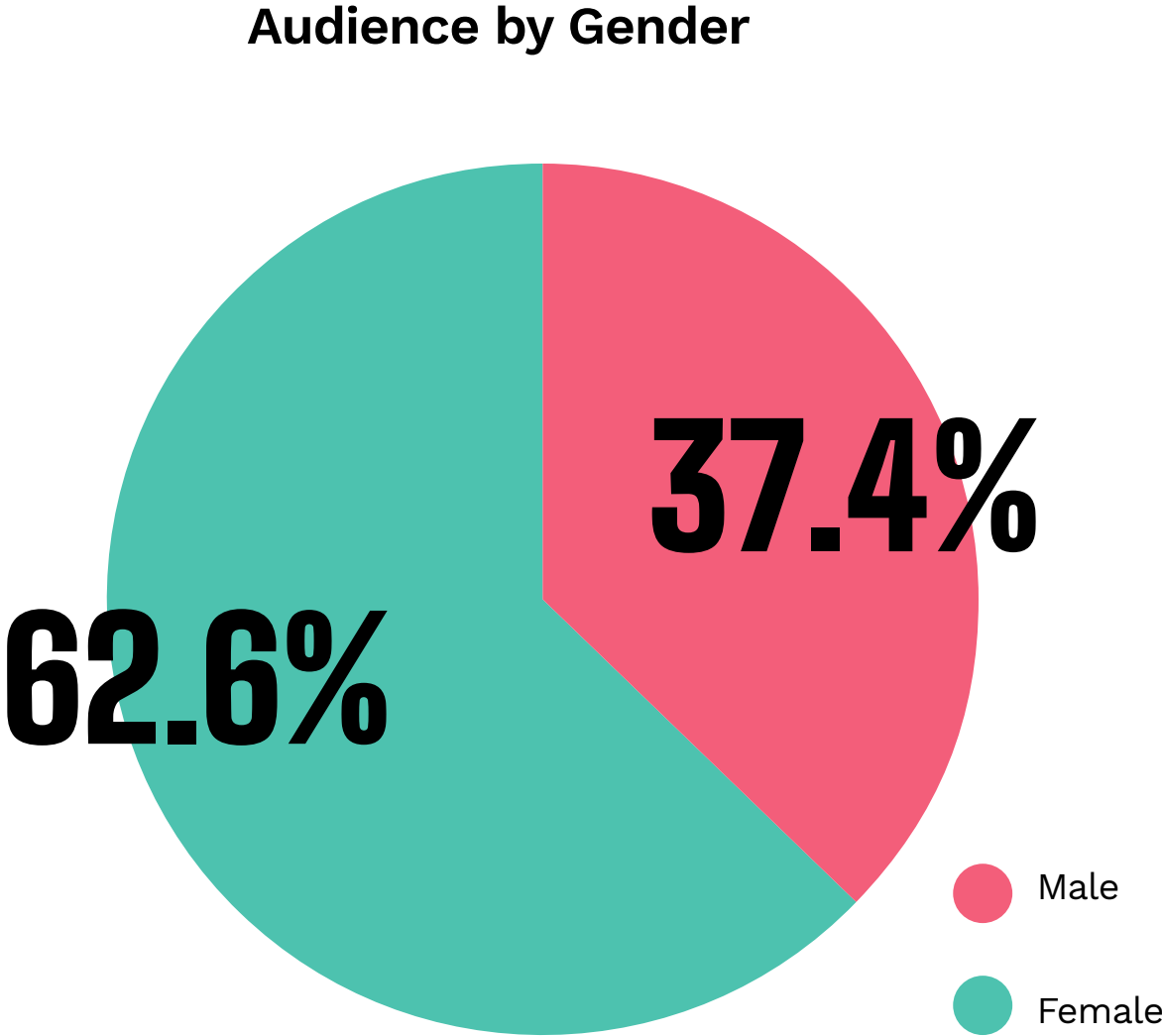


Average CPM:

\$24.72



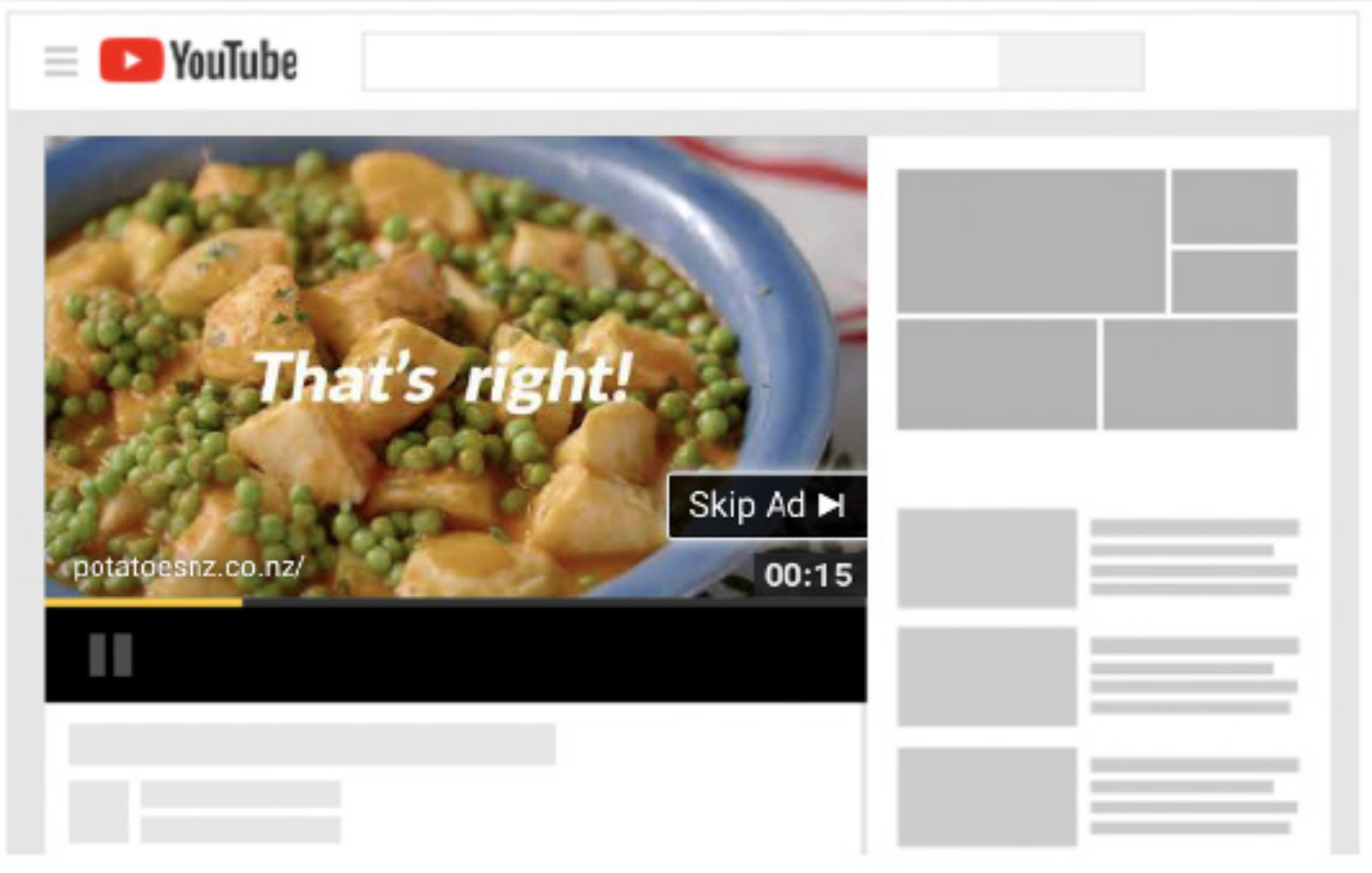
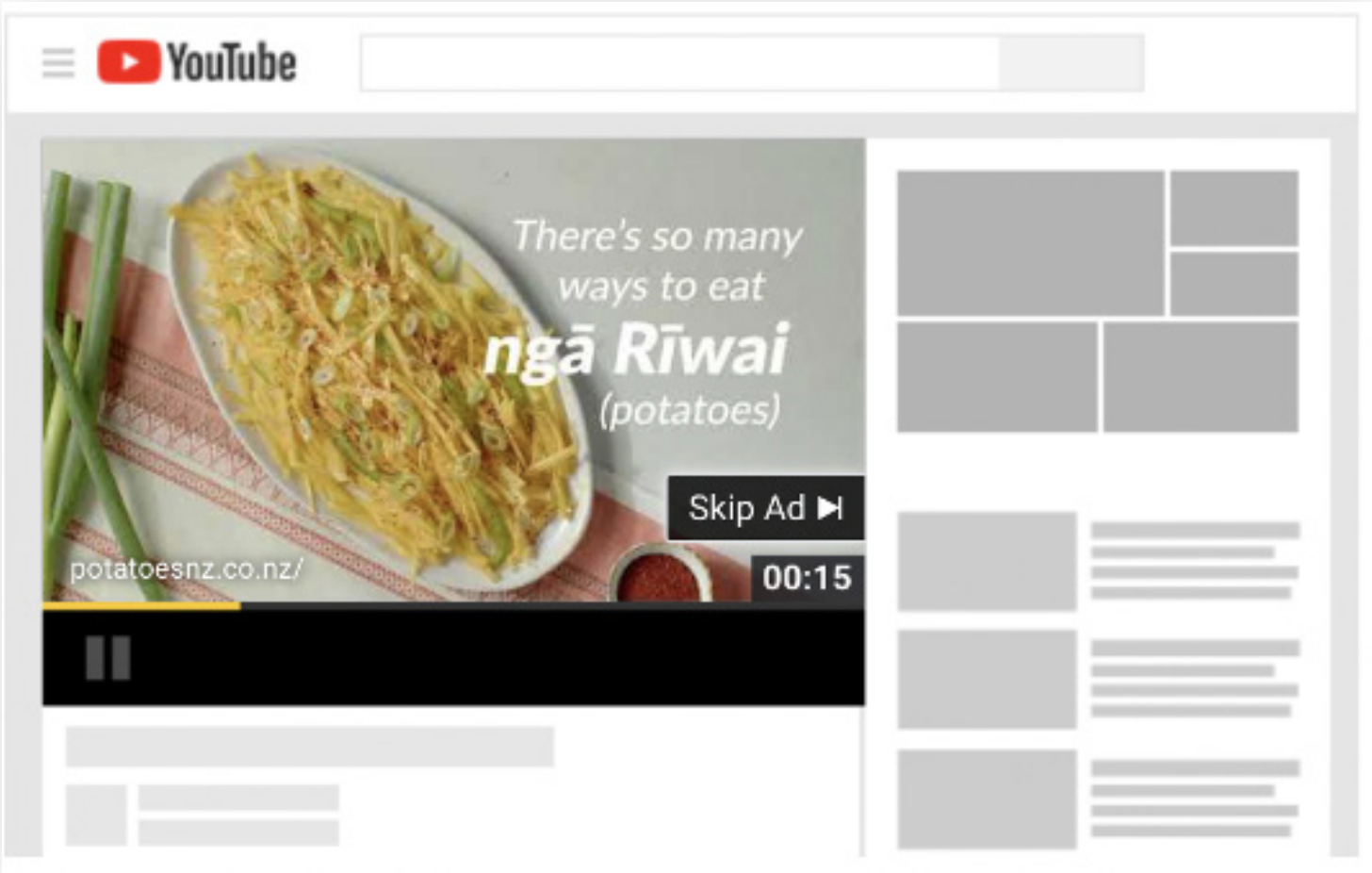
YouTube audience demographic.



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YouTube screenshots.

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INFLUENCER ACTIVITY.

Overall results.

Two key Influencers were selected due to their relevant audience, quality content and engagement.



Emma Galloway

67.6K
followers



Eleanor Ozich

34.5K
followers

Posts:

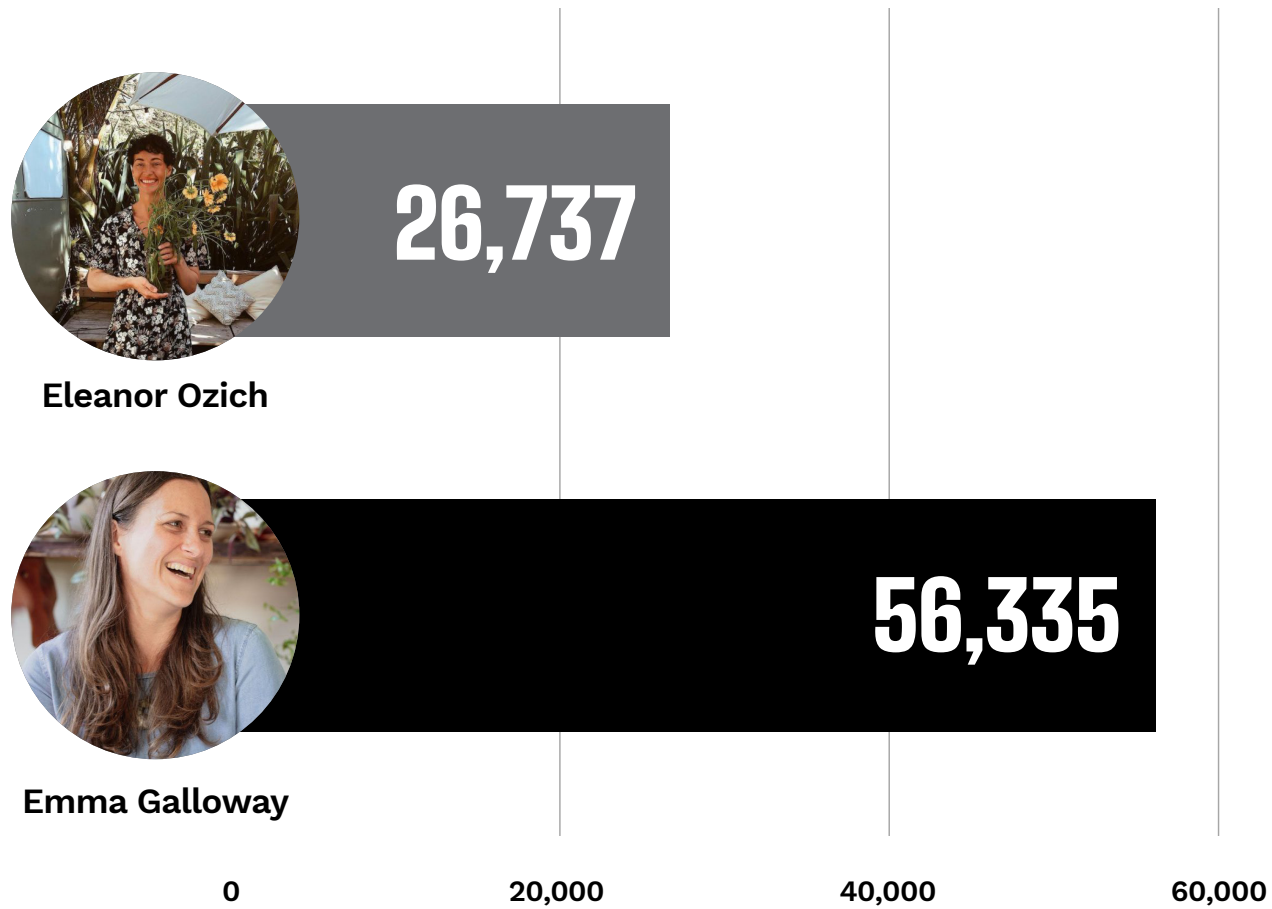
Reach:	Engagements:	Engagement rate:
83,072	4,368	3.9% (NZ Average 2%)
Comments:	Website clicks:	Saves/Shares:
74	149	439

Instagram Stories:

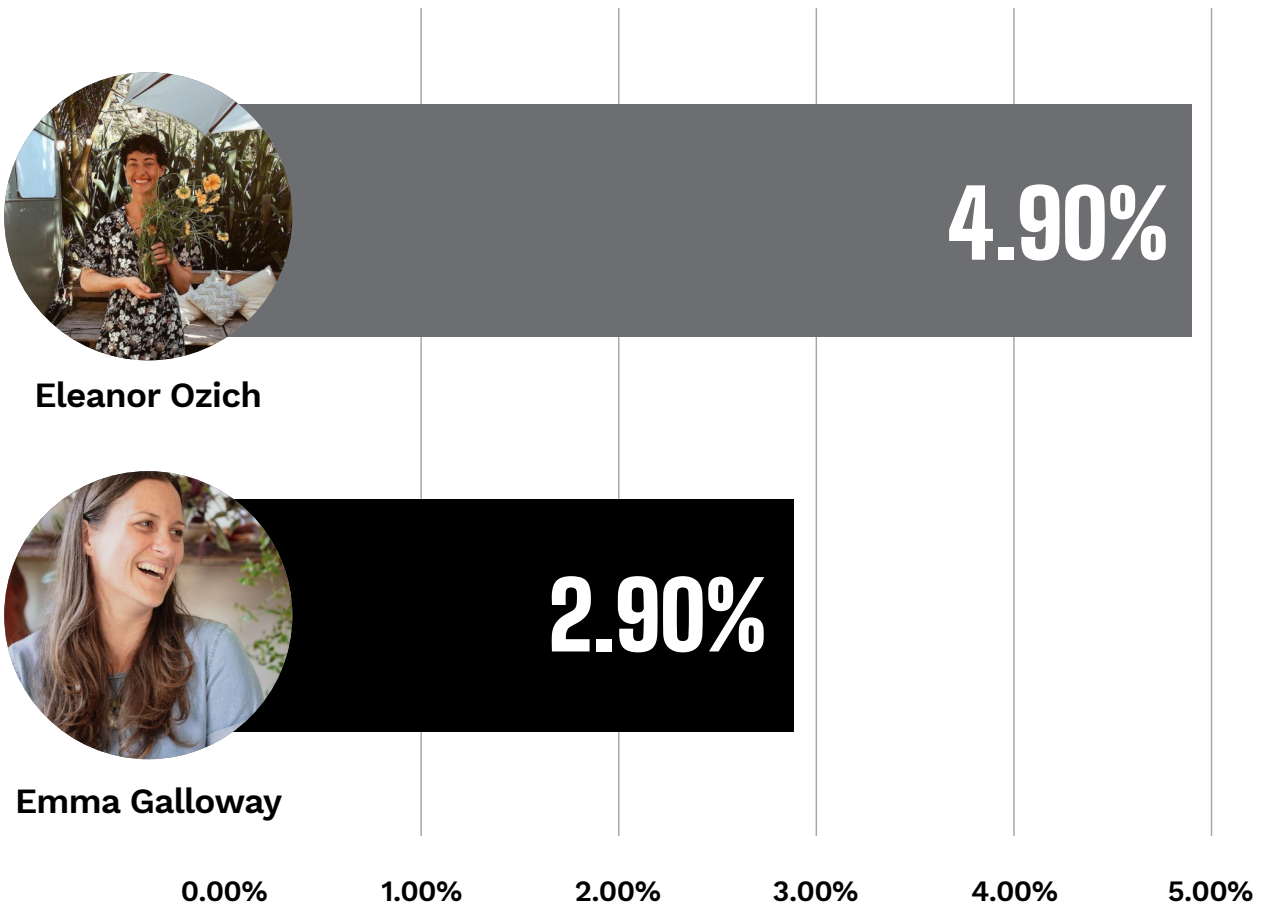


Individual performance.

Reach



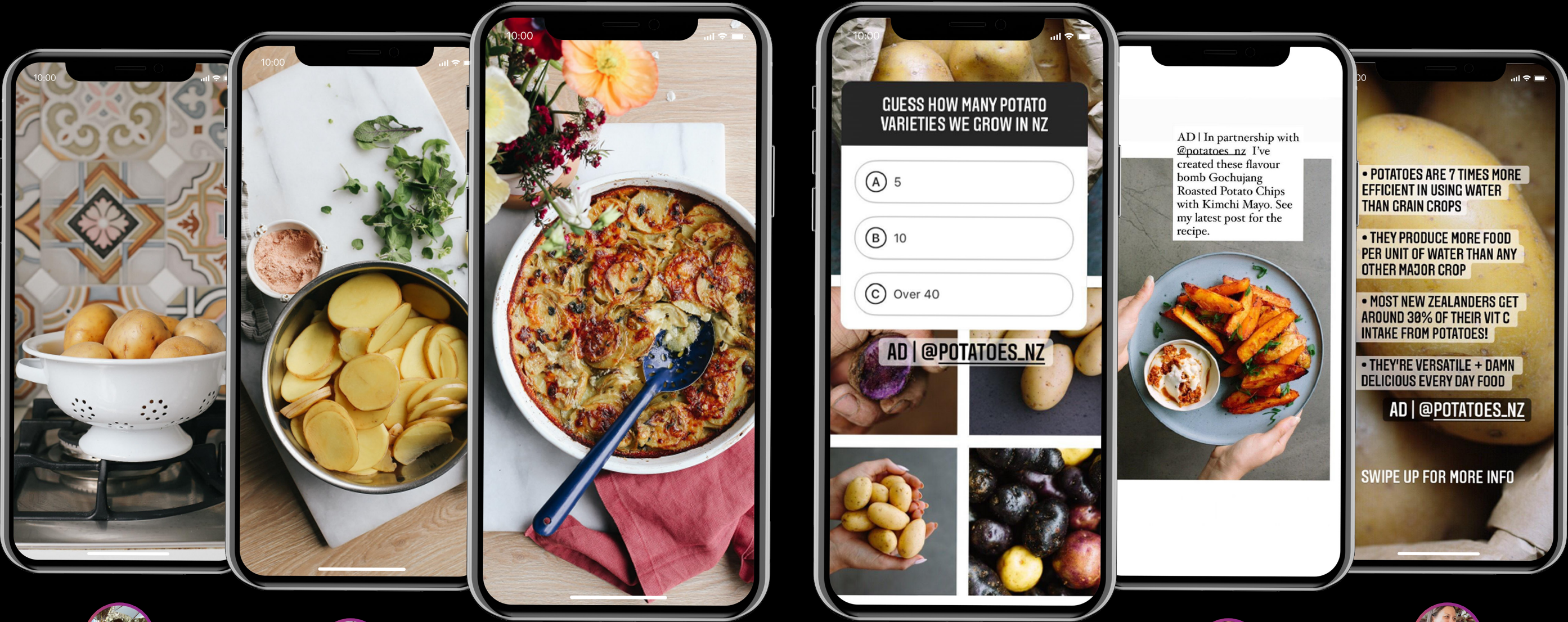
Engagement rate



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Screenshots.

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Eleanor Ozich
@eleanorozich



Eleanor Ozich
@eleanorozich



Eleanor Ozich
@eleanorozich



Emma Galloway
@mydarlinglemothyme



Emma Galloway
@mydarlinglemothyme



Emma Galloway
@mydarlinglemothyme

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Screenshots.

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-  blessedindoubles This looks amazing 🥰🥰
-  oceanfreemysoul It looks soooo Yummm 😍 I will need to try it out! 🍴
-  the_freshatarian Potatoes & artichoke! Just what I am eating for dinner just now 🍷
-  hemsworthestate This looks sooo good! Really makes us happy!!❤️
-  monikastanczew Potatoes are the best 🥰🥰
-  potatoes4all Potatoes 🥰
-  rosemazmama @sallymaygreen you'd like this x
-  joceetuck @potluck at yours next week @emmalouisetoy and I'm making this 🥰🥰
-  r.mccoll Sounds so amazing! Can't wait to try ❤️
-  naomiannedevlin Yaaaassss! This looks and sounds like heaven 🍴🍴
-  kellygibney_wholehearted Yummmmmm Emma! I'm a potato obsessive and love kimchi mayo. I'm going to make this over the weekend to have with burgers x 🍷🍷
-  angelcate_ Yay for a positive potato post and a lovely recipe. Growing potatoes is fantastic delight too.
-  vitalhealth_dunsborough @grimmers85 I made these, so delicious 🍴
-  chelsea.mcintosh @kate_maggie19 our next dinner party 🍷
-  food.review.nz Those potes are my kind of comfort food 🍴

LEARNINGS.

Campaign learnings.

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1

Mobile first.

With approximately 72% of the campaign impressions served via mobile devices this platform should always be at the forefront of creative and media strategy. The campaign was planned with this in mind and the 'Instant Experience' creative and reduced 15 second video were key drivers of cost effective reach and engagement.



2

Conversation drivers.

Early on in the campaign it became apparent that people loved to share their favourite dishes and talk about potatoes in general. To cater to this a line of media was focussed on driving conversation, and rewarding participants with the opportunity to win a prize. This proved to be an effective way to drive organic reach and increase the engagement, overall providing a more effective use of budget.



3

Bonus content through Influencer activity.

The extra content created from the Influencer activity was well crafted and the repurpose rights allowed Potatoes New Zealand to create further campaign content from this, essentially free of charge. Working with relevant Influencers in varying capacities who carry the right aesthetic is a great way to reach extremely engaged audiences through a credible third-party voice.

Ngā mihi | Thank you.





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