



Horticulture
Innovation
Australia



AUSTRALIAN onions

The Marketing Challenge for Onions...

Low engagement, muted profile, indispensable basic

**Lift profile
Ignite engagement
Expand repertoire**

Indispensible ALLY

Industry background...

- Onions, are a very mature category in terms of production
- Industry data shows that onions sales have plateaued in terms of consumption and production over the last 10 years – approximately 240,000 tonne per annum
- Onions are purchased regularly by virtually the entire population of Australian adults – approximately 4kg per capita
- In 2016 Hort Innovation and Onions Australia set out to return the onions category to growth



Tony – NO, NO and NO...



NO



The Secret Serve Snapshot...

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The Secret Serve campaign is designed to increase consumption of onions, and therefore production and grower's profitability whilst offering families an easy way to win kids over at meal times

THE
SECRET
-SERVE-



The Secret Serve Snapshot...

- **Brand Strategy:** Pick your battles (a win in the kitchen)
- **Brand Promise:** Prepared the right way, onions can become a reliable and hassle free serving of veg for your children's mealtime
- **Reason to believe:** the meals you enjoy are easy, and ensures your children get a serve of veggies without a struggle
- **Benefit:** Well nourished kids without the nightly argument

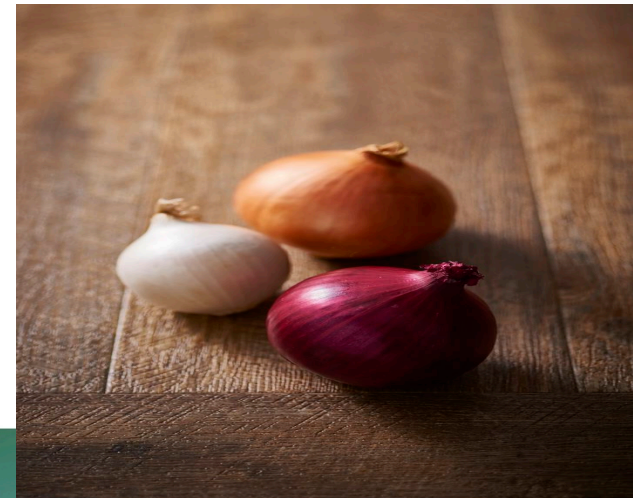
Secret Serve Unique Insights...

- We are **marketing Onions** the whole category – all onions!!
- We are **promoting all onions not a specific brand**, variety or company
- We are **future proofing the onion industry** benefitting a wide range of growers across the whole of Australia (one of the proudest features)
- We are **changing eating habits** in both children and parents in certain demographics
- We are **changing consumer buying habits** in both children and parents in certain demographics when purchasing onions
- Making **every day eating habits healthier** without the stress of arguing with kids about vegetables!



Secret Serve Unique Insights...

- We are **leveraging and collaborating**, with other industries to make our marketing dollar go further
- Our insight and target market was revealed through **sales data, brand health data and combined with further research** into children's dietary preferences
- We **surveyed parents with kids 4-12 before, during and after the campaign** to closely track the effects on attitudes
- We **engaged social media influencers** through Instagram to closely target our parents of kids aged 4-12
- We have displayed in-store at **over 1000 Coles, Woolworths and Independent Grocers** (combined) to deliver our message at the POS



Role of creative...

Increase Onion acceptance amongst families with young kids aged 4 – 12

Overcome barriers, prejudice, pre-conceptions, habits i.e. Children 4 – 12 years.

To help mum provide kids with:

Healthy eating without the hassle



Why The Secret Serve...

- Research shows, Children (4-12 years) are predisposed to dislike the bitter flavour and crunchy texture of onions
- Parents already struggling to serve kids their daily requirement of veg
- Parents are reluctant to prepare separate meals resulting in them stopping them purchasing and eating onions – potentially losing whole families for up to 8 years!
- Small Scale Families (or should we say, their children), prefer alternatives such as carrots, potatoes, and tomatoes
- Small Scale Families (or should we say, their children), prefer alternatives such as carrots, potatoes, and tomatoes



Why The Secret Serve...

- 2015 Nielsen data showed a very slight decline in overall consumption year on year (Fig 1)
- The same data when segmented by target markets showed no one group was responsible for that decline

Fig 1 - overall consumption year on year

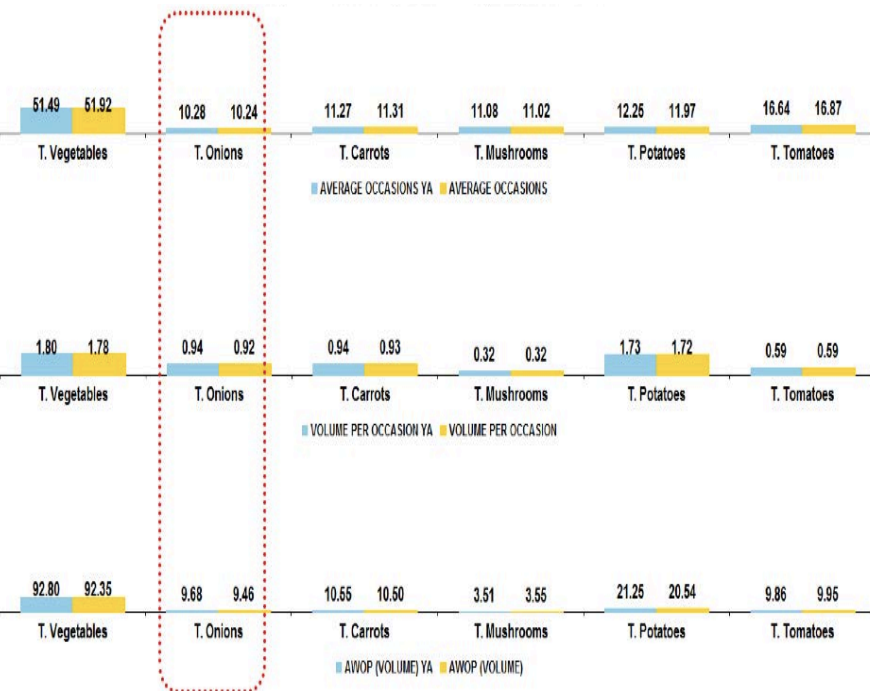
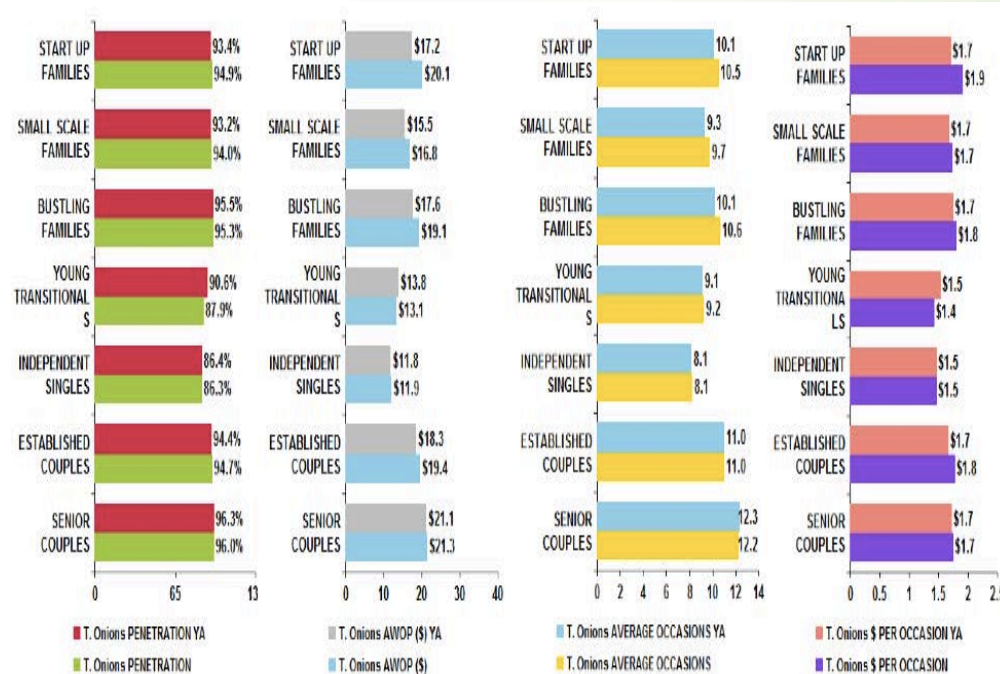


Fig 2 - segmented by target markets



Our Target Family...

- Small scale families (as per Nielsen)
- Parents are 36 - 37 / Kids are aged 5 and 7
- 5% of their daily energy from juice and soft drinks
- Grandparents are also meal preparers for the kids
- 74% of kids weekly meals are prepared in family kitchen
- Boys are more picky eaters than girls and eat fewer veggies on average
- Kids are getting 158% likelihood that mum has recently returned to full time work
- One weekly “big shop”, occasional trips to get top up ingredients for BBQs on weekends
- The boys need 4.5 servings of veggies per day but there is a 57% chance they don't get this



The Secret Serve Target Journey...

- The aim of The Secret Serve is to move the meal preparers and ultimately 4-12 year old kids along the acceptance path from a passive to an active state

MUM

(MEAL PLANNER, COOK, GRANDPARENTS)

INDIFFERENCE → TRIAL → REPERTOIRE → ADVOCATE (SHARE VIA WOM)

KIDS

REJECTORS → UNAWARE EATERS → ACCEPTORS → REQUESTORS (KIDS ACTIVATION)

WE DON'T
WANT
THIS



WE WANT
THIS !!



Campaign Objectives...

- Data showed that if we could bring the Small Scale families consumption of onions into line with their consumption of vegetables in general, we could increase Australia's total household consumption by 1% or 3400 tonnes.
- This would be a long term strategy, the effectiveness of which would be determined by improvements to four key metrics for which we had historical data.
 - An Increase in Small Scale Families share of total onions to over 10%
 - An increase in Average spend per occasion for small scale families to \$2 (which would indicate a preference for bagged over loose onions)
 - An increase in frequency of purchase of onions for Small Scale Families to 3 per month
 - An increase in Average weight of purchase for small scale families to \$5 (also indicating a preference for bagged over loose onions)

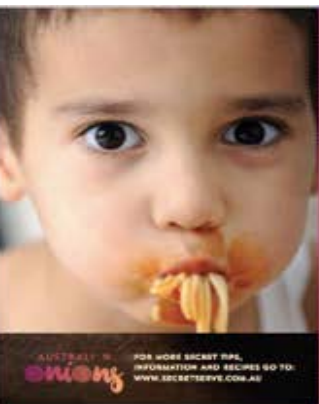


Campaign objectives (validation)...

- *“Prepared the right way, onions can become a reliable and hassle free serving of veg...”* - a great theory BUT needed validation.
- Polling 500 Australians in our target audience and confirmed our insight with the following results:
 - **54.6%** had experience of children 6-12 disliking onions (a further 32.4% had no personal experience but expected it to be commonplace)
 - **47.6%** agreed that greater knowledge of preparation methods would increase the amount of onions their household consumed
 - **96%** agreed that with the right preparation, parents could serve onions to their children in ways that make it more likely the kids will enjoy them
- These results confirmed our theory that kids held the key to increasing Small Scale Families consumptions of onions. Our strategy would be to equip parents with the knowledge and tools to serve onions to their kids in ways the kids won't reject, or even notice.

Snapshot of the campaign...

- Style Guide to ensure consistency across all branding
- Asset and Collateral creation (recipes / photography)
- National in-store sampling (994 stores to 31/03/2017)
- Hub website for sharing recipes and housing the “Secret Serve Society”



UNDERCOVER ONION FACTS

THE SECRET TO A GOOD DICE

1. Cut onion in half lengthwise
2. Slice off the end
3. Peel off outer skin and rinse thoroughly to remove any dirt
4. Make cuts into even sizes

5 - VANISHING - VEGETARIAN FRIED RICE

INGREDIENTS: 1 CUP LONG GRAIN RICE, 1 CUP VEGETARIAN CHICKEN, 1 CUP VEGETARIAN SAUSAGE, 1 CUP VEGETARIAN SAUSAGE, 1 CUP VEGETARIAN SAUSAGE...

METHOD: 1. Cook the rice according to the instructions on the packet...

6 - "UNDERCOVER" BEEF STROGANOFF

INGREDIENTS: 1 CUP BEEF, 1 CUP BEEF, 1 CUP BEEF...

METHOD: 1. Cook the beef according to the instructions on the packet...

7 - "MASKED" MINTED LAMB RISSOLES

INGREDIENTS: 1 CUP LAMB, 1 CUP LAMB, 1 CUP LAMB...

METHOD: 1. Preheat the oven to 180°C (350°F)...



ONIONS - TO THE RESCUE

WE'RE ALL TOLD KIDS NEED 5 SERVINGS OF VEG EVERY DAY RIGHT? TRY TELLING THEM THAT! NOW YOU DON'T HAVE TO.

Welcome to The Secret Serve - the "secret" use of onions to give your kids an extra serving of veg without them even knowing it. A healthy, affordable recipe, serves up fast, healthy, delicious and really delicious! In your favourite family recipe!

A tasty veg, sneaky one into 5! Thanks to the fun and informative and creative ingredients. From keeping the onions hidden to helping to keep your little healthy, onions are a healthy and delicious addition to your family's favourite dishes.

SECRET SERVES SOCIETY

1 - "SECRET" SPAGHETTI BOLOGNESE

INGREDIENTS: 1 CUP SPAGHETTI, 1 CUP SPAGHETTI, 1 CUP SPAGHETTI...

METHOD: 1. Cook the spaghetti according to the instructions on the packet...

2 - "HIDDEN" HOMEMADE BEEF BURGERS

INGREDIENTS: 1 CUP BEEF, 1 CUP BEEF, 1 CUP BEEF...

METHOD: 1. Preheat the oven to 180°C (350°F)...

UNDERCOVER ONION FACTS

SELECT: Onion is one of the most common, white, bitter and hot. They have a low glycaemic index.

SIMMER: Simmering onions in a liquid helps to soften them and bring out their natural sweetness.

STORE: Onions should be stored in a cool, dry, well-ventilated area, preferably in a plastic bag with small holes.

STOP THE TEARS: Cut onions release an enzyme that irritates the eyes. To stop the tears, cut onions under cold running water.

3 - "CAMOUFLAGED" CHICKEN SAN CHOY BAU

INGREDIENTS: 1 CUP CHICKEN, 1 CUP CHICKEN, 1 CUP CHICKEN...

METHOD: 1. Preheat the oven to 180°C (350°F)...

4 - "INCOGNITO" SIZZLING STEAK FAJITAS

INGREDIENTS: 1 CUP STEAK, 1 CUP STEAK, 1 CUP STEAK...

METHOD: 1. Preheat the oven to 180°C (350°F)...

SECRET SERVES SOCIETY

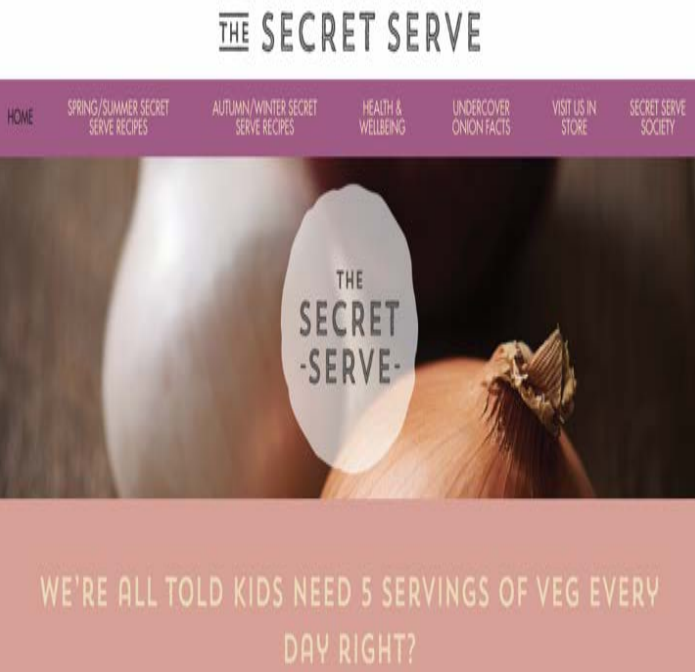
ONIONS ARE A HEALTHY, AFFORDABLE AND TASTY VEGETABLE. THEY ARE A GREAT SOURCE OF FIBRE AND VITAMIN C. ONIONS ARE ALSO A GREAT SOURCE OF QUERCETIN, A FLAVONOID WITH ANTICANCER PROPERTIES.

SECRET SERVES SOCIETY

Snapshot of the campaign...

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- Ambassadors -initiating the Secret Serve Society – for onion recipe creation including Magdalena Roze, Darren Robertson, Mike McEnearney, Lyndey Milan and Wendy Blume
- Social media – Facebook / Instagram
- POS material highlighting onion recipes that include everyday meals enjoyed by both adults and kids alike, health benefits and usage and chopping tips



MAGDALENA ROZE

An award-winning television presenter and meteorologist, Magdalena has almost ten years experience presenting live television including co-hosting Network Ten's The Project, covering two Olympic Games and reading news and weather on both breakfast and prime-time bulletins.

[Read more](#)

[Click here to see Magdalena's Secret Serve Recipe!](#)



Topline Results *(to 31/03/2017)*...

- **Over 19,300 Facebook followers** in a 2 month period since launching the social media campaign in January 2017
- **Conversion rate of 35% average** from sample to purchase in-store over from 994 instore demos to date
- **49.3% of website traffic is returning “customers”** showing strong recall and message comprehension
- **More bagged sales** of onions
- **An increase in our target demographic** of Small Scale Families purchasing more onions more often and in larger quantities.

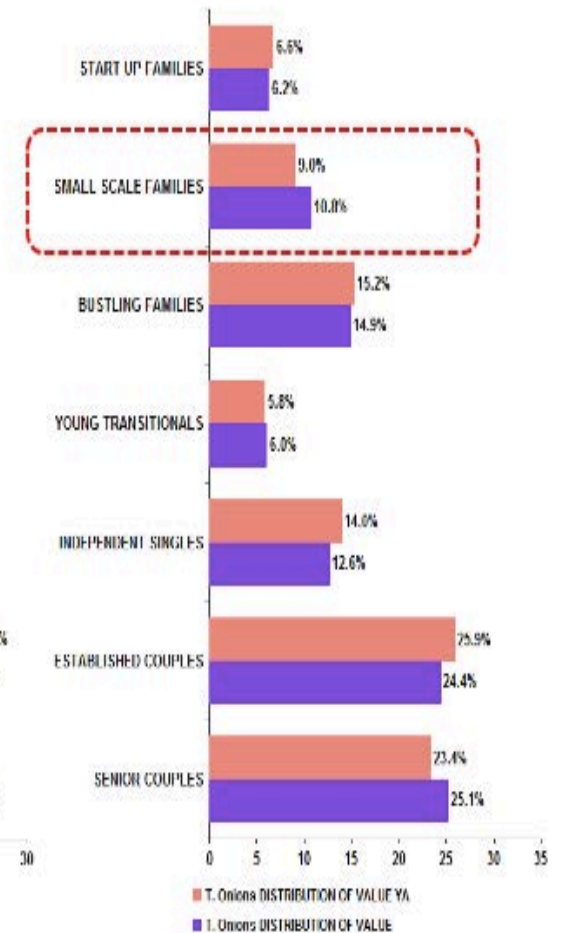
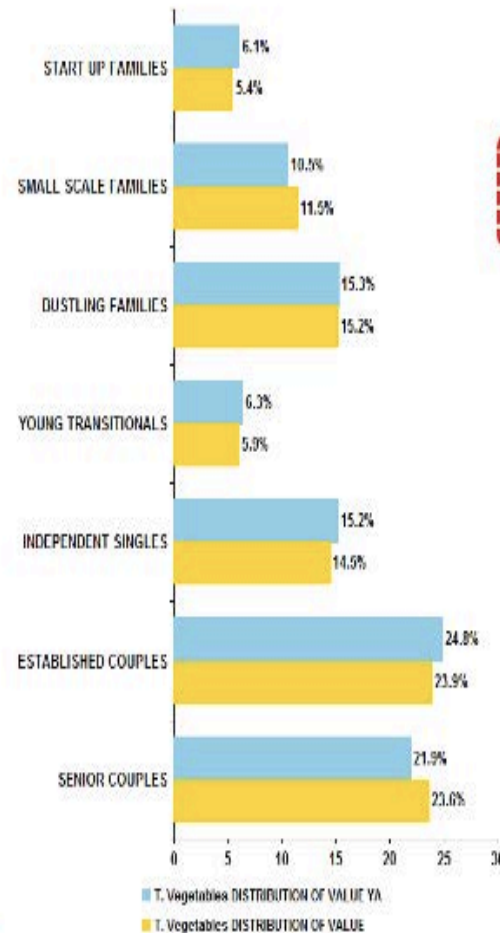


Topline Results *(to 31/03/2017)...*

➤ Prompted recall of the campaign and message comprehension have consistently been around 18% for both stages of tracking, which exceeds industry averages of 5%.

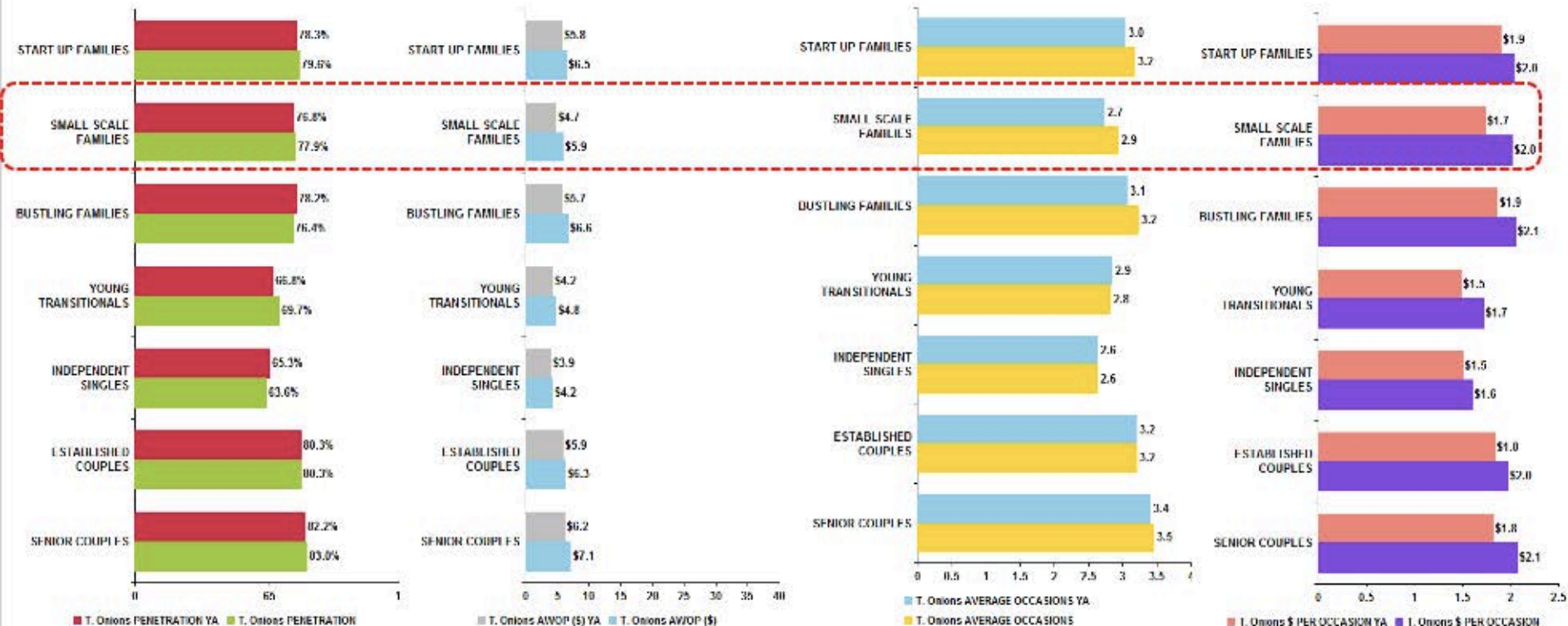
➤ On this measure **Small Scale Families reversed a negative trend in the previous year** to see growth from **9% to 10%** year on year. This growth also bucks a widespread negative trend in value share among other segments and achieved our primary campaign goal

Who buys my brand? (Lifestage) - Demographics - Value
 AUS - T. Onions - QTR TO 28/01/2017 - BASED ON VALUE (\$000'S)/1000



Topline Results (to 31/03/2017)...

- Average spend per occasion for Small Scale Families grew from \$1.70 to \$2
This achieved campaign goal
- Frequency of purchase of onions for Small Scale Families grew from 2.7 to 2.9
Currently short of our campaign goals by 0.1 but is on track to be achieved in the 2nd Quarter of 2017
- Average weight of purchase for Small Scale Families grew from \$4.7 to \$5.9
Exceeding campaign goals by 300%



THANKS

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