

# EU Supported Potato Millennial Campaign – Potatoes Prepare to be Surprised

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**BORD BIA**  
IRISH FOOD BOARD



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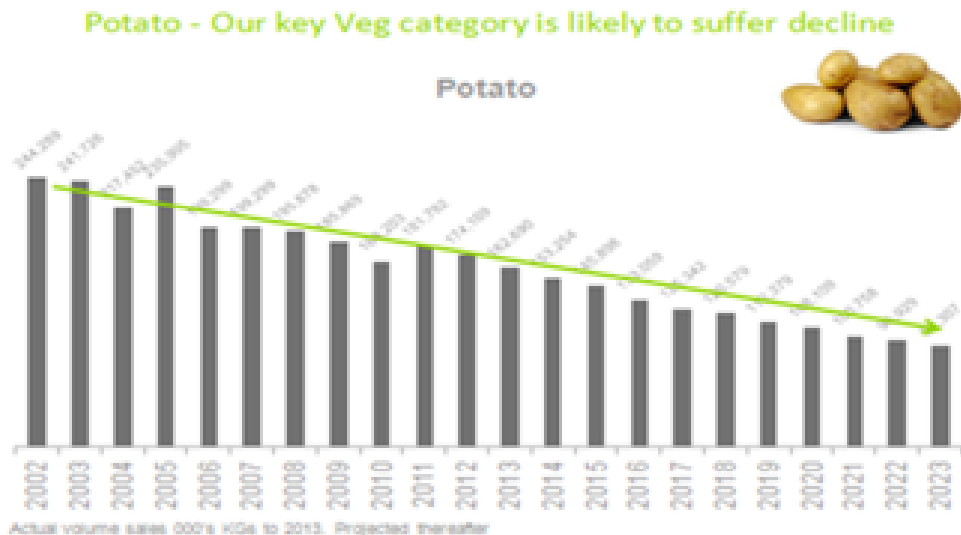
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# Background to Fresh Potato Sales and Promotional Campaigns

## The Big Picture- Projected Retail Sales to 2023

- The chart was presented by Bord Bia at a joint industry meeting (IFA and IPF) back in **November 2013** – in an exercise to highlight the crisis in consumer potato purchasing behaviour
- It concluded that based on an average annual rate of volume purchase decline on -15% for the previous decade, extrapolated forward, and holding the same average annual rate of decline, the **total annual volume in the market would drop below 100,000 tonnes by 2023**



# Background to Fresh Potato Sales and Promotional Campaigns

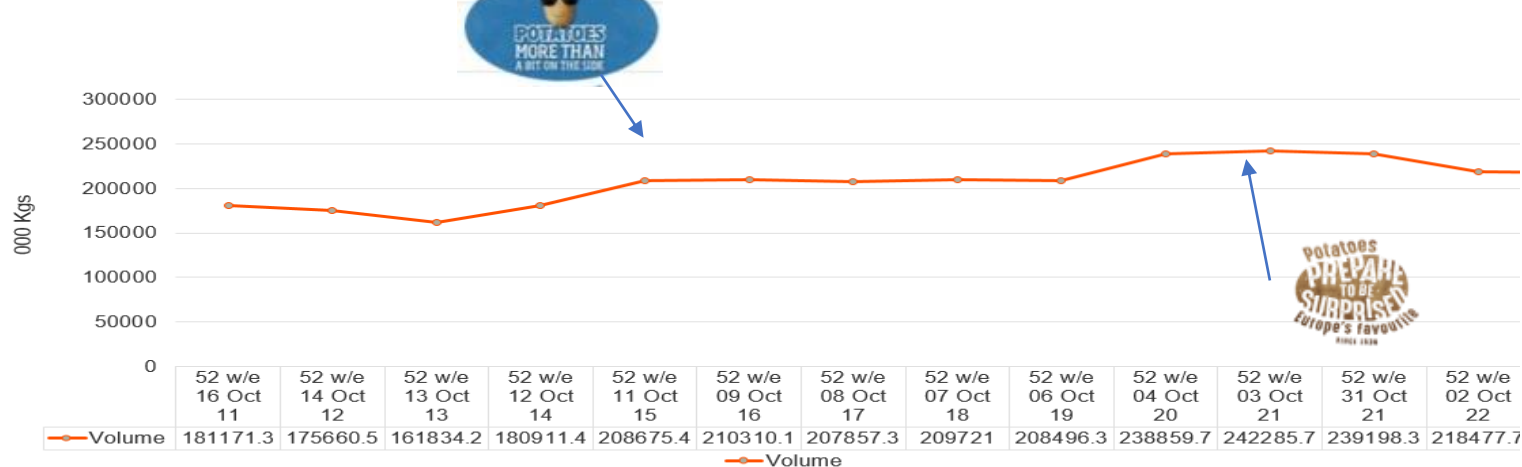
- The industry took the decision to put in place funding and Bord Bia would apply to the EU for generous promotional funding (originally fixed at 50% ~ it moved upwards to 80% EU funding)
- Bord Bia put in place two back to back promotions in 2015-2018 (for 22-44 yo female shopper) and millennials 2020-2022 (for 18-34yo male and female 'millennials')
- The campaigns contributed significantly to change in the purchasing habits of Irish households
- Instead of the market volume declining to 100,000 tonnes by 2023 – the latest Kantar data shows that after getting an initial promotional lift to c.210,000 tonnes from the first campaign

**...a Covid "bounce" market volumes in 2020 /2021 has stabilised to volumes slightly above pre-COVID levels in 2019**

# Fresh Potato Purchasing in Ireland – Actual Volume Sales (000 kgs)

52 w/e 52 w/e 16<sup>th</sup> Oct 11 – 52

22



Source: Kantar WorldPanel

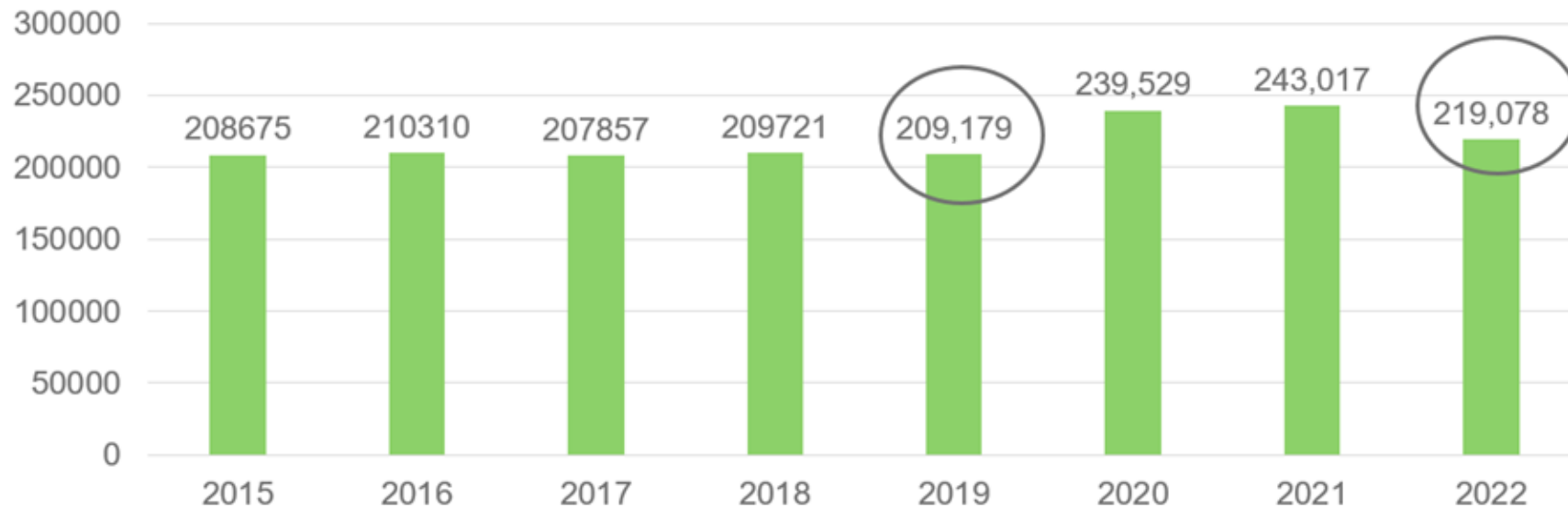
The 'Potatoes: More Than a Bit on the Side' campaign achieved a retail volume growth of **+29%** across the three year period.

In the first year of the potato millennial campaign 'Potatoes Prepare to be Surprised' a volume growth of **+33%** was recorded amongst millennials.

**Following almost two decades of continuous decline, fresh potato market sales in Ireland has recorded steady market growth following these two 'back to back' promotional campaigns.**

Volume is ahead by + 4.7% on 2019 levels

Total Potatoes Volume KG Sales 2018 - 2022



Source: Kantar WorldPanel



# Introduction to the campaign

**Title** Potatoes: Prepare to be Surprised

**Period** Three year EU funded multi country campaign 2020-22

**Markets** Ireland, France, Flanders & broader EU wide dimension

## Objectives of the campaign

- To move millennial purchasing of fresh potatoes towards the same volume and frequency of purchase of the general population.

## Strategy

- To put in place a website and social media campaign to reach millennials on channels we know they visit.

## Target Audience

- 18-34 year old millennials living independently, co-habiting or with young families



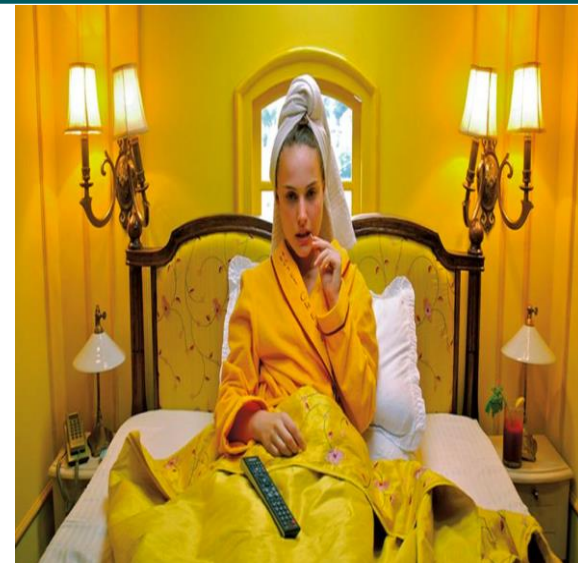
## Background: The 'Image' Challenge of selling potatoes to Irish millennials



'Traditional'  
farming...



A very 'traditional'  
Irish food...



A new 'non-traditional' target  
audience with an engrained 'view  
of the product'. Knowledge  
gaps & poor cooking skills.





## Our #potatosurprises campaign

### Millennials



### Target group and messages

#### Key message:

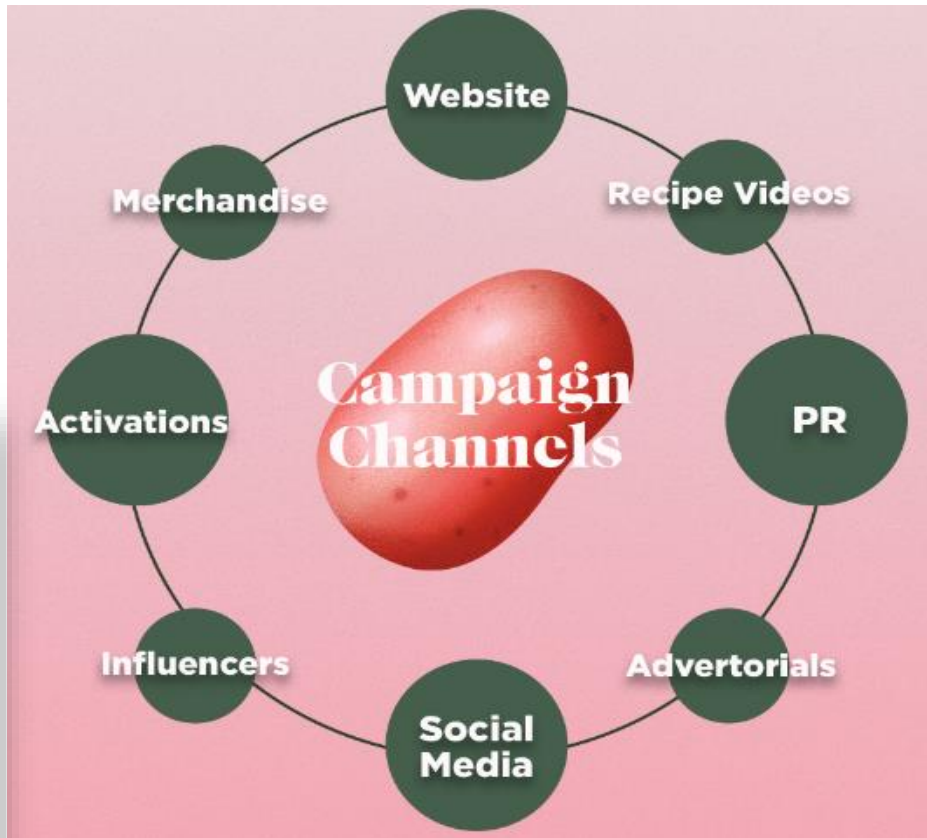
potatoes fit in a modern, healthy and sustainable lifestyle of millennials because of their versatility, high quality and good nutritional and health aspects!



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CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

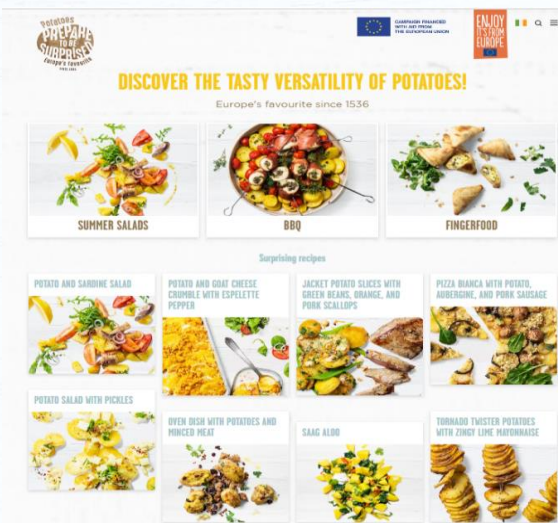


**Mainly a  
digital/social  
media  
campaign**

# WEBSITE WWW.POTATO.IE and Social Media



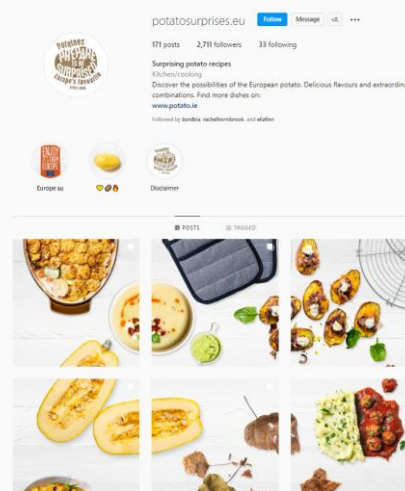
- 2020: 100 recipes, 20 how to videos and 20 stopmotion videos
- 2021: + 100 recipes, 20 how to videos and 20 stopmotion videos
- 2022: + 100 recipes, 20 how to videos and 20 stopmotion videos
- Total: 300 recipes, 60 how to videos and 60 stopmotion videos



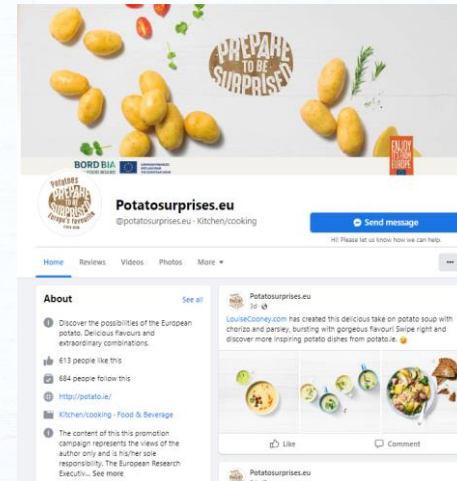
Homepage on Desktop



Recipe page on Mobile



Instagram - potatoesurprises.eu on desktop



Facebook -  
potatosurprises.eu on  
desktop



# A SELECTION OF THE "INFLUENCER" COLLABORATORS.....



2x Donal Skehan 334K



2x Louise Cooney 212K



4x James Kavanagh 143K



Niamh Cullen 136K



3x Nathalie Lennon 66.6K



2x Useless Project 48.2K



Guy Sinnott 34.2K



Rachel Hornibrook 33.3K



Erica Drum 12.8K

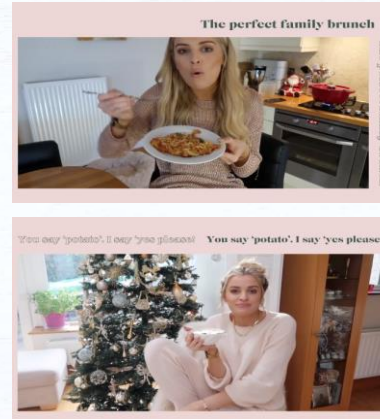


Eoin Sheehan 21.1K

# Year One Activations



## EXTENSION CAMPAIGN 2020 – Activation Three



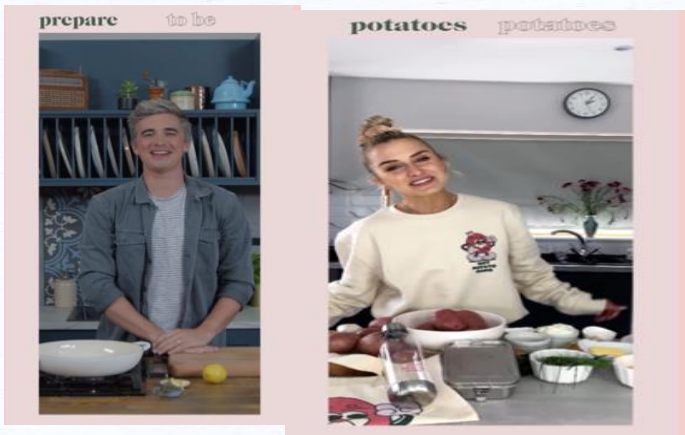
## LIVE AND DINE 2020 – Activation One



## SURPRISINGLY SIMPLE POTATOES 2020 – Activation Two



# Year Two Activations

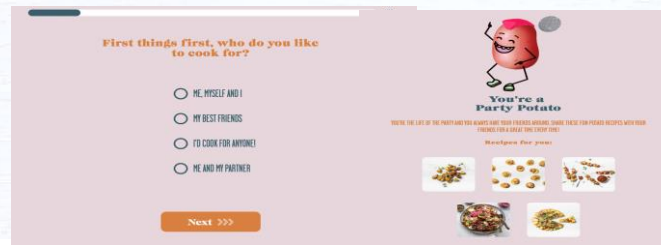


Activation One 2021



Activation Two and Three 2021

## Hot Potato Gang Merchandise



## Potato Persona Quiz



# Year Three Activations



Activation One June 2022



**New Season Pesto Potato Salad**

Ingredients for 4

- 15-20 potatoes (e.g. Small New Season Queens or salad baby potatoes) (approximately 800 g)
- 5 tbsp olive oil
- 1 cup mint leaves
- ½ cup basil leaves
- ½ cup parsley leaves
- 1 clove garlic
- 1 lemon
- 30 g sun dried tomatoes
- salt and pepper, to taste
- 30 g toasted hazelnuts + some extra
- 2 tbsp parmesan cheese

Cooking time: 40 min

- 1 Preheat the oven on 180 °C. Coat potatoes with 3 tablespoons of the olive oil and add salt and pepper to taste. Spread the potatoes on a baking tray and roast until tender (approximately 30-35 minutes).
- 2 While the potatoes are roasting, place the remaining oil, mint, basil, parsley, hazelnuts, parmesan cheese, garlic, lemon zest and juice, salt and pepper into a food blender and blend until smooth.
- 3 To serve, toss the potatoes in the pesto, hazelnuts, sundried tomatoes, and mint leaves. Serve and enjoy!

NOTE: This recipe contains nuts and is unsuitable for anyone with a nut allergy.

Activation Two August 2022



Radio Competition –  
example Spin 1038

Activation Three October 2022 –  
Potato Banquet with Eoin  
Sheehan, Louise Mc Sharry and  
James Kavanagh



# Public Relations

Run advertorials around the campaign 'key months' which coincide with ongoing annual celebration calendar events in Ireland e.g. St. Patrick's Day (March), Arrival of new season potatoes (July) and National Potato Day (October).

## Donal Skehan on returning to Ireland and his love for potatoes



By Brian Dillon  
October 14, 2020 at 10:47am

Sponsored

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [WhatsApp](#) [Email](#)



Following a four year stint living with his family in California, Ireland's king of quick and tasty meals, Donal Skehan, is back on our shores and is sharing his love for the delicious spud!

The popular chef says that living in LA has broadened his appreciation for international cuisine and now that he's home, he's trying new ways of incorporating Irish ingredients into global dishes.

"Living on the west coast introduced me to new cuisines and flavours, and I've discovered that these exotic combinations of spices and herbs can work just as well with more familiar ingredients like potatoes. When you know how to use

## Loving Dublin Article – Donal Skehan

### Summer dining made for sharing – just add potatoes

Delicious, nutritious, and versatile mealtimes await!



SPONSORED

#### Barbecued chicken-potato kebab flatbread with colelaw

A fall-safe crowd pleaser! Put on the BBQ and invite friends or family around for this delicious chicken and potato kebabs. Choose a soft flatbread for easy folding so that you can eat with your hands.

Serves: 4  
Cooking time: 40 min

#### Ingredients

- 8-10 small salad/baby potatoes
- 2 boneless chicken thighs
- 1 lime
- 3 tbsp olive oil
- 2 tbsp mixed herbs - or cumin
- 200g white cabbage
- 1/2 green apple
- 1/2 cucumber
- 1 celery stalk
- 2 tsp pure honey
- 40g soft cheese
- 4 tsp mayonnaise
- 200g sour cream
- 4 tsp roasted sesame seeds
- 2 tsp handful of flat parsley
- 4 Flatbreads/wraps

#### Instructions

1. Put the baby/leek potatoes in a pan of salted water and boil them until tender. Drain and dry.
2. Cut the baked chicken thighs into large, bite-sized pieces. Put them in a bowl and season with a little olive oil. Add 2 tablespoons of olive oil and the mixed herbs or cumin, and season with salt and pepper. Mix well and leave to marinate.
3. Prepare the colelaw: finely chop the white cabbage, cut the apple and cucumber into julienne strips, and finely chop the celery. Put all the ingredients in a large bowl and season with the other half of the lime. Add the honey, soft cheese, mayonnaise, sour cream and 1 tablespoon of olive oil. Season with salt and pepper. Stir well.
4. Heat the BBQ or grill.
5. Put the chicken pieces and the potatoes on metal skewers and grill them until golden brown and cooked through (Chicken can also be pre-cooked in an oven and grilled to golden brown on the BBQ).
6. Toast the flatbreads until they are crispy.
7. Place some of the colelaw on each flatbread, with the skewers on top. Sprinkle with sesame seeds and chopped flat parsley.
8. Pull the skewers out of the chicken and potato pieces, fold the flatbread, and eat with your hands. Enjoy!

For more delicious and tasty potato recipes visit [www.potato.ie](http://www.potato.ie)

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This is a seasonal vegetable that provides different textures too depending on how it is prepared, providing endless mealtime inspiration. Short on time? Cut potatoes smaller for a quicker meal, and leave the skin on for added nutrition and flavour. Don't take our word for it, check out the potato persona quiz which matches your personality and lifestyle to creative, tasty and healthy potato-based recipes. Visit [www.potato.ie/persona](http://www.potato.ie/persona) for more information.

To kick things off, here's a delicious potato recipe that's perfect for all those dining with friends or family.

## Irish Times Print Advertorial – Queen Potatoes

## Irish Independent Print Advertorial – Summer Dining



Advertisement

### Queens Potatoes – the taste of an Irish Summer

Now is the time for floury, flavoursome New Season Queens!

Potatoes are the ultimate kitchen staple: simple, but still makes the vegetable even better is that there are now varieties to enjoy across the changing seasons. The month welcomed the first harvest of the Queens potato crop, which is a summer favourite in Irish homes. Known for its fluffy texture and enjoyed with its skin on, this potato is a great source of flavour and is perfect for barbecues, salads and light summer meals.

Potatoes are a nutritional powerhouse, naturally fat and gluten free along with being a source of Vitamin B6 and C. The good news for new season Queens lovers is that eating potatoes with their skin on reduces all their fibre which is beneficial for gut health.

How to prepare

To prepare new season Queens, steam or boil the whole potato until soft to serve (30 minutes depending on size). Continuously test how cooked the Queens are in the centre with a knife. When the centre is soft, drain and let them sit in their own steam for 5 minutes. Then serve warm or cold in a variety of ways. Try a twist on a classic potato salad with our Potato and Red Onion Salad recipe which is perfect on a table or as a main course with tomatoes or some green salad tossed with cucumber.

The content of this promotional campaign represents the views of the author only and is not the view of the Irish Food Board. The European Union is not responsible for any damages or losses resulting from any use of this material or the information it contains.

Visit [www.potato.ie](http://www.potato.ie) for over 100 delicious and simple potato recipes inspired by authentic dishes from around the world.

#### Potato and Red Onion Salad

Fire up the barbecue and serve this cool, creamy potato salad on the side for a simple summer dinner or as a side. Leave the skin on as this new season Queens potatoes for added flavour, texture and fibre. Delicious on its own or serve with your favourite choice of meat or fish.

Serves: 4  
Cooking time: 60 minutes

#### Ingredients

- 4 new season Queen potatoes (approximately 500g)
- 4 eggs
- 2 tbsp mayonnaise
- 2 tbsp plain yogurt, stirred
- 1 red onion
- 1 tbsp chives
- 5 gherkins (optional)
- salt and pepper

Method

1. Wash, then place the Queens potatoes in a pan of salted water bring to the boil and cook for 10-20 minutes (depending on size) until soft to the core.

2. Place the eggs into boiling water and simmer them for 10 minutes until hard-boiled. Immediately afterwards, drain the water from the eggs, peel them into cold water and set aside.

3. While the potatoes are cooking, peel the cooked, hard-boiled eggs and cut them into quarters.

4. Chop the chives and gherkins (if using). Peel and finely chop the red onion.

5. Mix the chives, gherkins and red onion with the mayonnaise and yogurt. Season the sauce with salt and pepper.

6. Peel the potatoes (optional) and cut them into large pieces.

7. Mix the sauce with the potatoes and eggs. Set aside in a cool place until ready to serve.

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# Results of the campaign to halfway point



**33%**  
increase in  
potato sales  
with  
millennials

Over **1.6  
million** people  
have been  
reached via  
the campaign

30% of  
millennials  
say they have  
visited the  
website

**56%** - over half  
of millennials  
claims to have  
seen part of  
the campaign

# Attitudes Towards Potatoes amongst millennials

88% of millennials agree that fresh potatoes are a **versatile** ingredient that can be enjoyed in a **range of ethnic & international meals**

87% of millennials agree that fresh potatoes are a **natural healthy food**

88% of millennials agree that fresh potatoes can be used in a **variety of convenient meals**

86% of millennials agree that fresh potatoes belong in **modern eating habits (+4% increase YOY )**



# Level of agreement of campaign statements amongst millennials

70% of millennials agree that this campaign makes potatoes sound like a **delicious/tasty option**

60% of millennials agree that the campaign contains **new information** about the **benefits of eating fresh potatoes**

57% of millennials agree that this campaign made me realise that fresh potatoes are a **healthy option**

65% of millennials agree that this campaign makes fresh potatoes **sound like an exciting meal option**

58% of millennials agree that this campaign makes me feel that **potatoes fit into my busy lifestyle**

# Thank you!

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