

EU Berry – Effective Marketing strategies



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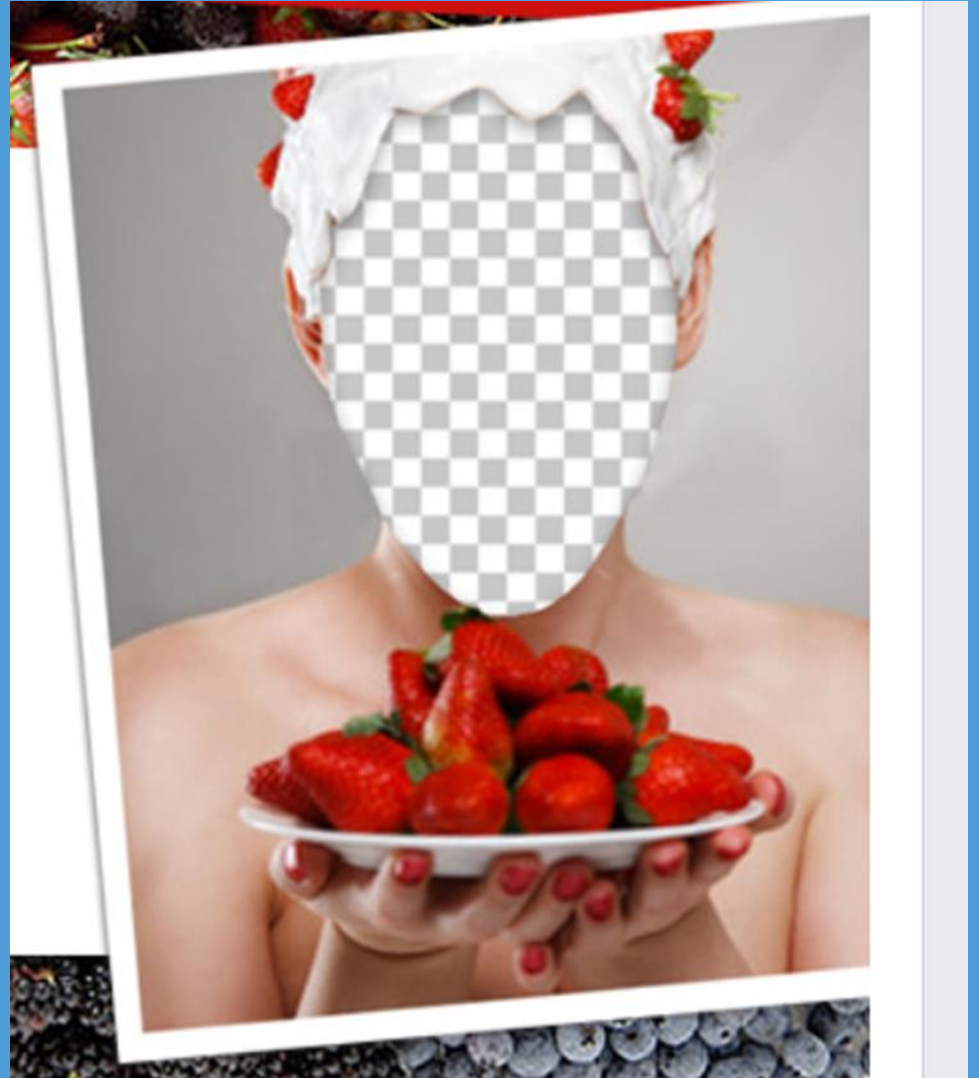
Sant'Orsola



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Sant'Orsola Berry faces



Content presentation

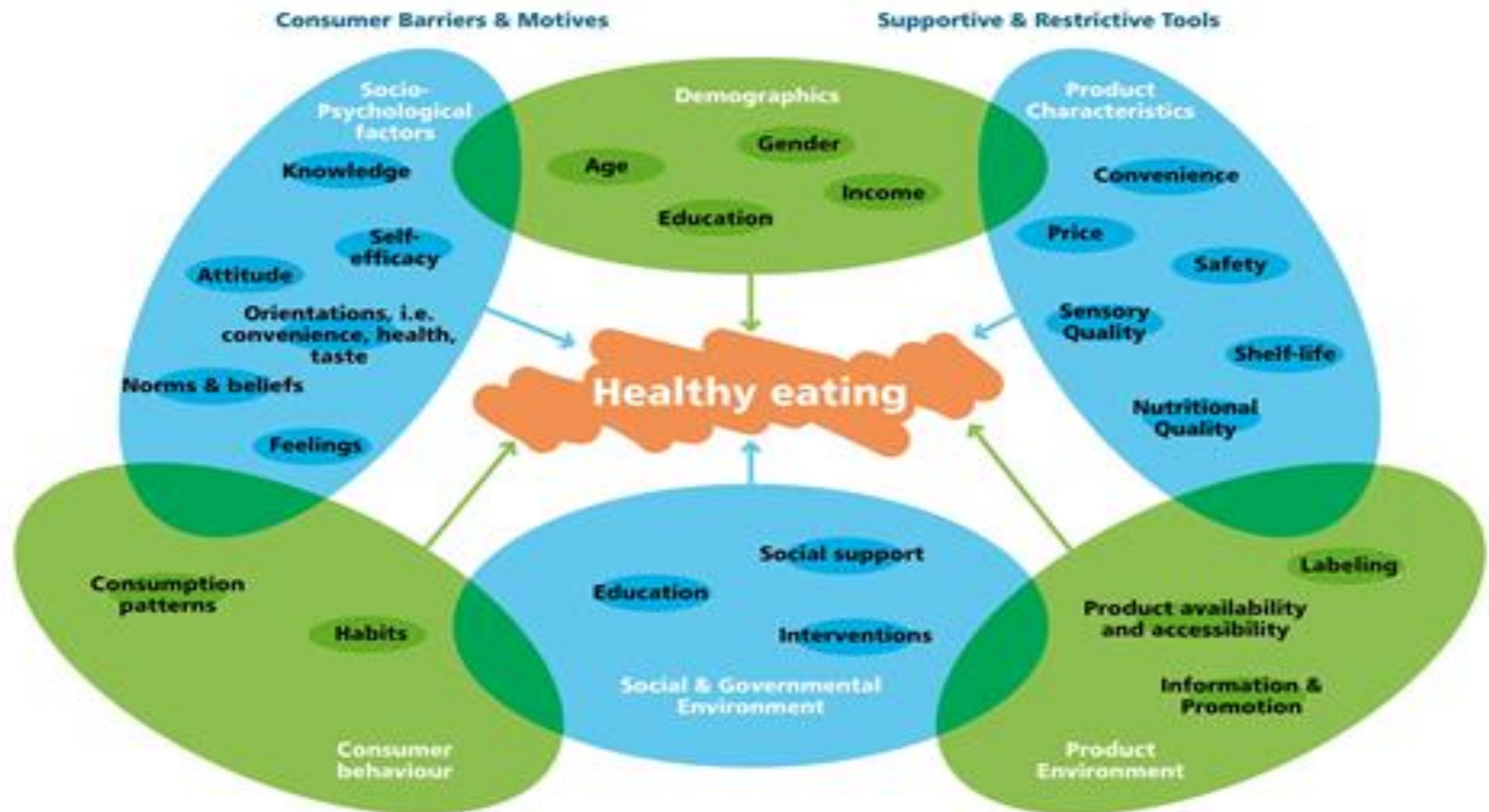
- Introduction marketing strategy
 - Determinants healthy eating
 - Marketing mix - 4C's
- SME's:
 - Sant'Orsola
 - Freson de Palos
- Recommendations and conclusion

Aim WP 4.3

- Develop, test and evaluate a marketing strategy to increase consumption based on health benefits of berries.
- In order to improve competitiveness of European berry production and consumer accessibility

Barriers and supportive tools for healthy eating (Snoek and Zimmermann, 2010)

Determinants of behaviour



Marketing mix elements (1)

- **Consumer** – focus on profiling the consumer and satisfying the consumer needs by the characteristics of the product characteristics.
 - Central question: is your product ready to meet consumer needs and wishes?
- **Convenience** - place is becoming less relevant; the ease of buying the product, finding the product, finding information about the product becomes more important.
 - Central question: can the consumer 'easy' buy your product?



Marketing mix elements (2)

- **Communication** -represents a broader focus than simply promotions. Communications can include advertising, public relations, personal selling, virtual advertising, and any form of communication between the firm and the consumer.
 - Central question: Is the consumer aware of your product?
- **Cost** - reflecting the total cost of ownership including customer's cost to change to a new product or not selecting a competitor's product.
 - Central question: how much does it (the consumer) cost to choose your product?

(Lauterborn, 1993)



Approach

- Preparation of marketing strategy in close cooperation between LEI-WUR and SME's.
 - Possibilities of SME's
 - Constraints of SME's
- To **combine** consumer health benefits and gaps from the perspective of the SME's
- To **explore** the marketing questions of two SME's in separate open questionnaires to **identify** the main interests for marketing strategies of each SME. E.g. target groups, product characteristics, communication

Example

	topic	item	Subitem	Current	Interest	To be done
Consumer	Orientation	Health Convenience taste	Vit c	+	++	+
	Knowledge	awareness	Label	+		
Convenience	Situation	At home Out of home		-	+	++
	Easy to get	Point of sale	Supermarket Canteen	+	+	+
Communication	Production	region	label	+	++	++
	Package	Awareness		—	+	+
Cost	Availability	seasonality		+	+	+





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Objectives marketing strategy Sant'Orsola

Concluding remarks:

- Marketing strategy should be specific for berries but with a general aim: **to increase the Italian consumers' awareness of berries**
- To emphasise the benefits taste and health (in this particular order)
- To increase consumers' knowledge about healthiness of berries, especial anti-aging/esthetical aspects
- To re-position berries in the retail; not as a fruit but as a tasty snack.

Sant'Orsola

4 c's	Issue	Indicator
Consumer	Taste orientation	Quality perception - sales retailers Image retailers have of berries and Sant'Orsola
Convenience	Snack Out of home At home	Promotions
Communication	Social media	Face book members
Cost		

Visibility
Quality
Shelf life
Less waste



Sant'Orsola and Cosmetics

preziosi consigli #1



Con la polpa di fragole puoi combattere rughe, couperose ed efelidi: applicala sul viso e tienila in posa da mezz'ora a qualche ora. Questa maschera di bellezza ha un effetto schiarente ed emolliente.



www.santorsola.com | facebook.com/CoopSantOrsola

preziosi consigli #3



L'infuso di lamponi è efficace per gli sciacqui della gola e del cavo orale e anche per guarire i reumatismi. Mettete un pizzico di foglie essiccate in una tazza d'acqua bollente e filtrate dopo 10 minuti di infusione per ottenere un decotto miracoloso!

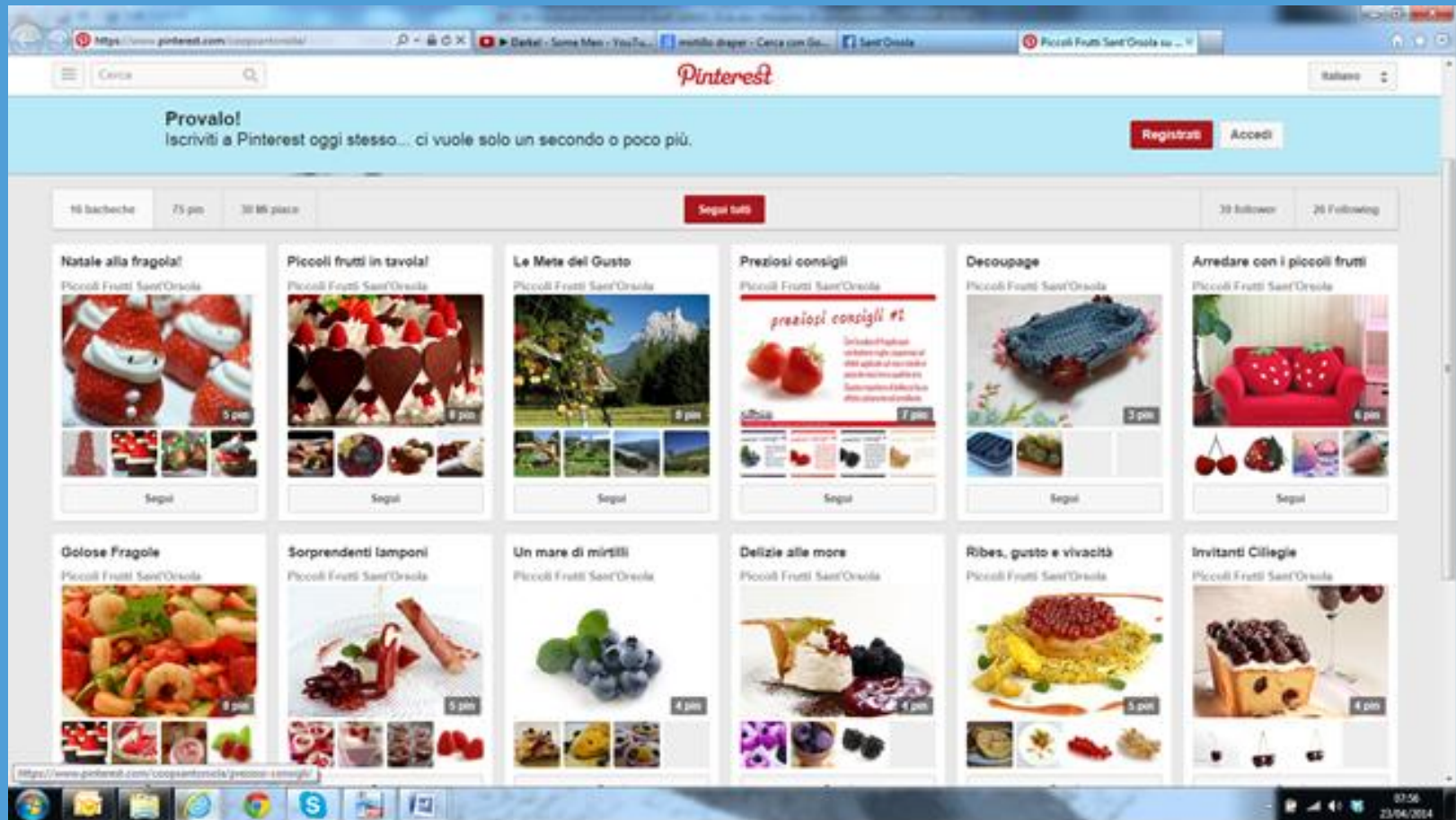


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Sant'Orsola and Social media



Sant'Orsola and Social media



Sant'Orsola and folder



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Objectives marketing strategy Fresón de Palos

Concluding remarks:

- Marketing strategy is primarily directed to the general aim: how to communicate health and sustainability of strawberries to strengthen the brand Freson de Palos?

Objectives derived from the general aim are:

- to increase the Spanish buyers' awareness of the brand Freson de Palos (B2B)
- to increase the Spanish consumers' awareness of the brand Freson de Palos (B2C)

Freson de Palos

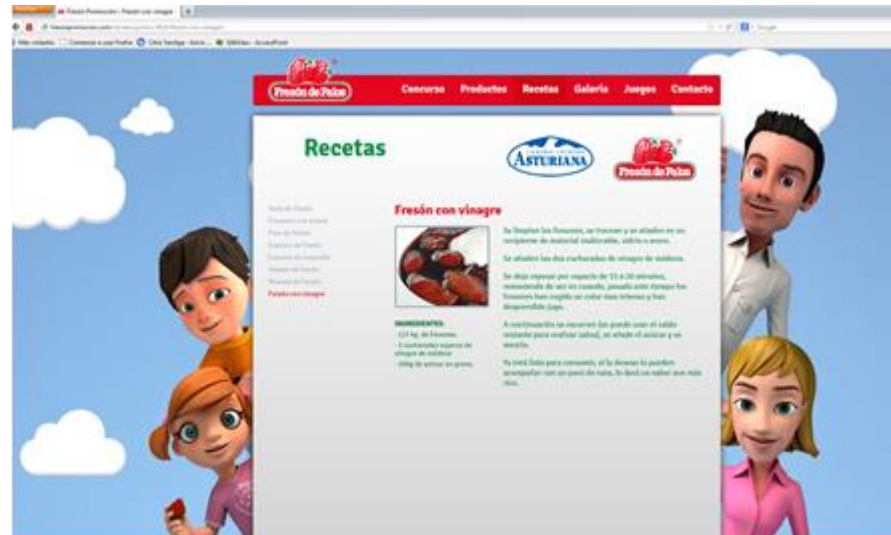
4 c's	Issue	Indicator
Consumer	Taste orientation Health orientation Mainly female who do shopping	Quality – retailers
Convenience	At home Bought in supermarket	
Communication	Sustainability	Website visitors
Cost	Image nicer not cheaper	Image of Freson de Palos as trademark



Promotion to boost sales

Use of packaging





Formulario de Participación

Apellidos Nombre

Sexo Edad Estado civil Nº hijos

Dirección

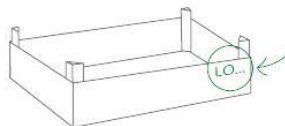
Provincia Localidad Código Postal

Email

1. ¿En qué establecimiento has comprado el producto?

2. Por favor, escribe el código de barras que aparece arriba en el cubre de plástico, o si lo prefieres escribe la referencia situada en uno de los laterales de la caja de madera. (Empieza por LO)

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3. ¿Con qué regularidad compras fresones?

- ☐ Una vez al mes ☐ Dos o tres veces al mes
☐ Más de tres veces al mes

4. ¿Qué envase sueles comprar?

- ☐ 250 gr ☐ 500 gr ☐ 1 Kg ☐ 2 Kg

5. ¿Cuál es tu forma favorita de comer fresones?

- ☐ Solos ☐ Con nata ☐ Con chocolate
☐ Con leche ☐ Con yogurt ☐ Con azúcar
☐ Con vinagre ☐ Otros

6. ¿Cómo eliges los fresones que vas a comprar?

Valora del 1 al 3, las siguientes opciones:

7. ¿Dónde has visto la campaña publicitaria de Fresón de Palos? (Puedes seleccionar varias opciones):

- ☐ En televisión ☐ En vallas exteriores
☐ En internet ☐ En revistas
☐ En periódicos ☐ En la radio
☐ En otros medios y soportes
☐ No la he visto

8. ¿Desde cuándo conoces la marca Fresón de Palos?

- ☐ Hace más de 10 años ☐ Hace menos de 2 años
☐ Entre 5 y 10 años ☐ No la conocía
☐ Entre 2 y 4 años

9. ¿Conoces alguna otra marca más de fresones?

- ☐ Sí ☐ No

10. Valora nuestro producto. Puntúa del 1 al 5 los siguientes atributos de Fresón de Palos, siendo 1 la calificación más negativa y 5 la nota más positiva:

- Calidad Sabor
 Aroma Tamaño
 Precio

Conclusions and recommendations

- Reach aim of targeted marketing strategy
 - Explore social media to increase consumer awareness
 - Increase quality
 - Legislation and health not communicated as single issue
- Open process between SME's and research institute
 - Insight consumer
 - Structure of process

Questions?

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