

Jericho Brainy Breakfast – Case Study

The latest consumer trend is Consumer Blank-out...read on to learn how to avoid it.

Tania Bui of Exposure by Design and Boyd Wason of Tango Communications specialize in helping their clients' fast moving consumable goods (FMCGs) move off shelves.

"Gone are the days of stack 'em high and watch 'em fly. The challenge for grocery and retail is simply consumer blank-out," states Tania Bui.

In other words there is so much choice, so little time and so much marketing noise almost assaulting the buyer's senses.

Exposure by Design has a list of FMCG clients that include Griffins, Sara Lee, Noel Leeming and L'Oreal.

In Tania Bui's opinion "the one thing you can own is your own packaging – so make it eye catching and get creative. It's a billboard for your promotions that's often overlooked, do everything you can to use it constantly and effectively" says Tania.

Bui says get lateral. Don't rely on a mailer to do it all. "Some are paralysed by fear if they do it any other way – but a direct mailer can only really do an 0800 or a post-back," adds Tania.

The near-future, as Marketing Association members are told on a regular basis at these Brainy Breakfast events, is in online and 'e-marketing'.

Here is the evidence:

- 19% of all marketing spend in UK is now online and,
- 6% of all marketing spend in the US is invested in email marketing alone.

New Zealand marketers are slow to catch on but the move is happening.

Bui says E-marketing is a smart way to start a conversation with consumers as never before but be very aware... "If you start a conversation be careful to do it properly."

"Many clients tell us they need a micro-site for people to register their details but fail to think beyond this tactic."

If you are going to start communicating with your database you are in it for the long haul says Tania Bui.

“Starting a dialogue then not following up is akin to turning away mid-sentence... it’s rude behaviour.”

Tania also advises to get the right skilled people who know the online environment to help you as “it is definitely not a matter of just taking offline tactics online.”

A Short list of *Exposure by Design*’s ‘**must knows**’ for online marketing:

- Provide online information that differentiates you and adds value to any ATL. When people take the time to visit your site do what you can to tip them to preferring your product. Start the conversation.
- By all means ask for information about your customer –but make it relevant. Don’t act like a government agency - it’s a conversation not a cross examination.
- If you start an on-line dialogue, it’s not like a TV or magazine campaign, you can’t suddenly wind it up. “This is stopping in mid-sentence.”
- The first welcome email message is crucial, it’s the most read so take the time to get it right, friendly and conversational.

Finally Tania Bui mused over why so many FMCG companies shy away from PC printable, time-bound bar code specials. “So someone takes the time and trouble to print it 20 times for a discount...isn’t that good for your product?”

Boyd Wason of *Tango Communications* specialises in interactive campaigns. As soon as he said ‘Wattie’s Food-in-a-Minute’, we all got the picture.

“76% of all permission email is being deleted so it’s obvious that content is king,” says Boyd.

Like Tania Bui, Boyd believes it is all down to how effective your online and e-marketing conversation is with your targeted customer.

“Success is growing a membership to start a dialogue with,” says Boyd.

And Wattie’s Food-in-a-Minute is the ‘poster-kid’ for all things interactive and integrated with the 10 year old campaign now featuring successful website, email recipe service, magazine support, in-store recipe leaflets and seven published cookbooks as spin-offs – not to mention the iconic 60 second programme on TV1 before the news every night, and now also showing on TV2.

“Over 5 million emails will be sent to Food in a Minute members in 2007,” says Boyd Wason - with supermarkets needing to be made aware of upcoming recipes in order to stock up on published ingredients.”

For Food in a Minute the recipe content is king and the email is the biggest distributor.

“Emails are kept and referred to and to promote this we’ve designed our emails to resemble the actual homepage – even including a search function that takes viewer to the Food in a Minute homepage to search the wider database of recipes.”



With the 2006 tenth anniversary of Food in a Minute, *Tango Communications* employed all channels including a mobile text campaign that generated well in excess 100,000 text valid entries.

“We grew the membership by over 30% in a two week period.”

But Boyd echoed Tania Bui’s online campaign ethos that if you decided take the online marketing route...you can never sleep.

“We use retention programmes to increase traffic at key times of the year. For example we do ‘low season’ campaigns such at Christmas time with Hamper giveaways and this past Christmas designed a Christmas Dinner Menu Generator – with 18% of **all** Food in a Minute members creating and printing off menus.