

Why I Love Organic Campaign



Stakeholder Amplification



Why do we need to amplify the campaign?

- > We have a comprehensive £2m campaign over 3 years, do we need to do more?
- > Of course, co's donated hard earned money to this campaign
 - > If it was a campaign for our own farm, company or brand we'd be finding every avenue to promote it
 - > Its in farmers' / growers' interests to amplify the campaign. Grow the organic market together
- > What can we do?

Campaign Content

Spread the Word



Campaign content

- We need your content of all things Organic

Case studies:
Ordinary people who
you know who buy
organic: your
customers!
You – your story!



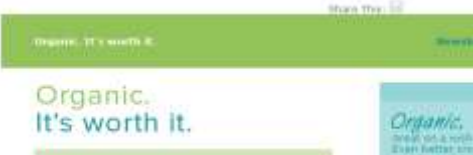
Recipes
Using your Foods



Organic News Feeds



"The truth is that the current labelling on trans fats does not work. People are in th



Spread the word

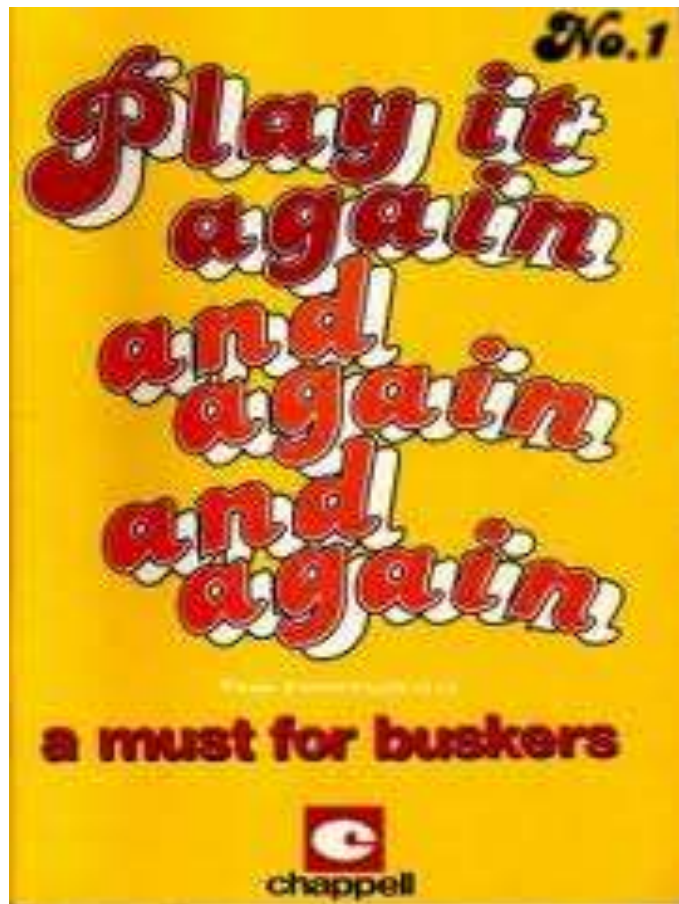
- Count me in... Direct your customers to sign up to the campaign
- Use the images in your leaflets / websites / e-newsletters / farm shops /

Sign up now!

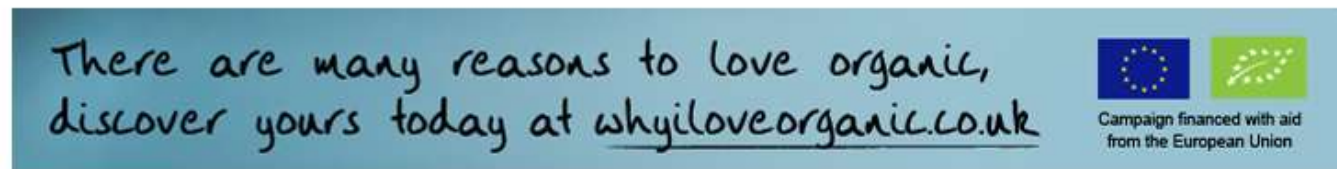
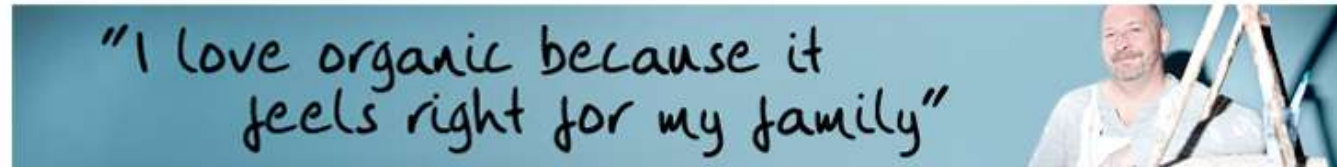


Spread the word

- Amplify the campaign to consumers



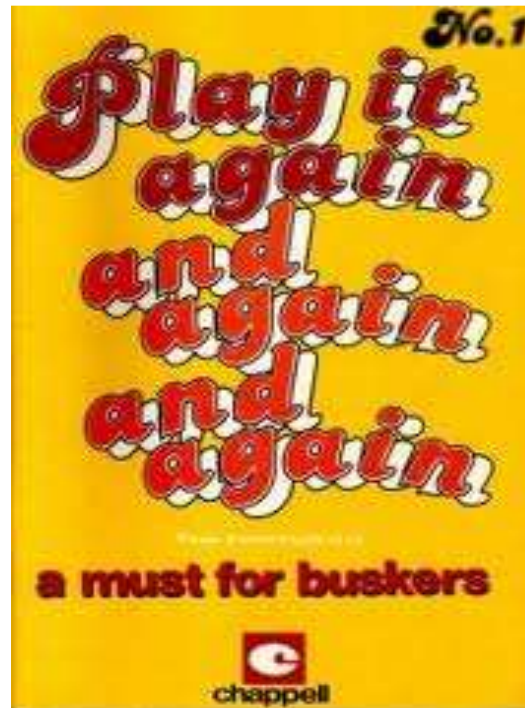
Digital banners



Campaign financed with aid
from the European Union

Tell them more.....

- Amplify the campaign to consumers



It's hard work being a cow

That's why we're championing animal welfare.

There are lots of reasons to love organic, [click here to discover yours.](http://whyiloveorganic.co.uk)

whyiloveorganic.co.uk



Campaign financed with aid from the European Union



Tell them more.....

- Amplify the campaigns to trade & customers

Trade Presentations



Organix Category Vision

Shopper Research
Summary & Merchandising
Implications



Organic EU Campaign
Marketing Toolkit
January 2011



Key Messages

There are lots of reasons to love organic. Discover yours.

Organic is better
for you

Organic is better
for the planet

Organic costs
less and it's
worth it

Organic contains
less pesticides and
chemicals, it's natural &
good tasting food

Maybe next time I go shopping, I'll choose organic.



Email Footers

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[click here to discover yours.](#)

whyloveorganic.co.uk



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Enhance our PR Pillars

- We need contacts of where we could 'GO ORGANIC'



pwc



RSA

21st century enlightenment

Scott Dunn 



> What we put in is what we get out...the success of this campaign is down to us

> Email otbpr@haygarth.co.uk

OR

> catherine@organictradeboard.co.uk



Q&As

