

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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T&G Global takes out MOYA 2018

Lotatoes Potatoes campaign wins the 2018 PMA-Produce Plus Marketer of the Award



Produce Plus and PMA Australia-New Zealand are pleased to announce the T&G Global Marketing Team as the winner of the Marketer of the Year Award 2018 for the 'Lotatoes Potatoes' campaign.

The New Zealand-headquartered company was presented with Australasia's premier marketing award for the fresh fruit, vegetable and floral industries at the Hort Connections conference and trade show in Brisbane. The presentation took place during the event's Gala Dinner on Wednesday, 20 June.

The Lotatoes Potatoes campaign centred around the launch of a new low-carb and low-calorie potato variety. Having observed a consumer trend moving away from high-carbohydrate options among health-conscious consumers in New Zealand, T&G Global specifically sought the low-carb potato variety from its breeding partners. Extensive testing against two of New Zealand's most common varieties (Rua and Agria) found Lotatoes to be a unique 40 per cent lower

carbohydrate product that met the functional and health needs of its target audience.

Backed by a marketing plan focused on public relations activity, digital advertising and in-store POS materials, the Lotatoes offering was exclusively launched in Countdown supermarkets in 2017. Within the first month of launch, Lotatoes ranked in the top ten of all prepacked fresh potatoes in Countdown supermarkets nationwide, achieving 100 per cent distribution. The marketing campaign received global attention, resulting in product and brand enquiries from around the world, and a subsequent launch in Singapore.

"Lotatoes was born from recognition of a growing low carb movement among consumers and T&G's track record in innovation and has been more than five years in the making, from seed to plate. Through our NPD, consumer insights and ideation process, we identified a unique seed that ultimately grew into Lotatoes which are 40 per cent lower in carbs with fewer calories than standard

potatoes but with a great flavour profile and cooking versatility," said T&G's New Zealand marketing manager, Michelle Singh, who accepted the award on behalf of her team.

"Our campaign centered on digital, POS and PR supported by modern packaging that clearly articulated the brand proposition - the health benefits of Lotatoes and the local grower story. We received invaluable support from Countdown nationally which enabled us to achieve 100per cent distribution in our target market within four weeks. The consumer feedback has been hugely positive and we're in the enviable position of demand outstripping supply."

T&G Global's campaign was chosen from a strong field of five finalists for the Marketer of the Year Award. The four other finalists were:

- The Flavorite, Costa and Perfection Fresh marketing teams for the 'Australian Truss Tomatoes' campaign

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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- Zespri's 'Life's Tastier When You Go for Gold' Australian marketing campaign that successfully increased awareness and trial of Zespri SunGold Kiwifruit
- Favco Fruit and Vegetable Company – Queensland, and Fresh Partners Marketing Australia, for the 'Avocado Retail Ready Six-Pack' campaign
- Sydney Markets Marketing Team for the 'Fresh for Kids' campaign