

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Lotatoes wins TVNZ–NZ Marketing Award

Another accolade for T&G Global's marketing team for its work on hot potato

T&G Global has scooped yet another prestigious marketing award for its work on the launch of Lotatoes.

Just months after [taking out the PMA-Produce Plus Marketer of the Year Award](#), T&G collected a TVNZ–NZ Marketing Award in the Best Marketing on a Shoestring Budget category.

T&G's campaign for the low-carb potato was up against entries from other high-profile brands such as Vogels, Whittakers, Skinny and Samsung.

Now in their 27th year, the TVNZ–NZ Marketing Awards celebrate companies

who not only deliver on business strategy but also lead their business forward in new and innovative ways.

"Our innovative, lower carb spud was a long time in the making, but it was worth the wait. They have taken the country by storm," said Michelle Singh, T&G marketing manager – New Zealand, at the awards ceremony in Auckland last night (13 September).

"Potatoes had been out of favour with some people, being replaced by kumara or simply forgotten about. But through our campaign, we've put spuds back on the shopping list and we are stoked about our latest acknowledgment."



(l-r) Jo Jalfon, Andrew Keane, Ben Buchanan, Michelle Singh, Louise Maher and Paul Rewha (all from from T&G Global) celebrate their win at the TVNZ–NZ Marketing Awards

The Lotatoes marketing campaign was supported by the Tenfold agency, and received strong PR and social media activity from T&G's internal marketing team, plus The PR Shop.

The campaign centred around the understanding of consumer needs and brand ideation designed to support sales through Countdown stores.