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By Kathy Hammond

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Florette unveils new £5m ad campaign



A still from the new TV advert

Bagged-salad leader outlines major promotional push focused on when the sun is shining.

Florette is aiming to drive purchase frequency with a summer marketing campaign that kicks off with TV advertising on 26 April.

The prepared-salads specialist has been working on a category management project that gives it a greater understanding of consumer habits. The aim is to be able to communicate with shoppers at the right time and with the right “touch point” to suit their individual needs, according to a Florette spokesperson.

The brand has “a mix of thermal and geographic marketing activity” planned to prompt the consumer into purchasing salad while they are in a “warm-weather mindset”, the spokesperson said.

Florette has found a third

of bagged-salad shoppers usually only buy during the summer months, but by engaging with these consumers early on in the season when the campaign starts, Florette hopes to increase buying frequency and unlock incremental sales.

This season’s push represents a £5 million investment and will build on 2012’s Bags of Feelgood campaign. Florette is combining TV, national press advertising, retailer-targeted outdoor advertising and digital activity to put the brand in front of 37m adults and 19m ABC1 adults.

Marketing manager Elaine Smith said: “Driving frequency of purchase is especially significant this summer because we don’t have the same packed schedule of sporting celebrations. Our campaign is carefully designed and timed to motivate salad selectors by ensuring that when the sun is shining Florette will be front of mind.”

Three major bursts of TV ads are planned and these will also include sunshine-planning criteria that will enable Florette to weight on-air presence subject to sunshine levels. The campaign’s digital support has also been designed to reach consumers while the sun is shining. Florette will be combining geographic targeting with the real-time capabilities of digital channels, to drop brand messages into those parts of the UK that are enjoying the sunshine. SEO activity, online recipes and Facebook advertising will also drive awareness.