

# Red Tractor Assurance MARKETING UPDATE 2017



## Big brands, food and drink manufacturers and foodservice companies are a vital part of the Red Tractor Assurance machine.

They know that the logo adds value to their business by providing a point of difference to their product, or by offering assurances as to the origin of the ingredients they source.

Foodservice companies have a huge reach and are one of the vehicles for our positive messages. Coffee shops and pubs are also a real target. Here are a few recent and forthcoming success stories from Red Tractor's licensee programme.

### MARSTON'S BACKS RED TRACTOR CHICKEN

Marston's is a huge UK pub chain with over 1,000 outlets.

In January 2017 it became licensed for chicken in 275 rotisserie outlets across the country. That means that diners will all see that they are buying Red Tractor chicken when they look at the menu, and work is ongoing to achieve higher profile messaging in-store.



### Greene King

Pub chain Greene King, which has over 1,600 sites, got involved in the Red Tractor barbecue promotion last year.

The campaign led with bottle collars and pump labels nationwide.

Throughout the campaign, the chain reported a 21% uplift in like-for-like sales.



## Bidvest teams up with Red Tractor

An initiative which began during Red Tractor Week last year saw the UK's largest delivered wholesaler in foodservice train its selling staff nationwide in the key elements of the assurance scheme.

This was followed by the company agreeing to incentivise staff to push its Red Tractor-assured Farmstead brand, which covers beef, pork, lamb and poultry. Sales teams up and down the country talked about Red Tractor to their customers. This meant that over 350 sales staff talked every day for nine weeks to their customers about why it's important to buy Red Tractor lines. The campaign resulted in a 15% year-on-year increase on Red Tractor Farmstead lines.

### POTATO COMMITMENT FROM BURTS CHIPS

English crisp brand Burts Chips has committed to only using British potatoes sourced from Red Tractor farms.

The logo is on half the range and will be on the

whole range by the summer.

A number of 2017 initiatives will see the Red Tractor logo much more prominent in the snack section of major supermarkets.



## Traceability challenge: upholding the logo's integrity

To uphold the integrity of the logo from farm to store, Red Tractor carries out traceability challenges on the companies licensed to use it.

This involves a team inspecting a licensee's premises to ensure that when it says Red Tractor on the pack, it's Red Tractor in the pack.

A risk rating determines how often a licensee will be visited. A fruit grower packing their own home-grown produce, for example, receives fewer challenges than a site importing a number of products from abroad.

Products marketed as assured must meet the criteria right back to the farm. Misuse of the logo may result in the withdrawal of their licence and further site visits.



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## Farmers and stakeholders challenge Red Tractor to increase consumer understanding of what the logo means.

Research shows that 70% of shoppers recognise the logo and 65% of shoppers are positively influenced by it to choose assured food and drink. Despite this positive intent, only 35% of shoppers can tell us anything meaningful about what our standards represent. This is a significant challenge, but also a great opportunity.

### How we do it

Red Tractor's target market is typically 25-45-year-olds, who are usually the main daily shoppers. This steers our communication strategy to on-pack promotions and social media. Farmers may not necessarily see all the breadth of the marketing efforts as they're not the target audience and the majority are not social media users.

### PARTNERING WITH BIG BUSINESS

Red Tractor has a modest budget. It can't place expensive adverts to explain its standards so must rely on the support of retailers, brand partners and the farming industry to help.

### TOPICAL AND SEASONAL

Every week we use topical events like Valentine's Day or Halloween to tell people about our standards. If the information is interesting and relevant, these people share it with their friends and families and thus our understanding amongst shoppers grows.

## Red Tractor brand messaging now carries the simple new strapline: 'Great Farming, Great Food'.

### DATES FOR YOUR DIARY: 2017 CONSUMER PROMOTION CAMPAIGNS

#### 1 May to 9 July: Get Britain BBQing

Every day, a visitor to the Red Tractor website has a chance to win a £300 BBQ in exchange for showing that they have learned what the Red Tractor logo stands for.

This year the search is on for Britain's best BBQer, and we'll be inviting a community to submit why they should be given a free community BBQ party.

#### 11 September: Red Tractor Week

Big brands, retailers and farmers will once again come together to raise awareness and understanding of the Red Tractor scheme. This year Red Tractor will be working with stakeholders to raise the profile of Great British Red Tractor food. This will include a presence at live country and food events which is an opportunity to speak to shoppers about assured food standards.



A Red Tractor farmer event at an Asda store near Derby last year.

### SOCIAL MEDIA

Red Tractor has over 250,000 followers, fans and subscribers on Facebook, Twitter, YouTube and email and this audience is constantly fed relevant messages about farming, food and the logo. The size of this audience has quadrupled in three years.

### SUCCESS STORIES

The autumn 2016 promotional campaign, to win a £300 UK country cottage holiday every day, saw Red Tractor's brand messaging seen 20million times and attracted over 400,000 competition entries. Videos were viewed 2.5m times.



# 250,000

followers on social media platforms

# 2.1 million

video views from consumers

# 310,000

BBQ competition entries in 2016

## Farmers on film show Red Tractor passion

There are now 18 Red Tractor farmers who have shown consumers what it's like to produce assured food on film.

Their videos have been viewed hundreds of thousands of times and are catalogued on the Red Tractor website.

If you are interested in appearing on film to show why you're passionate about Red Tractor standards, contact Ben Pike at [ben@evecommunications.co.uk](mailto:ben@evecommunications.co.uk)



Red Tractor sprout grower, Richard Mowbray.