



# “Potatoes... Goodness Unearthed®” Advertising Campaign

## *Background*

Research findings show that since about 1992, potatoes have been on a slow decline due to changing dinner habits. This decline was magnified by the low-carbohydrate diet in 2003 and rise of quick and flavorful side dish options from rice and pasta.

When the Potato Goodness Unearthed campaign was launched in 2007, the message that was clearly identified as having the most impact with consumers was positive nutrition facts about the potato: potatoes are high in Vitamin C and Potassium, low in calories and contain no fat. This was achieved through debunking the negative “worthless starch” perceptions. Building off of the work done to create the Potato Goodness Unearthed mark and the new Consumer Segmentation study, we now have a deeper understanding of our target consumer, how to talk to her, and how to drive her increased consumption of potatoes.

It was determined through this Consumer Segmentation study that the largest share of potato occasions occurs at dinner time, as a side dish. While rushed, time-constrained dinners are thought to be a prevalent and growing part of life in the U.S., they are still relatively infrequent, and potatoes are much less likely to be served in these situations. Communication focus should remain on more common (and more potato-relevant) family dinner situations, especially for target audience communications. These dinners at home account for 55% of total potato occasions (and 60% of Linda’s potato occasions). More traditional family dinners account for nearly half (46%) of total at-home dinners and 57% of potato dinners at home.

## *Challenges*

The findings from the Consumer Segmentation study clarified the challenges that potatoes face with today’s consumers. Across all dinner situations, being prepared quickly and easily is the most important attribute considered when choosing foods for a meal. However, for the more potato-relevant occasions (i.e., family together dinners) and to our target consumer, Linda, prepared quickly and easily is relatively less important, and other attributes, including something everyone will enjoy and flavorful, are more likely to be considered. However, easy to prepare is an area where other foods, including rice and pasta, are likely to outperform potatoes.

Although health is not the most important attribute to consider when choosing foods for a dinner, health is an important attribute and currently an area where potatoes underperform relative to other starches and vegetables. When choosing food specifically for a healthy meal, fresh, low in fat, and natural are the top health attributes considered. Consumers believe potatoes perform well on natural, but not healthy. Therefore, there is the opportunity to leverage potatoes’ equity in fresh and natural and create a stronger link between natural and healthy in potato communications.

Potatoes are clearly compared to rice and pasta and are viewed as a starch (not as a vegetable on the dinner plate). Potatoes have a competitive advantage over rice and pasta for being fresh and natural, a good value and versatile. However, areas where rice and pasta are stronger than potatoes include easy to prepare, flavorful and healthy. There is the opportunity to increase the understanding of potato’s ability to deliver a side dish that is flavorful, fresh and natural and easy to prepare. This knowledge provides a platform for greater impact of future communications to our target consumer.

**Top 5 Attributes Where Potatoes Underperform vs. Competitor**  
(lowest better-worse scores)

<i>Pasta</i>	<i>Rice</i>	<i>Bagged Salads</i>	<i>Corn</i>	<i>Green Beans</i>	<i>Broccoli</i>
Doesn't spoil quickly	Good for managing my weight	Good for managing my weight	Good for managing my weight	Good for managing my weight	Good for managing my weight
Easy to prepare	Easy to prepare	Easy to prepare	Low in calories	Low in calories	Healthy/nutritious
Good for managing my weight	Doesn't spoil quickly	Low in calories	Easy to prepare	Healthy/nutritious	Low in calories
Flavorful	Low in calories	Healthy/nutritious	Healthy/nutritious	Heart healthy	Heart healthy
Low in calories	Heart healthy	Heart healthy	Heart healthy	Easy to prepare	Good source of vitamins

*Resolution*

A new advertising campaign will be launched in 2011 to position potatoes as a fresh, natural and flavorful side dish compared to rice and pasta to increase Linda's consumption of potatoes. The campaign will feature a large image of a potato recipe to give target consumers a new way to think about potatoes. The ingredients featured in the image will showcase the fresh and natural equities of potatoes to build a stronger link to health. The headline of the ad will reinforce the image by bringing attention to the healthy, fresh and flavorful aspects of potatoes. Finally, the featured recipes will be prepared in under 30 minutes to address the target consumers' need for quick and easy recipes.

The new advertising campaign will be placed in women's lifestyle, cooking and parenting magazines and websites when she is looking for dinner ideas the whole family will love. The effectiveness of the advertising campaign will be measured through results in the annual Attitude and Usage research. The ad will also be tracked through VISTA Print Effectiveness Rating survey, a third party administered reader survey measuring reader involvement and advertising effectiveness.

**Table-Stock Potatoes**  
*Advertising*

<i>Growth Strategy</i>	<i>Productivity Strategy</i>
<p><b><i>Evolve content/positions/exposure:</i></b></p> <ul style="list-style-type: none"> <li>• Connect to target consumer's emotions</li> <li>- Communicate how the goodness (taste, nutrition, versatility, convenience, etc.) of potatoes will positively impact her and her family's life - "Goodness that nurtures"</li> <li>- Position potatoes as essential and a relevant fit for her lifestyle</li> </ul>	<p><b><i>Build an emotional connection between the benefits of potatoes and their positive impact on our target consumer's lifestyle:</i></b></p> <ul style="list-style-type: none"> <li>• Develop breakthrough advertising creative which delivers the "Potatoes...Goodness Unearthed" message to "Linda" in a compelling way (as outlined through Consumer Research)</li> <li>• Use a well-crafted media plan to place our ads in publications and websites that reach "Linda" at a time and place she is receptive to our message</li> </ul>