



FY 2017 Marketing Plan Narrative
National Processed Raspberry Council
For the Period October 1, 2016 – September 30, 2017

FY 2017 Marketing Tactics

FY2016 was a critical year for the Council's marketing efforts as a strategic shift was made from "laying the foundation" to "building the house." This shift was marked by increased outreach activity to reach the target audiences across the board—from consumer media relations and social media to trade outreach, health professional outreach, and raspberry industry members. The Council also developed a variety of communications assets that tell the story of processed raspberries through photography, videos, digital and print materials, and recipes.

An attitude and usage survey of trade audiences was completed —R&D and ingredient decision makers for food manufacturing and foodservice. These represent critical audiences for the industry as over 80% of processed raspberries are used for food manufacturing and foodservice. The trade audience will become an increasing focal point for the Council's marketing activities in the coming years and results from this survey will be used to guide the trade marketing strategy.

A comprehensive nutrition analysis was initiated in partnership with USDA in order to obtain accurate nutrient data for processed raspberries. This data will be used to update the USDA's nutrient database, which serves as the gold standard database and is used by health professionals, food manufacturers, foodservice, and consumers.

Activities undertaken in FY 2016 position the Council for more efficient and effective outreach in 2017 by equipping the industry with strategic relationships, insights, data, and communications materials.

The goal in FY 2017 will be to increase usage and value of processed raspberries among food manufacturers, foodservice operators, and consumers. The strategy will be to strengthen the understanding of the benefits of processed raspberries through an integrated marketing communications program targeting consumers, health professionals, food manufacturers, foodservice decision makers, and processed raspberry industry members. Specific objectives include developing and distributing compelling and insightful content through a variety of

communications vehicles; educating target audiences on the benefits and advantages of frozen raspberries; and engaging and educating industry members.

Public Relations

A series of Public Relations tools will be employed by the Council in FY 2017, including:

- a. All forms of traditional, electronic, and social media will project timely and themed stories highlighting the industry and raspberry's contribution to health and wellness. Simple recipes and usage ideas, including recipes and tips targeting Millennial Moms, will help stimulate creative uses for processed raspberries. Information on processed raspberry health benefits and usage advantages will be employed to drive home the message.
- b. Photography and videography will bring recipe, usage, benefit/advantage stories to life, providing visual communications tools that will be employed throughout the program.
- c. Attendance at trade shows, conferences and symposia will raise awareness and educate key influencers/decision makers while broadening raspberry's reach.
- d. Consumer media relations will raise awareness of processed raspberry benefits and advantages as well as the results of research investigating the potential health benefits of red raspberries.
- e. Trade media relations will serve to raise awareness of processed raspberries and educate foodservice and food manufacturers.
- f. Social media will stimulate conversation, gain recognition for raspberries, and be employed to tap into this immediate, user-driven communication format. Proactive monitoring and scheduling of information will serve to keep content fresh. Recipe and cooking demonstrations will deliver a wholesome product image.
- g. All digital resources will be actively managed to optimize the impact of this medium. The Council's website will generate a user-friendly experience with the regular addition of new content and links to grower, processor, and importer websites. In addition, the site will continue to be optimized for SEO and site metrics will be monitored.
- h. Messaging for the Industry's Crisis Communications Management plan to address industry vulnerabilities and risks will be updated as needed and a crisis media refresher will be conducted for Council members.
- j. An e-newsletter will be published with information on marketing activity and research findings. Distribution will be to all producers, importers, allied organizations, and interested third parties. The Council's marketing communications program will generate content of interest to readers.

FY 2017 Marketing Activities and Budget: Total: \$686,950.

Wild Hive will create and implement proactive and responsive marketing communication programs to raise awareness of raspberries in the consumer, foodservice and food manufacturing, and health professional sectors. Consistent messaging will draw on existing and ongoing research findings. Partnerships with dietitians, media, and health organizations will capitalize on their relationships and reach. Public relations activity will utilize all available marketing tools to reach decision makers and influencers.

Administrative Services: \$91,950.

Program Management and Services. This budget item include a portion of the Executive Director's time and expenses to oversee independent contractor activities, and Council travel to attend and participate in Council and committee meetings to discuss marketing programs.

Public Relations and Market Development Programs: \$595,000

1. **Communications Assets: \$67,200.** To support collateral development, print messaging, digital communications, consumer and trade promotion, various assets, including but not limited to photography, recipe development and nutritional analysis, videography, development of infographics, product samples, and maintenance of the Council's trademarked identity and trade show booth will be used.
2. **Consumer Communications: \$63,500.** Utilizing media relationships developed during FY 2016 and Media RD Ambassadors armed with the most current information on processed raspberries, distributing press releases when health research is published, and securing paid media placements will carry processed raspberry's messages to decision makers and key influencers to deliver the Council's messages directly to consumers.
3. **Trade Communications: \$100,000.** Similar to the Consumer Communications program, an ongoing Trade Communications program will be used to carry the message to foodservice and food manufacturing trade professionals. Attendance at various Trade Conferences including but not limited to the International Foodservice Editorial Council (IFEC), Nutrition Executive Study Group (NESG), Institute of Food Technology (IFT), Research Chefs Association (RCA), National Association of College and University Food Services (NACUFS), and Les Dames des Escoffier (LDE) will help project key messages to decision makers. The Council will also reach out directly to manufacturers, operators and Registered Dietitians with product samples and menu/recipe ideation.
4. **Health Professional Communications: \$73,500.** Trade Shows are a key part of health professional communications, and allow the Council to gain direct access to an important target audience. Major conferences include but are not limited to Academy of Nutrition and Dietetics Food and Nutrition conference and Expo (AND/FNCE), Sports, Cardiovascular Health and Wellness Nutrition (SCAN), and additional Dietary Practice Groups of the AND. The purpose of attending these conferences is to network with exhibitors and attendees.
5. **Digital Communications: \$93,300.** All Council digital assets and resources will be provided for in this budget item. These assets and resources, including the website and social media, will be used to communicate to internal (industry) and external (trade and consumer) audiences. The website will provide a place to embed video messages, industry news, recipes and usage information, etc. Funds will be used to host, manage, and update the site to keep it fresh, and to provide site metrics. Key search words will be identified to raise the site's presence during searches. A new section will be added to the website to convey details regarding the Real Red Raspberries trademark opportunity. To support the Council's Social Media program, graphic interfaces will be created and usage metrics will be monitored. Recognizing how social media is monitored by foodservice operators and food manufacturers to gauge consumer eating and food trends, the Council's Social Media program takes on additional importance and will be used to link and integrate all other communications programs. Recipe contests, themed activities, blog posts, Twitter "parties," and social media ads are some of the tactics that will be employed to keep readers informed and actively communicating about processed raspberries. Newly created

- recipes and cooking demonstrations will provide additional content, and will be regularly cycled to deliver continuously fresh content.
- 6. **Nutrition Research Support: \$26,000.** Quarterly research summaries will be prepared from progress reports submitted to the Council, and published in the newsletter to inform producers and importers about the status of Council-funded research. From research published in peer-reviewed journals or presented at scientific conferences, new wellness messages will be developed. As necessary, a Request for Proposals (RFP) will be initiated and sent to researchers. Included within this budget is support for the Berry Health Benefits Symposium, held every other year. The BHBS is a meeting of the various berry groups that support nutrition research on the health benefits of berry consumption, bringing together leading scientists from around the world to present findings from sponsored research.
 - 7. **Issues Management: \$13,500.** Funds in this budget will be used to monitor media regarding issues that could impact the raspberry industry; develop appropriate response messages; and conduct a crisis media refresher for Council members.
 - 8. **Raspberry Roundtable: \$10,000.** Every other year in association with the Berry Health Benefits Symposium, the Council holds a Raspberry Roundtable, bringing together scientists and marketers to discuss findings from the Symposium and their application to raspberries. The agenda for the half-day post Symposium Roundtable will be “Marketing the Science of Raspberry Nutrition”, seeking to identify current research project overlaps with wellness trends to help direct future research activity. This Roundtable will be held at the beginning of FY18 and the FY 2017 budget is for Wild Hive to plan and coordinate the activity.
 - 9. **Industry Communications: \$27,500.** An e-newsletter will be published with information on marketing activity and research findings. The e-newsletter content may consist of program updates, articles contributed by guest authors, video highlights of activities, etc. Wild Hive will produce and contribute content to the newsletter. The e-newsletter will be distributed to all growers, importers, and external partners who have expressed an interest in keeping apprised of industry events. Preparation of materials to support participation and attendance at industry and grower meetings to present the impact of Council marketing and research programs is also part of this activity. In addition, we will take advantage of relevant PR and advertising opportunities to reach industry members.
 - 10. **Program Management: \$107,500.** Ongoing program oversight, coordination, and Marketing Committee call support and participation are the main use of these budgeted funds. Additionally, the budget will be used to conduct a Marketing Team strategy session, provide funds for the Wild Hive team to attend and participate in Council meetings, and facilitate planning and budgeting for the FY2017 marketing program. Included within this budget are funds for an effectiveness evaluation as required to be conducted in FY 2017.
 - 11. **Measurement: \$13,000.** To gauge program achievements and success all forms of media will be monitored and measured using advanced analytics. Results will be reported to the Council and the industry through either the newsletter or direct reports.