



Your Marketing Investment at Work

An initiative from Dairy Farmers of Canada

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Global Strategy

The *cheese* 2013 marketing strategy

- MARKETING ACTIVITIES WILL CONTINUE TO SUPPORT THE 100% CANADIAN MILK SYMBOL IN ORDER TO REINFORCE THE ASSOCIATION WITH CANADIAN CHEESE.

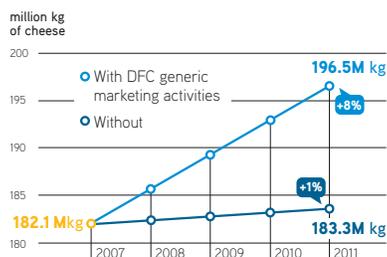
- INCREASE THE FAMILIARITY** with and consumption frequency of occasional and everyday cheese through mass media advertising, educational tools such as the magazine, in-store booklets and sampling;
- MAINTAIN THE CONSUMPTION** frequency of everyday cheeses by promoting them through different promotional tools and retail programs;
- INCREASE THE DISCOVERY** and trial of fine cheese within relevant environments, e.g. sponsorships, fairs and exhibitions, specific sections of the *AYNIC* magazine, Canadian Cheese Grand Prix, etc.

Return on Investment

From 2007 to 2011, in-home consumption of cheese increased by 8% in English speaking provinces. A recent study conducted by Maurice Doyon and John Cranfield found that if there had not been any DFC marketing activities, consumption would have gone up only by 1%. Farmer's investments contributed to the market growth by 13.2 million kg of cheese. This means that every dollar invested generated an average of \$1.73 in sales. Thus, farmers have made an average net gain of \$0.73 for every dollar invested in DFC cheese promotion and nutrition activities during that period.

DFC MARKETING ACTIVITIES = 13.2 million kg of cheese

SIMULATION RESULTS FOR CHEESE



Source: Economic Evaluation Models of Generic Fluid Milk and Cheese Marketing Investment in Canada for the 2007-2011 Period - Maurice Doyon, John Cranfield 2013.

AYNIC Campaign

Brand positioning - *Cheese. An Excellent Source of Pleasure*

Over the fall, DFC introduced a new brand positioning for cheese: *Cheese. An Excellent Source of Pleasure*. The new messages created around this positioning created a meaningful association in the minds of consumers. Two 30-second TV spots were broadcast on specialty and conventional channels. In addition, double-page ads appeared in several consumer magazines (*Anna, Food & Drink, Style at Home, Canadian House & Home, Chatelaine, and Canadian Living*).

Media Integrations

While continuing annual online integrations with *Canadian Living* and Natalie Maclean, we had new opportunities for the fall.

TV SHOWS

AYNIC sponsored the CTV premieres of three shows in a promo spot format: *The Voice*, *Grey's Anatomy* and *The Mentalist*. Spots drove to the online CTV schedule where hub was branded AYNIC (via three brandsell versions for a total of six ad units to include lead erboard and big box versions). A snipe aired in each premiere of show to close the loop on campaign, driving to AllYouNeedsCheese.ca to stay top of mind.

FRESH JUICE

An online integration with Fresh Juice and TC media was also put in place. It mainly included custom cheese - mash up style recipes produced by Fresh Juice - integrated into blogs, online advertising and social media (Twitter, Pinterest, Facebook).

Trends

- In retail, recent data show that there is a shift in consumers preferences towards natural cheeses, and processed cheese sales are stagnating.
- Consumers are turning towards fine cheeses and maintaining their consumption of every day and occasional cheeses.
- Consumers have a preference for prepackaged cheeses and are abandoning random weight cheese.

RETAIL CHEESE SALES* = increasing at a rate of 1.2%

* National (excluding Quebec), period ending on Nov 16, 2013.

Key metrics on message communication, appeal and persuasion are meeting expected levels.

Usage and Attitude study where we monitor all trends evolution is conducted every 3 years. Next study is planned for 2014. Key findings from the 2011 study:

- The growth in cheese type awareness is positive in all regions.
- Consumers claim to have around 7 cheese types on hand.
- Consumers indicate strong desires for experimentation and knowledge which supports our presence in fairs, exhibitions and sponsorships events.



AYNIC Magazine

The winter edition of the *All You Need Is Cheese* magazine was launched November 18th. Titled "Lay the table for a winter long feast", it focuses entirely on the 17 winning cheeses from the 2013 Canadian Cheese Grand Prix (CCGP), with exclusive recipes featuring the champion cheeses. It also presents ideal combinations of winning cheeses and Canadian products to achieve the perfect platter for any occasion.

In addition to the regular distribution, this issue was also sent to *Food & Drink* magazine subscribers across the country.

Consumers can subscribe online to the magazine at AllYouNeedsCheese.ca/magazine (not available to Quebec residents).



- Published four times a year;
- 1.5 million copies per edition;
- Three regional editions in order to highlight local processors;
- Distributed via regular mail, weekly newspapers, cheese shops, targeted publications (*Canadian Living* and *Food & Drink* magazines), and events;
- More than 85,000 subscribers;
- Includes a variety of recipes, tips, usage ideas, and articles written by cheese experts to help better appreciate and improve consumer's knowledge of Canadian cheese;
- Great vehicle to promote cheese makers and their products.



Symington Partnership

This Holiday Season, DFC has entered into a partnership with Symington Family Estates to increase our visibility in new distribution networks. The objective is to promote cheese and Port wines pairing. In exchange of a full page showcasing the Symington Family Estates Port wines in our winter issue of the *AYNIC* magazine, Symington is promoting Port wine and cheese pairings using a neck tag on 60,000 bottles in ON, NB, NS, PEI, MB, SK, AB, and BC provinces. Brands include **Graham's**, **Dow's**, **Warre's**, **Cockburn's**, and **Smith Woodhouse**. Depending on the market, customized neck tags are used and suggest customer pairing options along with a \$1 coupon-saving on a local cheese.



Fairs, Exhibitions & Sponsorships

Fairs, exhibitions and sponsorships are also key elements to educate the consumer and promote the discovery of Canadian cheese in relevant settings. DFC organized cheese tasting seminars, cheese courses or cheese stations in more than 64 fairs and food shows that were breakdown in several events across Canada in 2013. Close to 210,000 samples were distributed to the consumers in Ontario, Maritimes and in Western Provinces through these events. Processors were also invited to participate to the different events and sell their products. The new mobile platform Canadian Cheese Counter provides the consumer with a fun, interactive brand experience with Canadian cheese and allow them to learn more about it through seminars and cooking demos. This year, it stopped at 3 events in Toronto; The Canadian National Exhibition, The Royal Winter Fair, The Gourmet Wine & Food Show.

Cheese makers' comments

"Thanks for having us on that show it is a great opportunity to promote our cheese. Hope to have the opportunity next year again on this show and if there are more shows were we can come as well with our cheese we really like to be part of it Looking forward to work with DFC."

"Thanks very much for all the support provided by the DFC. Is an honor for us that an institution so important and so valuable for Canada, continue helping us to continue producing this cheese made from 100% Canadian Milk."

New videos on Cheese Channel

DFC produced six new cheese makers' story videos. We invite consumers to discover the story of Gunns Hill Artisan Cheese, Thornloe, Mountainoak Cheese, Little Qualicum cheeseworks, Kootenay Alpine Cheese and Natural Pastures at AllYouNeedsCheese.ca/CheeseChannel.



Gunns Hill Artisan Cheese, Ontario

Holiday Cheese Public Relations Campaign



In April 2013, the Canadian Cheese Grand Prix champion and category winners were announced at the 8th Gala of Champions in Montreal. Quality Cheese's Ricotta made history as the first fresh cheese and the first cheese from Ontario to be honoured as a Grand Champion. To build on the excitement and momentum of the Canadian Cheese Grand Prix, DFC developed 20 recipes using the Grand Champion and category winners for the Christmas holidays. A media tour was implemented with Chef Michael Howell to convey messages about serving holiday meals using CCGP winning cheeses, as well as giving Canadian cheese as a gift. With these two angles in mind, the PR team contacted hundreds of media (TV, radio, print/web), as well as bloggers to spread the word about the best-of-the-best in Canadian cheeses!

Communications Objectives

- 1** PROMOTE THE EXCELLENT QUALITY, VARIETY AND VERSATILITY OF CANADIAN CHEESE.
- 2** INCREASE CREDIBILITY OF CANADIAN CHEESE (VS. IMPORTED CHEESE).
- 3** CONTINUE INCREASING AWARENESS OF THE CANADIAN CHEESE GRAND PRIX.



Strategy



SPOKESPERSON: CHEF MICHAEL HOWELL was selected as the spokesperson for his knowledge of the CCGP (he was a member of the jury) and he also has an excellent media profile. Chef Howell went on a tour to discuss the taste and versatility of CCGP winning cheeses and demo selected recipes. He also discussed cheese gift-giving ideas.



MATTE STORIES: In Quebec, matte stories were sent to publications that are constantly looking for creative and informative stories. Matte stories included CCGP's messages, recipes images and drive to website. These stories were also distributed to daily and weekly newspapers in Quebec and online media. Selected French TV programs such as Ricardo and TVA Salut Bonjour were also targeted for gift-giving ideas.



GIFT BAGS with select CCGP recipe ingredients were distributed to targeted food bloggers who posted positive recipe articles on their blogs.



Finally, **SOCIAL MEDIA** sites such as Facebook and Twitter were used throughout the campaign. Photos of in-studio interviews, the recipes and media events were shared on DFC's social media channels. Chef Howell also promoted key messages, recipes and the website via his personal Facebook and Twitter accounts using a hashtag specific to the campaign (#CDNcheese). Social media reach was also enhanced through the blogger drops.



Gunn's Hill Five Brothers cheese and butter-nutty pecan turkey

RECIPES DEVELOPED INCLUDED:



Bleu d'Élizabeth cheese, dark chocolate and date bites



Chef Michael Howell at CTV morning Ottawa with host Jeff Hopper.

Media Targets

TELEVISION

- English feature format TV programs in Alberta, Ontario, Quebec, and the Maritimes

PRINT/WEB

- Daily newspapers in Alberta, Ontario, Quebec, and the Maritimes – lifestyle/food
- National print/web (CP, Postmedia, QMI)
- Trade media
- Long-lead lifestyle

RADIO

- In Alberta, Ontario, Quebec, and the Maritimes

BLOG

- Targeted food bloggers in key markets

Target Audience

Canadian cheese lovers between the ages of 25-54, with or without children. They love to cook, to entertain at home and experiment with new products.



Crab and Quality Cheese Ricotta mousse

Outcome

The PR campaign was very successful with Chef Howell being present on numerous lifestyle TV and radio shows. Examples below.

PRINT, WEB, TV AND RADIO SHOWS	REACH
Canada AM (for Dec. 30)	995,500
Edmonton Breakfast Television	200,000
Edmonton CTV Noon News	272,200
Calgary Breakfast Television	373,000
CBC Ontario morning	150,000
CTV Morning Live Ottawa	250,000
Rogers Daytime Ottawa	50,000
CH Morning Live Hamilton	476,000
CTV Kitchener Noon News	141,200
CTV Morning Live Halifax	257,800
Global Morning Halifax	142,000
Global TV Montreal	112,600
Halifax Chronicle Herald	318,400
Sharp Magazine	360,000
Chef and Grocer	78,750
La Terre de chez nous	94,057
Le coopérateur agricole	50,000
Sympatico.ca (viteunerecette.ca)	95,000
Total impressions	4,416,507

“Merry Pairings” In-Store Program

The “Merry Pairings” In-Store Program aims to inspire women 25-54 and shoppers to create the perfect Canadian cheese pairings. The entire program suggests sources of inspiration and tips to mix and match a variety of Canadian cheeses with condiments to assemble the perfect Holiday tray.

This promotion was executed during the month of December in key retailers with in-store ads and in-store demos, and was supported through Facebook posts and retailer flyer ads.

In-Store Ads

Over 646,000 Canadian cheese pairing booklets were distributed through in-store media in 10 banners (total of 926 stores) in all provinces (except Quebec) from December 2 to 29.

Banners included: Safeway, Marketplace IGA, Coop, Metro, Food Basics, Sobeys West, Thrifty, Sobeys Ontario, Sobeys Atlantic, Walmart, Longos.

Placements of the ads for most of the banners were in each of these categories: Deli Cheese, Charcuterie, and Crackers.

15-second videos were displayed in Walmart through their in-store television screens.

In-Store Demos

Cheese demos were executed in a total of 383 stores, each store benefitting from two days of activation. The following products were featured:

- Damafro Brie Triple Cream
- Natural Pastures Boerenkaas
- Boursin Cranberry and Black pepper
- Village Cheese Smoked Salmon and Maple
- Longos Signature Ricotta
- Tre Stelle Ricotta

Demos took place from December 7 to 20, depending on the banners. The cheeses were sampled with a pre-determined pairing.

For instance, Dare supplied the crackers for some of the banners with crackers being offered to consumers at grocery stores and coupons off shelves. The objective was 300 samples of cheese per demo day, for a total of 229,800 samples.

Over 153,000 Canadian cheese pairing booklets were also distributed during the demos.

Longo's Seminars

In addition to the in-store demos and the media, DFC hosted three cheese seminars in Longos stores with a cheese specialist. These seminars presented six types of Canadian cheeses with a pairing as introduced in the promotions booklet.

There was also additional visibility in stores with a promotional T-stand and an insert in the seminar informational booklet.

- Loft Milton December 8
- Loft Leaside December 13
- Loft Richmond Hill December 15



Dare

DFC partnered with Dare Foods Limited to benefit from cross promotional activities.

Dare provided Canadian cheese exposure on 450 Dare header cards in Ontario, the West and the Maritimes. Cheese processors participating in this Dare campaign added \$1 off coupons to the pad. Cheese coupons were available on the 450 Dare in-store displays. Additional coupons were provided to Dare to distribute via their sales force.

Canadian cheese benefitted from two Grissol and two Breton Facebook exposures during the November/December holiday promotion which communicated our partnership and linked back to the ‘100% Canadian Milk’ Facebook page. The DFC Facebook page also referred to the Grissol and Breton Facebook page during the December period.

WESTERN	
Damafro	Le P'tit Connaisseur Brie triple crème 300g
ARLA – Dofino®	Dofino® Havarti
Bothwell	2 Year Old White Cheddar
Bothwell	Gouda
ONTARIO	
Groupe Bel	Boursin
ARLA – Dofino®	Dofino® Havarti
ARLA – Tre Stelle®	Tre Stelle® Mascarpone
Ivanhoe	Old Sharpe Cheddar
MARITIMES	
ARLA – Dofino®	Dofino® Havarti
ARLA – Tre Stelle®	Tre Stelle® Mascarpone

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