



A New Chapter for Potatoes

- engagement with the MTABOTS Potato Campaign

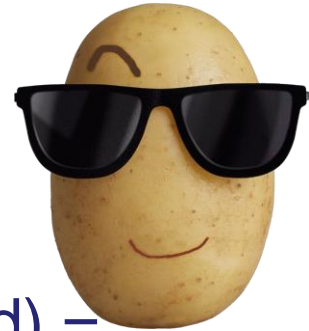
Feb 2016

Lorcan Bourke

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

A New Chapter – ‘a new way of looking at them’



- ✓ Potatoes are cool and fun
- ✓ Potatoes are my friend in the home – ‘**Bud** (the Spud) = ‘Friend’ ~ versatile
- ✓ Using potatoes traditionally is second nature ~ lets learn to use them differently ~ discover exciting foods & cultures from around the World
- ✓ Potatoes are healthy – naturally fat & gluten free (sport)
- ✓ **Potatoes are much “more than a bit on the side”**

Our Single Greatest Task ~ Amplify the Campaign



Shout about potatoes!

Create awareness of www.potato.ie

Amplifying the Campaign

- ‘Bud’ and the ‘healthy recipes’ are the real hero’s of the campaign
- www.potato.ie website is the cornerstone of the campaign
- Early feedback from the campaign suggests that once consumers are exposed the campaign they will respond positively in interest and behaviour
- We need to amplify the ‘reach’ of the campaign

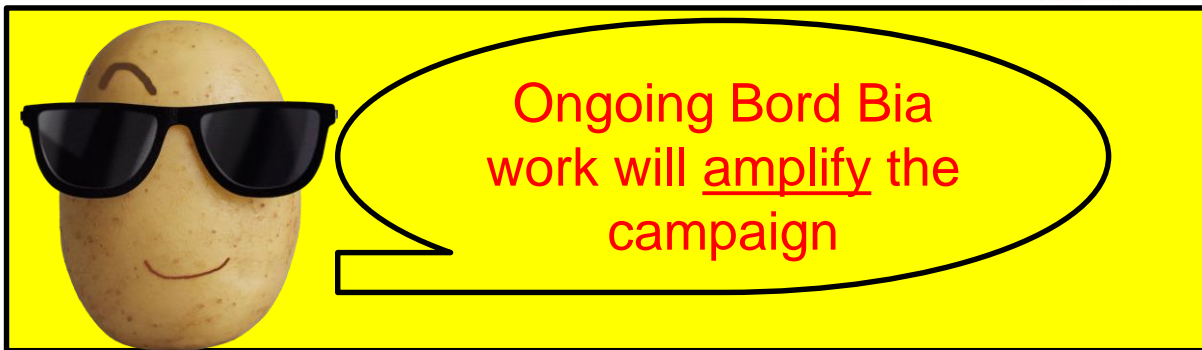
Everyone can help to drive awareness...

- Spread the word.... Family, friends, clubs....
- Media opportunities
 - website banners
 - Retail stickers (other POS material)
 - events – use campaign assets/collateral
- PR coverage opportunities (local/regional)
- Supporting the campaign in social media

Best In Season

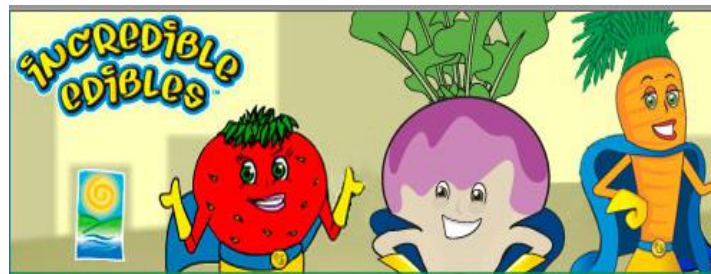
✓fresh ✓tasty ✓healthy

POTATO.ie
Ireland's Feel-Good Food



Ongoing Bord Bia
work will amplify the
campaign

bloom
brought to you by Bord Bia



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SUPPORTED BY



Everyone can help to drive awareness...



On pack stickers



Vehicle livery



Website banners



Follow and share social media posts

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Specifically Bord Bia will amplify the campaign in Ireland?

- ✓ Work with retailers ~ through their packers
- ✓ Work on social media with packers/growers
- ✓ Bord Bia specific programmes
- ✓ Bord Bia work across corporate social media

Retail - On Pack Stickers

Currently in ASDA stores
in GB



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Point of Sale Artwork is Available

Contact Number *

Email *

Online Assets

- ☐ YouTube Video
- ☐ Skyscraper Banner (tall and thin)
- ☐ Landscape Banner (short and wide)
- ☐ MPU (box shape)
- ☐ Custom size banner

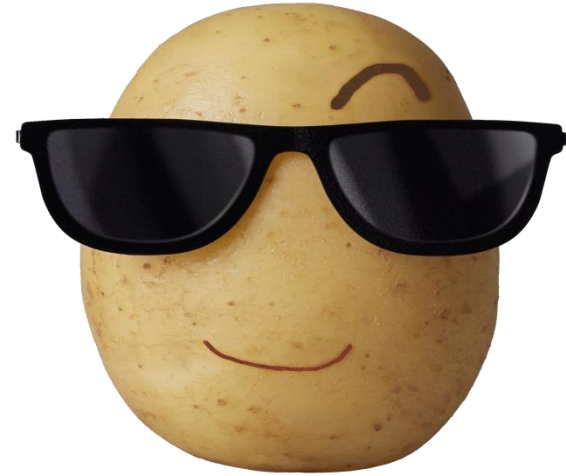
Artwork

- ☐ Character
- ☐ On-pack stickers
- ☐ Lorry Livery artwork
- ☐ 4ft x 4ft sticker



Lorry Aprons/Graphics :

Sticker Artwork:

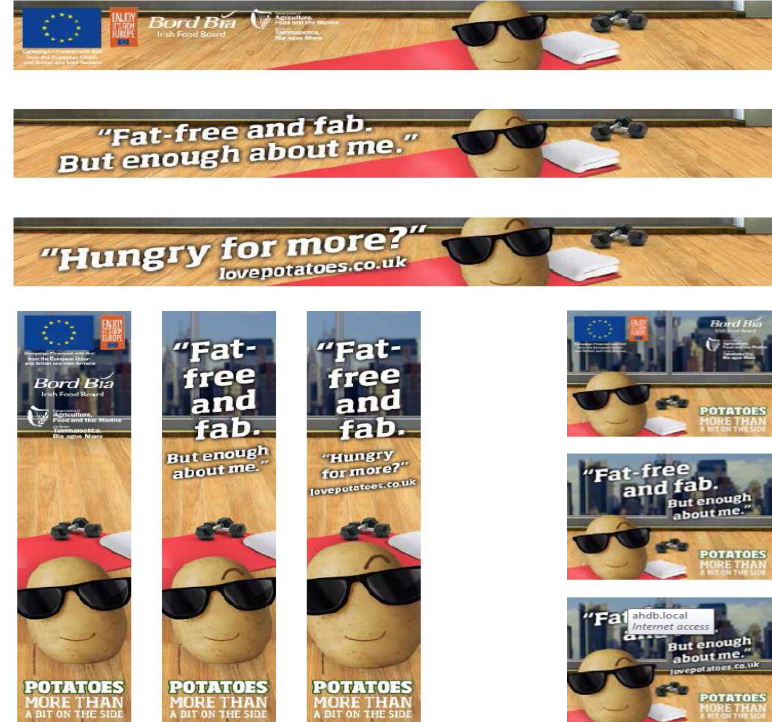


Campaign Artwork Available

Print artwork



Digital artwork



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Work with stakeholders on social media!



Did you know
potatoes are
naturally fat and
gluten free, and a
source of fibre
and potassium?

Visit
www.potato.ie

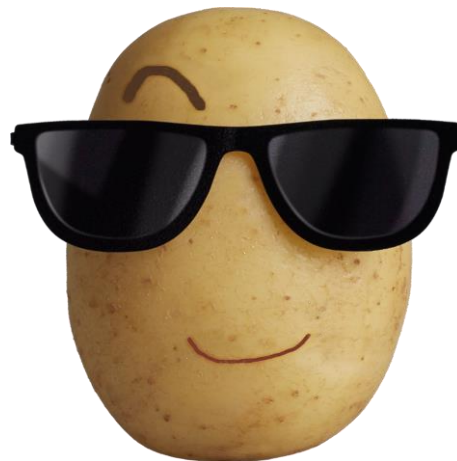


Did you know potatoes
are naturally fat &
gluten free?
@TastyPotatoes
#morethanabitontheside

Summary of ways to get involved

- Go online to download/or request 'campaign' assets at/for including point of sale at www.potato.ie

- Communicate the campaign's key messages:
 - Naturally fat-free
 - Gluten-free
 - Source of fibre
 - Source of potassium
 - Natural / unprocessed food
- Generate support & awareness of www.potato.ie online
- Support the campaign by permitting campaign artwork on:
 - On-pack stickers
 - Lorry livery
 - Print artwork
 - Digital artwork
- Work with us on social media



Work with
us!

Best In Season
✓fresh ✓tasty ✓healthy



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