

# SHOPPER WISDOM.

## HELLO! WELCOME TO OUR SHOPPER INSIGHTS 'ZINE.

Check out some of our favourite finds from the last couple of months, from excellent social campaigns to exciting NPDs and instore activations.

We'll try and give you a good snapshot of what has got us talking, and as always, let us know if anything catches your eye and you'd like us to have a closer look.

**Take a quick break and enjoy!**

# ALDI SOCIAL

EVERY DAY, AMAZING. BY LOU CHORLEY



With a business model built around copy-cat products, and a long-running ad campaign: 'like brands, only cheaper', defending intellectual property claims isn't new to Aldi. Which is probably why their handling of those claims on their social media is a masterclass in executing the old phrase 'no publicity is bad publicity'.

Fun-poking at big brands is what Aldi seem to do best, like in 2020 when they poked fun at Brewdog with their 'Anti-Establishment IPA'. Brewdog founder James Watt was quick to take a swipe back at Aldi on Twitter, posting a mock-up of fake Aldi beer 'Yaldi IPA' and inviting Aldi to stock it. Aldi responded immediately and a few weeks later the catchier named 'Aldi IPA' had been produced and canned by Brewdog and was on shelves in Aldi stores. The fact that we as consumers were able to see the story of that collab unfold on social, turning from potential spat, to beautiful union, warmed my cockles almost to the level of the Charlene and Scott wedding in 1987 (Google it young 'uns. - the rest of us fell in love with Kylie when she was a cheeky little car mechanic).

This year, as the threat of legal action from M&S looms over a chocolate covered caterpillar cake, Aldi's #freecuthbert campaign turned potential negativity into a PR triumph that set the internet alight and won over hoards of new fans in the process. Hilarious posts from Aldi's social media spread like wildfire - even making national news. The caterpillar campaign didn't end there (don't say it, don't say it, don't say it... it had legs), and a limited edition relaunch campaign #CaterpillarsForCancer, saw profits from all Cuthbert sales going to cancer charities. It was marked with first ever sponsored Caterpillar skydive, with Cuthbert jumping 40,000 ft from a plane to raise money for the Teenage Cancer Trust.



Aldi's 'Just done it' Nike spoof campaign for their Aldi Mania range, took what previously would have been considered a naff supermarket own-label sports brand (heaven forbid if you were caught in 'Tesco tearaways' pumps in the 90s!), and moved it into a desirable, youthful fashion brand space, full of attitude and personality, which predictably sold out fast.

Their sharp-witted popular culture references, such as their responses to BBC drama Line of Duty, literally had me laughing out loud. I've even found myself responding to some of their 'finish the sentence' posts, because you know, fun! The campaign for #Junemas is also gaining traction, as we can relate all too easily to the let-down that was Christmas 2020, and as we cross our fingers for impending freedom, hugs with our friends and mince pies in the sunshine seem like an oasis of heaven, as we slowly emerge from a desert of doom and gloom.



To me, Aldi is the epitome of a loveable rogue. I know that their copying and fun-poking is a bit naughty, and the damage that can cause to some of the smaller brands (I hear you SnoozeShade) is quite frankly not on. However, when they articulate themselves on social media with such charm and wit, it's really hard not to like them for it, and regardless of what's happening for them in court, the big German supermarket have cleverly won over the hearts of its UK customers with good old British humour.



# RANDOM ACTS OF KINDNESS

## BRANDS DOING GOOD

The key to happiness? 1. Be kind  
2. Be Kind 3. Be kind... of course!

What kind of brands are most likely to keep their consumers loyal and trusting etc. The kind of brands that choose to give back, not sit back, as the world pulls itself back together again.

### '95% of customers say trusting a company increases their loyalty'

Here are a few brands already offering little acts of kindness to their consumers and community:

Lush, the soap brand that aims to do no harm, doesn't stop there. It incentivises staff to offer a random free gift to unexpected shoppers who might need a little treat that day.

Pret follows a similar reward mechanic, encouraging staff to offer a free drink to customers when they look like they need a pick me up, evidently helping them create positive brand experiences that flood across their social media.

The recent #LooksLikeGuinness campaign is supported by a £30M pledge to UK pubs and hospitality businesses through its 'raising the bar' programme. The programme gives support to pubs and bars via the provision of equipment and best practise training as venues welcome customers back.

Pip & Nut campaigned to donate a jar of peanut butter to homelessness charities every time a jar is donated by a consumer.

Kleenex announced its #AllTheFeelings campaign. A self-aware and sensitive initiative, recognising the importance of emotional and mental wellbeing, with the idea to give away 100,000 free three-month subscriptions to the Calm app for its customers.

Budweiser donated ad space at FA Cup Final to fans' locals, in Leicester and Chelsea, with the campaign line 'Support your club, support your pub'.

'The excitement of the uncertainty had a value beyond the monetary stake. So, if you're trying to shape your customers' behaviour, harness uncertainty. If you have a loyalty scheme, stop offering every customer the same incentive each time they visit. Instead add a dose of randomness.'

[Credit here](#)

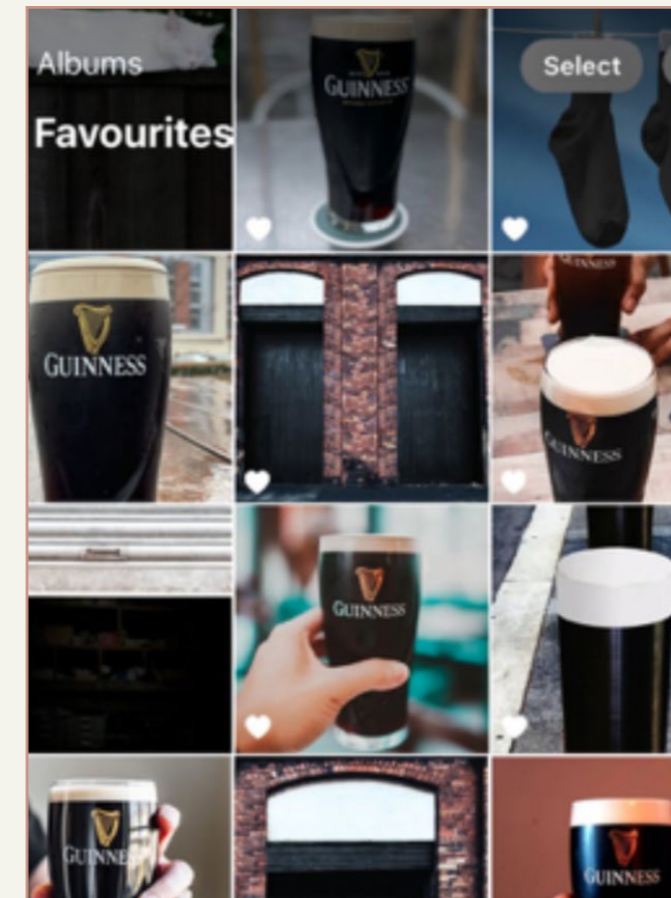
Now is the opportune time for retailers and brands to stand apart from their competitors when it comes to rewarding and maintaining loyalty. A simple kind gesture tied to a campaign can leave a long lasting impact and tap into consumer passion points. Especially when harnessing the power of the unexpected.



LUSH FREE GIFTS



PRET PICK-ME-UPS



LOOKS LIKE GUINNESS



ALL THE FEELINGS CAMPAIGN

# DUG NPD

## SPOTLIGHT INNOVATION BRAND

An unexpected new addition to the plant-based drinks shelf with elegant and unique pack design like nothing we've seen before in the category. Dug have seamless online comms that focus on the product USPs, helping them stand-out from the crowd. They've shown a strong digital and social kick-off and will be coming soon to disrupt the milk-alternatives shelf near you. #rootedingenius

**Potatoes are an unusual base for a plant-based drink, but here are four reasons why it works:**

1. **Deliciously neutral taste**
2. **Naturally nutritious:** packed with certain B vitamins, Vitamin C and Potassium
3. **Naturally free from common allergens, including dairy, soy, nuts and gluten**
4. **Super-sustainable:** potatoes are twice as land efficient as oats, and use 56 times less water than almonds!

The market analysis company Allied Market Research ("AMR") estimates that the global sales of plant-based beverages totalled USD 13.6 billion in 2018. AMR expects the market to show an average annual growth of 6.7 percent from 2019 to 2026, when it is estimated to reach USD 22.5 billion\*

[Check out the report here.](#)

Whilst we're sceptical about the taste, with its sustainability credentials and beautiful packaging, it's certainly a product we're looking forward to trying.



Coffee lovers! Meet your new best friend!☕  
 Deliciously smooth and creamy, DUG Barista is designed to add creaminess to any hot drink. And it foams just the way you want it to.  
 COMING SOON! 🌟... [See more](#)



**LOW CLIMATE FOOTPRINT**

0.27 – 0.31 kg CO<sub>2</sub>e/kg



**VEGAN FRIENDLY**

Made without animal products



**FREE FROM**

Lactose, milk, soy, gluten and nuts.

# STARBUCKS

## INSTAGRAM EXCELLENCE

Starbucks international Instagram account has over 17.9m followers. The brand is one of the top ranked for millennial engagement and from taking a peek into their social presence it's clear why they maintain their appeal.

Their UK page posts multiple times per week and shares a mix of product and lifestyle photography, short lifestyle videos and motion graphics. It's bright, fun, engaging and offers maximum taste appeal.

Starbucks knows what young people want and how to engage with them on their level. Video or motion graphic posts get hundreds of comments from followers declaring their love for the brand. Their messaging is bold, punchy and to the point. They understand the limited time they have available to catch a scroller's attention and they execute this with a consistent style. Their tone of voice is always positive and full of energy, and they know the importance of an emoji or two.

Starbucks understand the role that 'influencers' play in young people's lives and use this to work in partnership with the most relevant faces they can. Recently they launched their limited edition Bubbletastic

Frappuccino© by teaming up with Blu Hydrangea, a young make-up artist who featured on Season 1 of the popular television programme RuPaul's Drag Race UK.

In September 2020 the brand again worked with another influencer, Molly Mae Hague, who rose to fame after taking part in the reality TV show Love Island. Starbucks and Molly worked together to help launch the release of the limited edition and hugely popular autumnal special – the Pumpkin Spiced Latte. The three Instagram posts which featured Molly generated on average 15k likes, far more than the average Starbucks photo.

**'Over 70% of millennials say they will always come back to a brand they love'** and with a brand as socially switched on as Starbucks, it's easy to see why.

\*Why Starbucks is Still Number One with Millennials by Jeff Fromm (millennialmarketing.com)

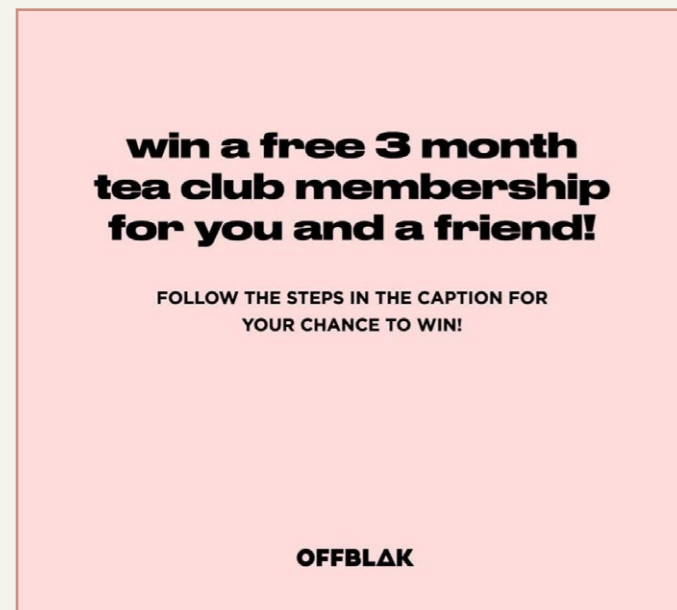


# OFFBLAK

## SOCIAL AESTHETICS

A brand that oozes personality, Offblak show how social channels can be kept fresh, on brand and engaging. More than just a tea brand, Offblak are a reflection of their demographic, showing a range of aspirational imagery and quirky compositions that reflect and resonate with the customer.

They manage to strike a perfect balance of varied, fun content, whilst keeping it very Offblak. Pinks, yellows and purples are consistent throughout the feed whilst not feeling too repetitive due to the use of product, lifestyle and graphic posts. Offblak social is proof that carefully curated content is king, but keeping a solid plan doesn't mean you can't have fun.



Offblak keeps customer engagement a regular priority on social using giveaways, brand collaborations and free membership. This keeps the feed fresh with bespoke content, as well as inviting brand lovers to introduce others to the Offblak ecosystem.

We're always so impressed at how Offblak can make something like green tea as engaging as they do, from the packaging, to their social media, to their brilliant campaigns, and of course... the delicious tea.



# CURRYS

## REBRANDING

As technology and shopper priorities change, simplification and ease of access is key. Omnichannel marketing is more relevant than ever and the new Currys brand is a culmination of these changing trends. Four brands will become one with the goal of a simplified proposition.

Electricals company Dixons Carphone is merging its four tech and retail businesses under the Currys name as part of a major group rebrand. Currys PC World and Dixons, alongside mobile phone retailer Carphone Warehouse and service partner Team Knowhow, will all become known as Currys by the end of October, with an updated visual identity and relaunched website.

With the first new look store recently unveiled in Edinburgh, the rebrand will be rolled out across more than 300 further stores, 13,000 colleague uniforms and some 300 vehicle liveries.

We look forward to seeing how this will affect the instore POS, and what technical innovations Currys can bring to the table with their new online offering over the coming months.



# READY BREK

## WIN HEATING FOR A YEAR

Continuing the trend from Shopper Wisdom issue 3, of giveaways offering practical prizes, (such as the Kit Kat Win a break from bills promotion), Ready brek are offering consumers the opportunity to win free heating for a year. The competition entry method is to share a photo of your Ready brek with exciting toppings and the hashtag #glowingcreations.

Ready brek are playing with the emerging trend of creating colourful and exciting breakfast bowls, perfect for showing off on social media. It's also a clever way to show the versatility and fun that can be had with this staple breakfast item, as well as getting consumers to actively participate in the promotion, investing them in the brand and the campaign.

Looking at the #glowingcreations tags on Instagram there are a lot of family accounts taking up the challenge. This is unsurprising if you think about the amount of times your parents probably told you to turn the lights off when you were a kid!

We we're however surprised that there weren't more of the Instagram generation taking part. With the rising trend of money saving advice accounts like Martin Lewis's @moneyavingexp and @Go\_fund\_yourself we would have thought they'd jump at the chance to save money and create beautiful breakfast bowls to share on social media.



# GALAXY FUSIONS

## INSTORE POS

Mars have recently launched the new Fusions extension of its Galaxy brand, offering consumers three tasty new flavours to try – Dark Chocolate (70% cocoa), Blonde Chocolate with Sea Salt and Dark Chocolate with Raspberry Meringue.

This new selection of premium chocolates certainly looks appealing, housed in this cleverly positioned FSDU, located at the end of the confectionery aisle in the middle of the supermarket, where it will attract a good level of shopper footfall.

The rich brown and gold palette are recognisable to shoppers and the addition of cream helps add a fresh but premium feel, giving the unit stand out as something slightly special.

The message hierarchy is spot on. Shoppers learn first that this is a new product launch and then are quickly reassured that this chocolate will taste even better than they can imagine! The messaging sits at the right level to be readable when the unit is fully stocked. The header design also allows space for visual taste cues to be dialled up, with the use of pack shots, loose chocolate pieces

and splashes of colour that subtly nod towards the flavour range.

The die cut curved side panels offer shoppers something a little different from the norm, reinforcing Galaxy's 'smooth and creamy' taste appeal. The messaging here has been adapted to fit the extreme portrait dimensions but perhaps a little more could have been done to utilise the space further. The inclusion of a new flash would also have been a welcome addition, especially for shoppers who first view the unit from this angle.





# MONKEY SHOULDER

## GIFT WITH PURCHASE

Monkey Shoulder (the blended malt whiskey from William Grant) are running a gift with purchase promotion both in store and online. Tying in neatly with their #MadeForMixing tagline, shoppers get a free mini speaker with every purchase, plus the opportunity to win further prizes by scanning the QR code.

It's great to see this well executed campaign aimed at the younger generation of whiskey drinkers, that not only fits in with everything the brand stands for, but also provides a desirable gift for their youthful cocktail drinking audience, who would most likely prefer a mini speaker than the usual tumbler! There did seem to be way less speakers than bottles on shelf though - nothing to do with us though, we promise.



# MARMITE GRAZE

## BRAND PARTNERSHIP

Whilst Marmite has teamed up with brands such as Walkers, Joseph's popcorn, M&S and Lynx in the past, this is healthy snack brand Graze's first ever partnership.

The new product comes in 4 different varieties, and is already proclaiming that even Marmite haters are unsafe, and after a few tries they'll be coming back for more. Graze's social followers seem to be in agreement - 'It's true... I love these so went and bought a jar of Marmite but still hate it.'

A brilliant brand partnership that combines the health benefits of Graze products with the enriched yeast extract spread and Marmite's cheeky tone of voice, to create a product that will get people talking, and most importantly, trying.

Joanna Allen Graze's CEO has said she isn't ruling out working with other fellow Unilever brands, but would also like to explore collaborations with other B-corp brands. With Graze's ability to turn around NPDs relatively quickly, we're excited to see what other collaborations are to come.



# IT'S ALL ABOUT FOOTBALL

## ON PACK PROMOTIONS

Ahead of Euro 2020 (ahem 2021) and fans being allowed back into stadiums for the first time in forever, many of the major beer brands are offering football related on-pack promotions.

**Carling** - Carling have teamed up with Umbro to produce a retro style football shirt, and are giving them away with every golden Carling can found. With 10,000 shirts to be given away, it's a great brand partnership to see ahead of the Summer of football.

**Heineken** - As the official beer partner of Euro 2020, we're unsurprised to see this Heineken on-pack promotion, offering shoppers the chance to win Euro 2020 tickets by entering their unique pack code onto the dedicated Euro 2020 microsite to see if they have won.



**Budweiser** - Win football shirts, perfect draft machines and Domino's pizza vouchers in their weekly prize draw. To enter, shoppers must upload a photo of their Budweiser bottle, can or glass, making sure the Budweiser logo is clearly on display. The promotion is also running on Budlight products.

**Weetabix** - whilst not a beer brand, Weetabix are offering shoppers the chance to win epic football prizes and money-can't-buy experiences. The promotion is part of Weetabix's long-term partnership with the home nations' respective football associations. Running from May 2021 through to October, Weetabix are using the promotion to capitalise on the huge growth it saw throughout 2020, as well as encouraging shoppers to make healthier breakfast choices.

As the UK's most popular sport, these on-pack promotions really ramp up the excitement ahead of some big football games this Summer and encourage shoppers to get involved in the action.



# FOLK BOOK REVIEWS



As well as getting out into store, we also read different industry books throughout the year to help grow our knowledge and understanding of the work we do, so we can do it even better. Just give us a shout for any of our latest recommendations, and let us know if you'd like to do a book review in one of our future issues!

## OUR LATEST REVIEW IS 'HOW BRANDS GROW' BY BYRON SHARP REVIEWED BY SOPHIE.

Written over 10 years ago and originally intended as an advisory book for marketers at the Ehrenberg-Bass Institute, it was definitely not expected that 'How Brands Grow' would blow up quite in the way it has.

How Brands Grow looks at the benefits of evidence-based marketing, rather than following traditional (often incorrect) theories about the way brands should market their products and the relationships they should have with their consumers.

I found this both a difficult and simple book to read at the same time. Whilst expecting marketers to unlearn a lot of essential truths, the book is clear about the dos and don'ts involved in growing a brand.

### **Some key learnings:**

Brand growth is about customer acquisition not customer retention and brand loyalty. Brand loyalty has no impact on brand growth but making sure your brand is noticed, by building visual memory structures that can be refreshed and will be remembered time and time again, does.

Segmentation is important to understand, but not something brands should live by, as it reduces your potential customer pool. It's far more important to make your product easily and widely accessible in order to make sure you customers buy from you, and not your competitor. Sharp emphasises that innovating distribution can be as important as product innovation, especially for established FMCG brands.

For a bit of unlearning of traditional marketing thinking, I'd definitely recommend How Brands Grow.



THANKS.  
FROM THE FOLK TEAM.