



ISGA Marketing Campaign

Executing a Plan to

GROW!

October 20, 2011

Paul Pliakas
Poul Heilmann

Agenda

- Mission
- 2010 Convention Revisit
- 2011 “Pilot” Recap
- 2012 Plan
- Discussion

Consumer Awareness Mission

- Drive sales growth by educating consumers about the **great taste**, **variety** and **health benefits** of Sprouts.
- Evangelize the safety of Sprouts.



2010 Chicago Convention Revisit

Last time ...

Only 12% of US population eats sprouts!

Likelihood of sprout purchase based on household

MARITAL STATUS

Married	13%
Single	15%
Separated/ divorced/widowed	9%



Likelihood of sprout purchase based on household

INCOME

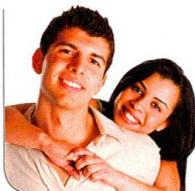
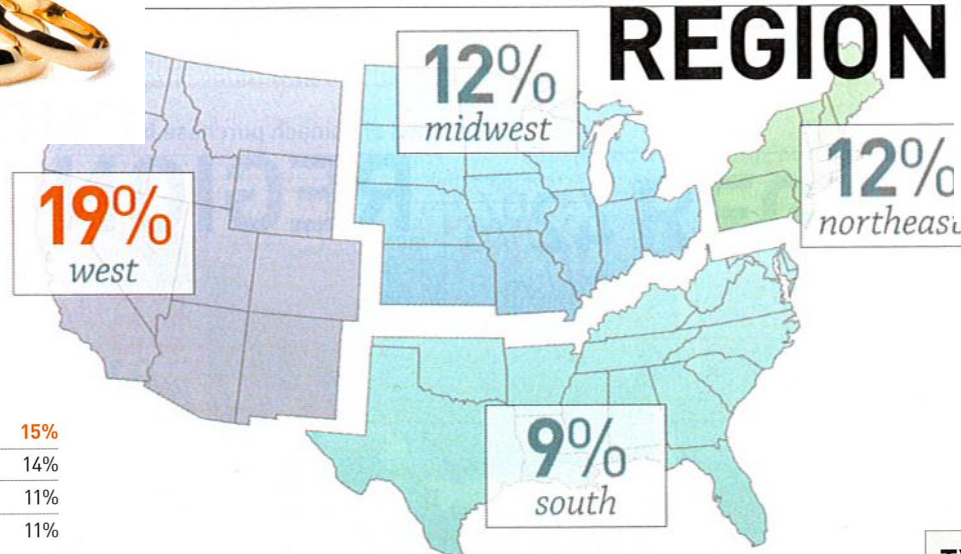
Less than \$25	15%
\$25-49.9	10%
\$50-99.9	13%
\$100+	14%



*FIGURES IN THOUSANDS;
ANNUAL HOUSEHOLD INCOME

Likelihood of sprout purchase based on

REGION



21-39	15%
40-49	14%
50-58	11%
59+	11%

Likelihood of sprout purchase based on

*CONSIDERING PRIMARY HOUSEHOLD BUYERS

AGE



TYPES OF PRODUCE PURCHASED

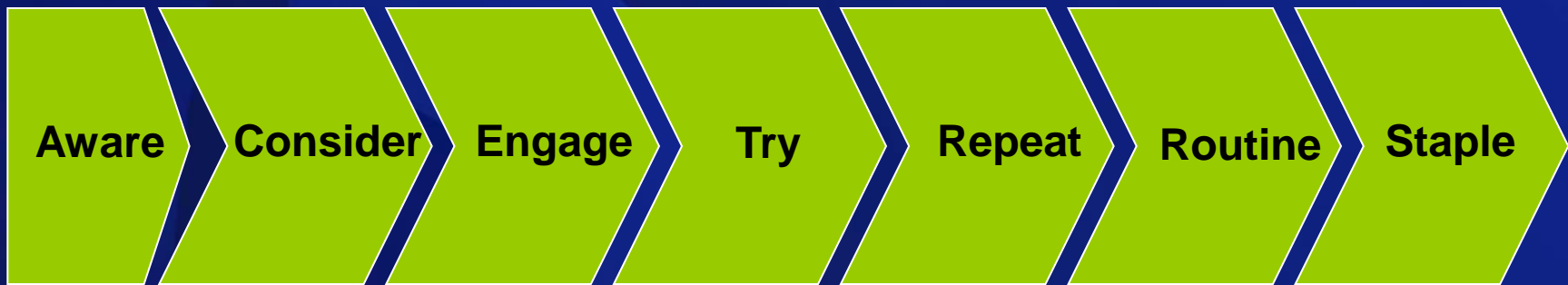
(AMONG THOSE WHO BOUGHT SPROUTS)

Conventional	80%
Organic	7%
Both conventional and organic	11%
Not sure	2%

Source: Packer Fresh Trends 2010

Communicate the Positives - **7 Step Continuum**

Acceptance *(Behavior)*



REQUIRES

1. Consistent **engagement** & **support**
2. Sustained short & long-term **effort**

GOALS

1. **Communicate** *the Positives*

1. **Neutralize** *Safety Concerns*

1. Neutralizing Safety Concerns - Fact-Based, Cohesive, Consistent

- Neutralize safety as an issue
 - Consistent messaging of industry efforts
 - PR, Education, Packaging
 - Be prepared to manage negative events.
- Process, Protocols & Standards
 - Safety Audit Checklist
 - Task Force
 - Science/Fact-based

Communicate the Positives

“Branding” the Sprouts Category

Grow Sprout Sales in the short AND long term

- **Accentuate the Good News**
 - Health & Nutritional Value
- **Make Sprouts more Relevant**
 - Taste, Variety, Versatility



1. Communicate the Positive Health Benefits of Sprouts

- **Nutrition** - Phytochemicals
- **Health** - Longer Life and Renewal
- **Taste, Variety & Versatility** - Ongoing Recipe Development and Communication
- **Local** - Increase Local Grower Visibility

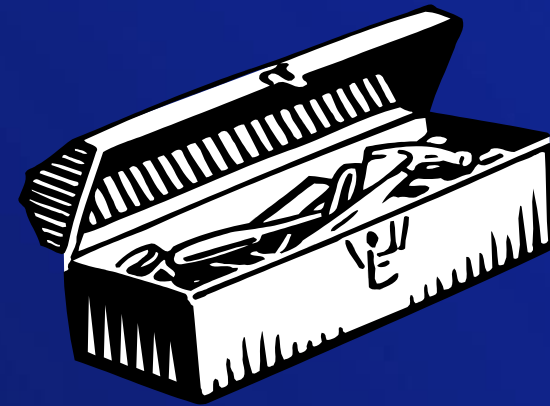
Increase Local Grower Visibility

- Design local campaigns tied to national direction to create awareness for individual growers and *brands*:
 - “Buy Local”
 - Tools for Growers
 - Local support



“Sales Growth Toolkit”

- Public Relations templates and how-to's to drive awareness
- Point-of-Purchase materials
- Promotions ideas and how-to's
- Branding Advice
- Recall Management Checklists



3-Month “Pilot” Publicity Campaign

(April – June 2011)

Public Relations “Pilot” – April through June

Objectives

1. Sprout Health Foundation Framing
2. Tools for Building Awareness & Sales
3. ISGA New Member Recruitment

Three Month Communications & Public Relations Assignment

April - June 2011

PROJECT PLAN & DELIVERABLES

<u>Sprout Health Foundation Framing</u>	<u>Tools for Building Awareness & Sales</u>	<u>ISGA New Member Recruitment</u>
Distillation of Key Health Benefits	Public Relations Releases	Plan Development
Marketing Communication Plans	Recall Management	
	Recipe Categorization/Promotion	
	Press Kit & Guide	
	Local Grower Sales Growth	

Key Health Benefits

ACCOMPLISHMENTS

- June 1, 2011 “Sprout Month” Press Release focused on Key Health Benefits
- Additional Press Releases
 - Health Benefits of Alfalfa Sprouts
 - Health Benefits of Broccoli Sprouts
(not Distributed due to e coli outbreak in Germany)



Key Health Benefits

- June 1, 2011
“Sprout Month”
Press Release
focused on Key
Health Benefits



ISGA Announces International Sprout Health & Wellness Month

Discovering the Health Benefits, Taste and Variety of Sprouts

Warwick, RI (PRWEB) June 01, 2011

[ShareThis](#) [Email](#) [PDF](#) [Print](#)

The International Sprout Growers Association (ISGA) announces the launch of International Sprout Health & Wellness Month. Combining the efforts of hundreds of local growers, suppliers and retailers, the ISGA is helping consumers discover the unique and broad benefits of sprouts – local, health, taste and variety. During the month of June consumers around the world will be able to taste and learn all about these amazing vegetables, that some have called “Superfood”, and that have been harvested as a low-calorie, high benefit food source for over 3,000 years.



“Our goal is to make consumers aware of the many health benefits, taste and variety offered by the inclusion of both raw and cooked sprouts in our daily diets”, said Steve Meyerowitz, a Director of the ISGA.

“Sprouts are highly bio-active baby vegetables. They are rich sources of enzymes and living nutrients that are easily digestible. And they are real ‘local’ agriculture. Food doesn’t get any fresher than this unless you grow it yourself.” – said Mr. Meyerowitz.

“We want to make consumers aware of the many health benefits, taste and variety offered by sprouts, both raw and cooked.”

Sprouts contain super-concentrated levels of natural plant compounds and nutrients that promote health and protect against disease – sometimes up to 50 times more than those of full-grown vegetables.

The broad range of health benefits that come from eating sprouts include:

- Incorporating sprouts into your diet helps combat diabetes and obesity, because sprouts are low in calories and fat
- Alfalfa sprouts contain “saponins” – organic compounds that lower bad LDL cholesterol and stimulate the immune system
- Nutrients, enzymes, and plant compounds in sprouts can help combat coronary artery disease
- Green leafy sprouts contain high levels of anti-oxidants that enhance protection against the effects of aging
- Phytoestrogens in alfalfa, clover, and soy sprouts increased bone density in studies
- Broccoli sprouts produce the anti-tumor enzyme sulforaphane in levels 50 times higher than in the mature vegetable
- Sprouts hold great promise to help prevent, slow and reverse many forms of cancer

The range of health benefits that come from the nutrients and other natural plant compounds in sprouts are just beginning to be understood. Eating sprouts regularly can lead to better health and wellness, and increased longevity.

In addition to being good for your body, sprouts are delicious and easy to incorporate into any type of diet. There are hundreds of ways to include sprouts in your diet, and consumers and chefs are inventing more ways to enjoy sprouts every day.

According to Bob Rust of International Specialty Supply, “Throughout the month of June, the ISGA will be working aggressively to help people understand the wide range of health benefits that eating sprouts can offer, and show them how to enjoy sprouts in ways that are easy to prepare, and taste great.”

Consumers can learn more about sprouts and find more details on the health benefits and variety of sprouts, as well as great-tasting sprout recipes at <http://www.isga-sprouts.org>.

About the International Sprout Growers Association (ISGA)

The ISGA is an association of sprout growers, suppliers and educators. The goal of the ISGA is to promote information-sharing among its members in the areas of nutrition education, good growing practices, marketing, and recipe development.

###

Share: [f](#) [t](#) [p](#) [g+](#) [b](#) [v](#) [e](#) [m](#)

Building Awareness & Sales

- “Sprout Month”
 - Umbrella Logo
 - June 1 Press Release
 - Focused on Health
 - Grower Profiles
 - Local Media Outreach Plan
- “Sales Tool Kit”
- Financial Support/Member Recruiting
 - Pilot Sponsors
 - ISGA Members
 - Non-ISGA Members



Building Awareness & Sales



“Sales Tool Kit” Sent to “Pilot” Sponsors, May 27

1. Sprout Tasting Plan
2. Sprout HEALTH, VARIETY & TASTE Out-of-Store Alternate Venues
3. Sprout Merchandising Adjacencies
4. Retail Couponing
5. Sprouts & “Social Cause Marketing”
6. New Sprout Packaging for Healthy Snacking



Sprout Tasting Plan

Objectives: Grow Awareness and Trial.
Educate consumers on sprouts' health, variety and taste benefits.

Locations:

Timeframe:

Desired Consumer Response: "This is healthy, and they make for my family."

Products: Select recipes to

- Cold marinated
- Served hot with meat or seafood
- Mixed and cooked with vegetables, grain or rice as a side dish
- With condiments, bread or crackers as an appetizer or tapas style serving

Merchandising Details:

Frequency:

1. Contact
2. Select variety
3. Arrange
4. Deliver
5. Ensure
6. Run
7. Document



Retail Couponing

Objectives: Create Awareness
Generate Trial or Conversion
Provide FREE or Discounted Sprouts

Timeframe: "Sprout Month" June 2011 (and opportunistically throughout the year)

Desired Consumer Response: "I want to vote with my pocketbook and support ethical companies that are making a real, positive difference in the world. This partnership makes me feel like I'm doing a good thing for other people, when I eat Sprouts."

Coupon Distribution Occasions:

- Trade Shows / Industry Events
- Sprout Tastings at Retail
- Grand Openings / New Store
- In-Store Hand-Outs by Brand Ambassadors

Merchandising Details: Set material with Grover's marketing strategy

- Advance "sell-in" with retail
- Keep sufficient quantities
- Coupons can be printed
- Set Expiration Dates appropriate to short expiration

Set Up and Execute:

- Use appropriate logos in the field
- Determine printing quantities
- Analyze redemption rate
- Select Offer Values, Expiration Dates



Sprout HEALTH, VARIETY & TASTE OUT-OF-STORE ALTERNATE VENUES

Objectives: Grow Awareness
Endorse Sprouts
Accentuate Variety & Taste

Locations: Current retail

Timeframe: "Sprout Month" June 2011 (focus during June)

Desired Consumer Response: "How convenient, I can add sprouts to my diet and they're so healthy."

Products: Identify varieties that are natural fit with space



Sprout MERCHANDISING ADJACENCIES

Objectives: Grow Sales
Grow Awareness
Accentuate Variety & Taste
Promote sprouts by using Merchandising Adjacency link eating sprouts next to traditional and no next to hot dogs, ice cream scoops next to them

Locations: Current retail accounts. Non-traditional retail

Timeframe: "Sprout Month" June 2011 (focus during June)

Desired Consumer Response: "How convenient, I can add sprouts to my diet and they're so healthy."

Products: Identify varieties that are natural fit with space



Charitable Giving – "Social Cause Marketing"

Objective: Generate incremental retail purchases of Sprouts by creating programs that make financial contributions to charities, on a "per package" or "percent of sales" basis.

Desired Consumer Response: "I want to vote with my pocketbook and support ethical companies that are making a real, positive difference in the world. This partnership makes me feel like I'm doing a good thing for other people, when I eat Sprouts."

Timeframe: Develop During 3rd Quarter of 2011; Launch & Support on an Ongoing Basis

Design Parameters:

- Charitable support must be made visible to consumers; with "easy to see", tangible evidence of the donation's effect
- Simple for growers to execute
- Causes are selected based on:
 - their appeal to a broad base of consumers, and
 - have some direct or indirect connection to Sprouts (e.g. health & wellness, feeding people, local growers' business, or a personal connection – "grower's favorite charity")

Examples of Charity Partners, or Programs for Social Good:

- Providing food to the hungry, homeless shelters
- Promoting literacy
- Providing vaccines
- Providing education
- Teaching people to grow Sprouts for themselves, and giving them the tools to start

Consumer Communication Vehicles:

- On Package Bursts
- Retailer Tie-Ins
- Press Releases
- Twitter/Facebook
- Grower/Sponsor Websites and emails

Examples of Social Cause Marketing - Food Products:

- Lean Cuisine Susan Komen Lunch Bags - <http://www.leancuisine.com/Newsroom/2007KomenPressRelease.aspx>
- Fit with brand's stated image of promoting Women's health



Sprout Tasting Plan

Objectives: Grow Awareness and Trial.
Educate consumers on Sprouts' health, variety and taste benefits.
Utilize tasting events to grow awareness for the Sprout category by providing great-tasting Sprouts to consumers at grocery stores, specialty food stores, farmers' markets and other opportunistic venues.
Leverage the one-to-one interaction to extol the benefits of Sprouts including health, variety and taste.

Locations: Current retail accounts, and local farmers' markets

Timeframe: "Sprout Month" June 2011 (and opportunistically throughout the year)

Desired Consumer Response: "Wow! Sprouts taste great and I didn't realize how healthy they are for me and my family. This is a really good reminder that I can use sprouts in a lot of the things I make to add some excitement to my meals, and they make a great snack too."

Products: Select recipes to sample from the following categories:

- Cold marinated salads
- Served hot with meat or seafood
- Mixed and cooked with Vegetables, Grain or Rice as a side dish
- With condiments, bread or crackers as an appetizer or tapas style serving

Merchandising Details:

- Signage with Local Grower Logo
- Table, cover and skirt
- Cooking utensils
- Sampling cups, napkins and disposable utensils, plastic gloves for server
- Recipe cards to hand out

Frequency:

- Two tasting events per retail outlet/farmers' market during the month of June

Setting Up the Tasting Events:

1. Contact retail accounts and farmers' markets to arrange events; set dates and times
2. Select variety(ies) of sprouts and recipes to sample for each event
3. Arrange for tasting table, preparation set-up, sampling cups and any needed serving utensils
4. Deliver Sprouts, signage, table clothes/skirts and recipe ingredients to retail outlets in advance of sampling events
5. Ensure collateral material about the health benefits and variety of Sprouts is available
6. Run the event(s)
7. Document number of samples given, and consumer and trade response to the tasting events



Tools for Building Awareness & Sales

Grower Programs

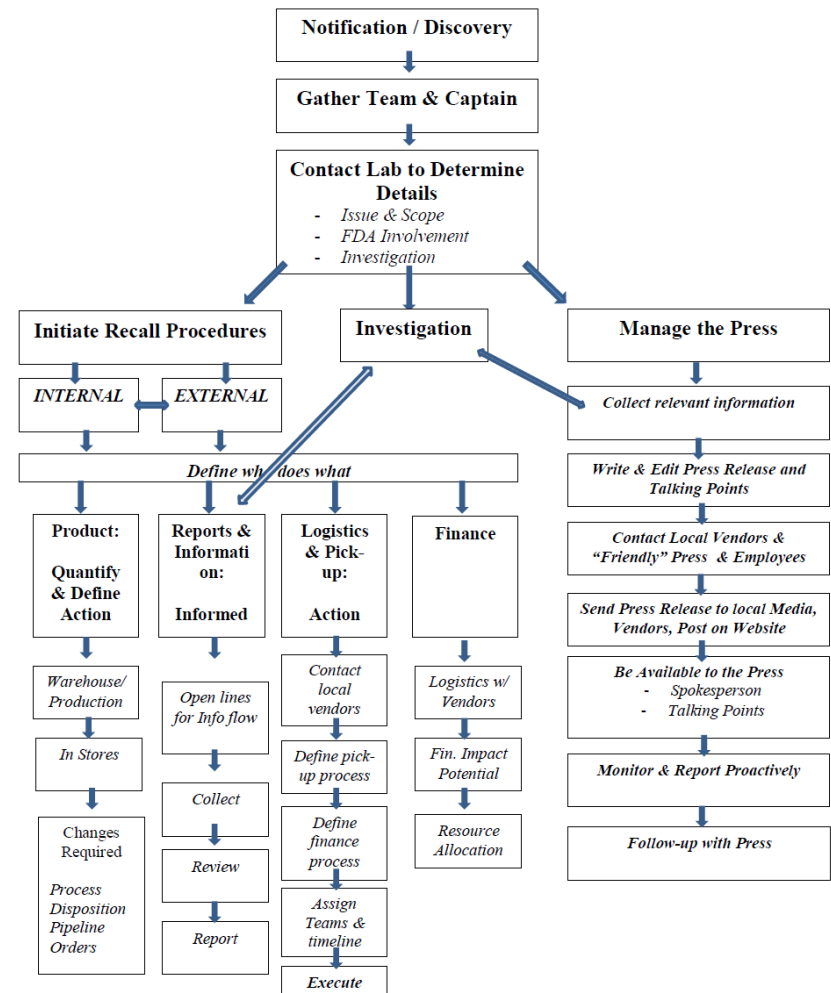
- Recall Management Checklist
- Press Contact Guide
- Recipe Categorization for ISGA Website

Recall Management Checklist

- Guidelines and Process Flowchart

Distribute to Pilot Sponsors via Webinar and/or Workshop

RECALL MANAGEMENT PROCESS



Press Contact Guide

“Local Grower Press Release Process” sent to Pilot Sponsors for Sprout Month Local Outreach

- Schedule training follow-up via Webinar and/or Workshop



Local Grower Media Outreach Process

This summarizes the process the ISGA growers will use to contact their local media outlets, to generate awareness for Sprout Month.

StrataMarketing Partners will send each company the following 4 files:

- “Local Outreach” Email Template** – This is the body of the email that the growers will send to each media outlet. The growers will need to edit/add the name of the recipient at the top of each file, and “Cut & Paste” this template to create their local outreach emails.
- List of Local Media Outlets** – A list of media outlets has been created for each market. Each local company will need to do some research to identify the names, email addresses and phone numbers for the contact(s) at each media outlet. *(This “homework” should be done prior to June 1st.)*
- Company Profile** – StrataMarketing Partners has interviewed the “Pilot” sponsors and written a concise “Company Profile” for each. Each grower will attach their Company Profile to the emails they send to the local media.
- June 1, 2011 Sprout Month Press Release** – The growers will attach a copy of the “National Sprout Health & Wellness” Press Release to their emails to the local media.

The purpose of reaching out to the local media is to generate stories or articles about the local growers, and National Sprout Health & Wellness Month.

TIMING & FOLLOW-UP PHONE CALLS

In order to leverage media attention for Sprout Month, the local media outreach should be initiated by email on June 1st or 2nd. Follow-up phone calls to the reporters who were emailed are recommended to occur, just a few days later, on Friday June 3rd, or Monday, June 6th.

The “script” for the follow-up phone calls would be:

“Hi (Reporter’s Name), this is Bob Rust from International Specialty Supply in Cookeville. I’m calling to follow-up on an email I sent you on Wednesday about my company, and National Sprout Health & Wellness Month. I’m wondering if you are interested in writing a story about International Specialty Supply and Sprout Month, and I’d like to answer any questions you may have.”

If you get voicemail, end the call with:

“Please give me a call at (931) 526-1106. I look forward to talking with you.”



Recipe Categorization for ISGA Website

ISGA's "Sprouts The Good News Recipe Book" was categorized into following groups:



• Recommendations

- Post New Categories/Recipes to ISGA Website
- Collect Consumers' Favorite Recipes via Web Submission
- Encourage/Help Growers to Post Similar Recipes to Own Websites
- Develop More "Quick & Easy" Recipes

ISGA New Member Recruitment

ISGA New Member Recruitment

- Membership Recruitment Plan Developed with Publicity Committee
- May 27 Recruiting emails
 - Pilot Sponsors
 - ISGA Members
 - Non-ISGA Members
- Ongoing Recruiting Efforts



Response to German e Coli Outbreak: June 2011

German e Coli Outbreak

- Sprouts first implicated on June 5th
- Direct association declared by Germany on June 10th
- ISGA Public Announcements
 - ISGA Website statement - June 8
 - Second ISGA Website statement - June 10
 - Press Release distributed - June 13



**Timely
Response !**

Going Forward: “Industry Spokesperson”, build proactive defense of Sprouts category

Goals for 2012

- **Build Momentum:**
 - Health Benefits of Sprouts
 - Great Taste and Variety
- **Sprout Month !**
- **Accelerate Sprout Publicity Initiatives**
- **Assist ISGA Members to use Tools and Media Outreach**
 - Design and Execute Retail Promotions, Generate Awareness for the Category, and Make Sprouts Category More Visible and Ubiquitous
- **Grow ISGA Membership**
- **Neutralize Negative News**

Thank You !

Discussion



Contact Details

- Poul Heilmann

- peheilmann@stratamarketingpartners.com
- 214.244.6467

- Paul Pliakas

- pepliakas@stratamarketingpartners.com
- 651.283.5502