

UKORGANIC

CONFERENCE - 14th MARCH 2024

Welcome

U.K. ORGANIC

DEFINING OUR TARGET AUDIENCE

Cristina Dimetto



UK ORGANIC
Connect
Inspire
Engage
Promote collaboration
within the sector



4 PILLARS



**Consumer
Research
& reports**



**Marketing
campaigns and
activations**



**Press office for
Organic**



**Retailer
engagement**



KEY ACTIVATIONS

UK ORGANIC CHANNELS



Regular activities



2024

**FIND
BETTER.
LOOK
FOR
ORGANIC.**

...Coming up in 2025!



ANALYSED



Analysed previous campaign(s) and target audience
Are eco-activists and eco-considerers still the right target audience?

ATALANTE



ECO-ACTIVES



They take serious actions and add extra steps into their everyday shopping and activities to reduce their impact on the planet.
Older and more affluent.
(Kantar)



Does this really describe who in 2024 buys or would consider organic?

Or are we missing something?



RESEARCHED



With in mind the motto 'we are NOT our audience' conducted multiple research to answer our questions, and to have an up-to-date knowledge of consumer's understanding of organic and their needs and priorities. We also explored which messaging and 'look & feel' the new target audience was responding most positively.

CHALLENGES & OPPORTUNITIES

**SIMPLE & SINGULAR
CERTIFICATIONS, LOGOS AND
MESSAGING**

**ORGANIC
IS COMPLEX,
MISUNDERSTOOD, SPECIAL**



ORGANIC ACTIVES & CONSIDERERS

More active in all product categories, but especially so in organic skincare and toiletries and in clothing (third and fourth most purchased/considered categories after fresh fruit, veg and meat).



Like everyone, quality, planet, health and animal welfare are top drivers for choosing organic, but Organic Actives are much more inclined to believe organic tastes better and is better value for money.



CONSIDERERS
They try to balance their needs and those of their family against the needs of the planet.
Are younger than actives and less disposable income but are willing to spend for the right products

Whilst 'more nutrients/healthier' is still placed first for compelling reasons to pay more for organic, it's more polarised for Organic Actives.



They are more compelled to pay more for the reduction of hormone use and GM free than others.

They believe organic farming is a vital part of protecting the planet for the future.



They are slightly more interested in environmental movements and 'going green' and reducing their carbon footprint but less so in plastic reduction and recycling – it's about bigger steps not smaller ones.

They can no more name a certification scheme off the top of mind than all respondents but have higher prompted recognition for most logos (except for the Soil Association). And although they are more likely to look for certain logos, they are more in favour of having a single logo.



They over-index (134) on choosing products to manage allergies/intolerances for them or their household.



Over-index (130) on 18- to 34-year-olds
Just over half have children (slightly more than all respondents) and over-index (132) on children aged 5 and under.

TOP 3 REASONS TO BUY / CHOOSE / SPEND MORE FOR ORGANIC

(And top 3 messaging to focus on)

- 1) Organic farming excludes synthetic and harmful pesticides and chemicals – better for me and my family (and also the planet)
- 2) Organic farming prohibits the routine use of antibiotics and hormones and has higher animal welfare
- 3) Organic foods have more nutrients and are healthier for me

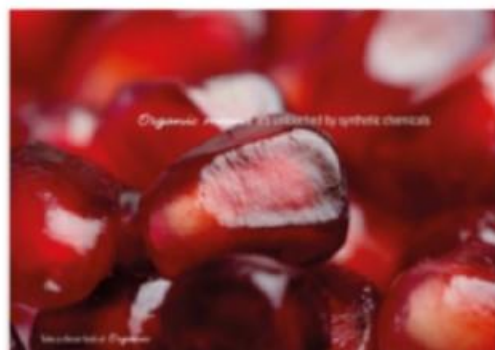
CONCEPT TEST



"It's a nice bright happy ad telling you that the produce is cleaner and better what more could you want!"

"Makes you realise organic is better for you"

"Like the use of bright colours makes it very inviting"



IN CONCEPT TESTS HEALTH WAS MOST COMPELLING

The stronger the outtake of health benefit, the better the concept performed

"It is better for both you and the planet what's not to like"



"Very thought provoking"

"Makes you think"

"Gives pause for thought"

"The colours are too stark. Organic should be something 'green' so more earthy colours."

ATALANTE *Feel*



SHIFT IN MESSAGING

BETTER FOR THEM &
PLANET IN GENERAL



BETTER FOR ME &
MY FAMILY
(& the planet too)



ATALANTE



NEW TARGET AUDIENCE

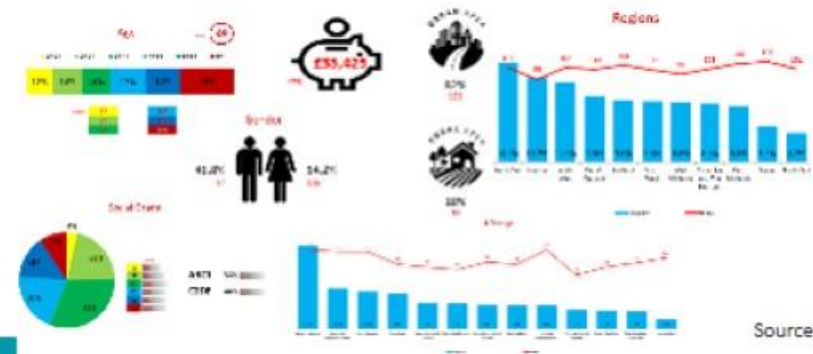
IN RELENTLESS PURSUIT OF BETTER (HEALTH)

More **invested** than average in their and / or their family's health.
Prepared to pay more for superior health benefits (e.g. extra nutrients, purest and most active ingredients, clothes and household items healthier for skin and body).
Concerned about the impact of additives / processing / harmful chemicals.

Primarily due to potential negative health impact to them but also to the platen

Will choose the 'better option'.

MEDIA PROFILE



THE ORGANIC CONSIDERERS

A WIDER MEDIA AUDIENCE

(vs Organic Actives but also Eco-actives)

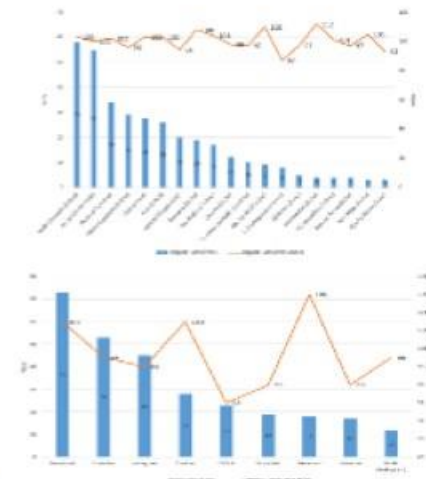


Source: Total Media

- "I am prepared to pay more for foods that don't contain artificial additives"
- "I look after my health"
- "I am willing to pay more for high quality products"
- "I pay attention to where the products I purchase are made/Grown"
- "I am prepared to invest my time and money to support companies that try to do good"
- "I buy Fair Trade products when available"
- "Buying sustainable items or choosing environmentally & socially conscious services shows others who I am and my beliefs"
- "I only buy products from a company with whose ethics I agree"

MEDIA THEY CONSUME

- Mid-Market News Brands
- Television/Video
- Social Media
- Podcast
- Radio
- Social: Facebook, Twitter
- Pinterest



CHALLENGES & OPPORTUNITIES

**SIMPLE & SINGULAR
CERTIFICATIONS, LOGOS
AND MESSAGING**

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MISUNDERSTOOD, SPECIAL**



We are unable to direct consumers to 'look for the logo' and work on symbol awareness due to the multiple certification and standards logos available.

CHALLENGES & OPPORTUNITIES

**CAN YOU NAME A CERTIFIER
OR A LOGO FOR ORGANIC
PRODUCTS?**

**(unprompted question to organic
buyers and considerers.
Organic rejectors were screened out)**

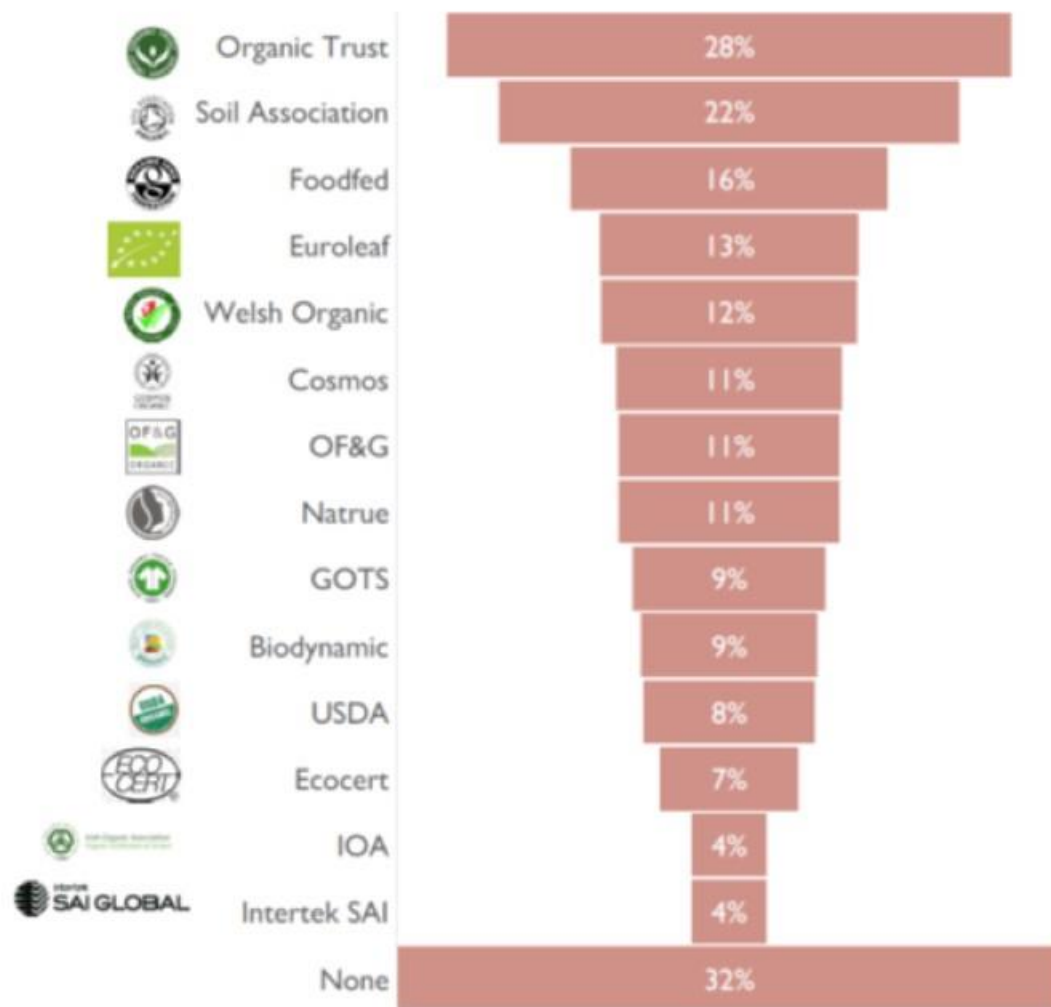
75%

**Didn't even attempt to
give an answer**

CHALLENGES & OPPORTUNITIES

WHICH OF THESE LOGOS DO YOU RECOGNISE / HAVE SEEN?

(prompted question to organic buyers and considerers, multiple answer)



**FIND
BETTER.
LOOK
FOR
ORGANIC.**

**WHEN I FIND
ORGANIC, I FIND
PRODUCTS**

- ✓ Certified to higher standards
- ✓ Without harmful synthetic chemicals & pesticides
- ✓ Better for me, my family and the planet





**FIND
BETTER.
LOOK
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ORGANIC.**

When I find organic, I find products

- ✓ Certified to higher standards
- ✓ Without harmful synthetic chemicals & pesticides
- ✓ Better for me, my family and the planet

FIND BETTER AT [UKORGANIC.CO.UK](https://www.ukorganic.co.uk)

Ethical | Natural | Sustainable





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**FIND
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When I find organic certified textiles, I find products

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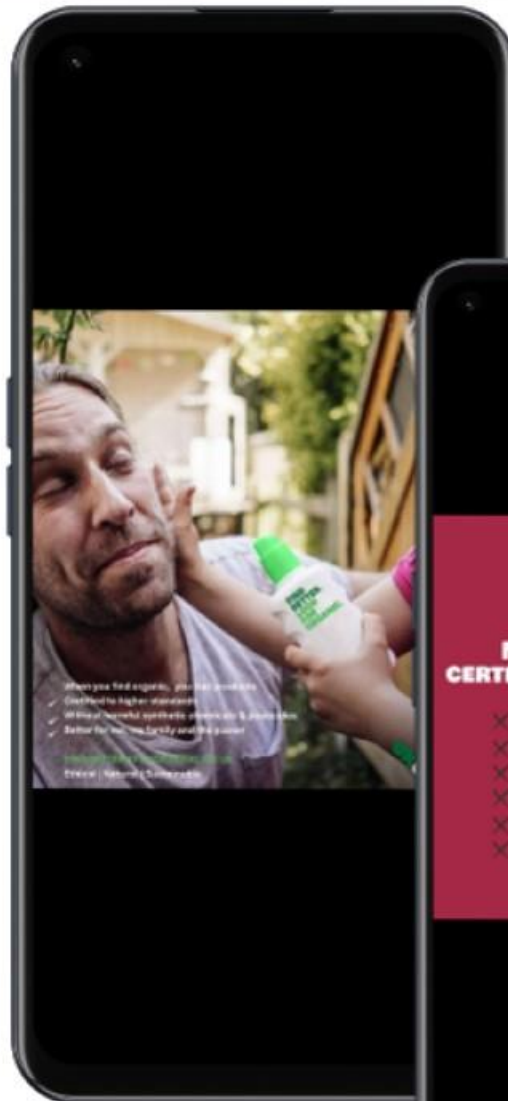


LOOK FOR BETTER.FIND ORGANIC



**ORGANIC DAIRY
CONTAINS
HIGHER LEVELS
OF BENEFICIAL
OMEGA 3
FATTY ACIDS**

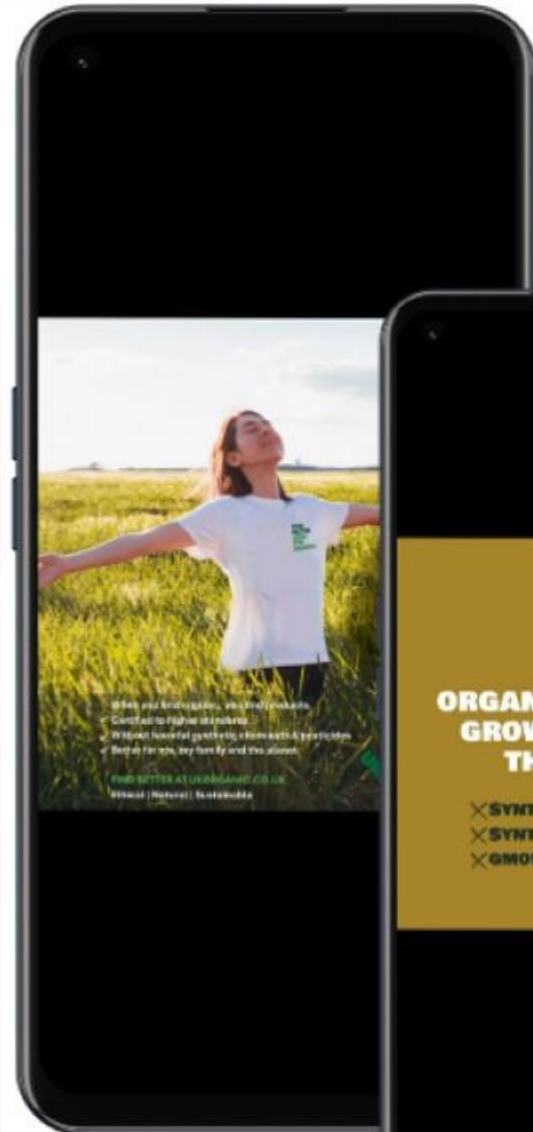
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**NOT PERMITTED IN
CERTIFIED ORGANIC SKINCARE**

- ✗ SUBSTANCES FROM GMOs
- ✗ SILICONES
- ✗ PARABENS
- ✗ MICROPLASTICS
- ✗ SYNTHETIC FRAGRANCES
- ✗ MINERAL OILS

UK ORGANIC



**ORGANIC COTTON IS
GROWN WITHOUT
THE USE OF**

- ✗ SYNTHETIC PESTICIDES
- ✗ SYNTHETIC HERBICIDES
- ✗ GMOs

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**To know more and be
part of our activities
please contact**

hello@organictradeboard.co.uk

Thank you

[Cristina Dimetto](#)