UKORGANIC

CONFERENCE - 14th MARCH 2024

Welcome
DEFINING OUR TARGET AUDIENCE
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

NATURE WOULD CHOOSE ORGANIC

Pollination for the Nation

Organic September

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

They are highly concerned about the environment and are taking the most actions to reduce their waste. They feel an intrinsic responsibility to be more sustainable, follow the topic more actively and have a greater awareness.

One of the top things they do that they consider makes them eco-active is buying locally produced meat, fish, fruit or vegetables.

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

Or are we missing something?
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

UK ORGANIC/OTB Consumer Research June 2023
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).

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.

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.

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

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.

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

IN CONCEPT TESTS HEALTH WAS MOST COMPELLING

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

“Very thought provoking”
“Makes you think”
“Gives pause for thought”

“Like the use of bright colours makes it very inviting”
“It is better for both you and the planet what’s not to like”
“The colours are too stark. Organic should be something ‘green’ so more earthy colours.”

“Makes you realise organic is better for you”
SHIFT IN MESSAGING

BETTER FOR THEM & PLANET IN GENERAL

NATURE HAS THE ANSWER
...and the answer is organic.
Better for wildlife, soil and farm animals. It's what the planet would choose.

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

Healthier for me

More active ingredients
More breathable and kind to sensitive skin

No toxicity, kinder to skin

ATALANTE ORGANIC
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 planet.
Will choose the ‘better option’.

A WIDER MEDIA AUDIENCE
(vs Organic Actives but also Eco-actives)

THE ORGANIC CONSIDERERS

MEDIA THEY CONSUME

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

Source: Total Media
CHALLENGES & OPPORTUNITIES

SIMPLE & SINGULAR CERTIFICATIONS, LOGOS AND MESSAGING

ORGANIC IS COMPLEX, 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)

UK ORGANIC/OTB Consumer Research June 2023
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
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
Ethical | Natural | Sustainable
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
Ethical | Natural | Sustainable
When I find organic certified textiles, 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
Ethical | Natural | Sustainable
To know more and be part of our activities please contact hello@organictradeboard.co.uk
Thank you

Cristina Dimetto