



# TIDEFORD ORGANICS

## Overview

This case study highlights how an improved understanding of key shopper metrics enabled Tideford Organics to target a new generation of shoppers and increase customer loyalty through improved distribution and targeted promotions.



## The Company

Located in the historic market town of Totnes, in Devon, Tideford Organics is a family-run business with good quality organic and vegan produce at their heart. The award-winning range includes superfood and classic soups, miso broths, sauces and pestos – listed in 70 Tesco stores within the South West and South Coast. In addition to this, Tideford Organics is home to the UK's first fresh miso product and the firm is the UK's first organic vegan soup and sauce manufacturer.



*"We love what we do and have always stayed true to our roots, using only organic ingredients, cooking like you would at home, stirring and tasting every recipe that leaves our kitchen." – Lynette Sinclair, Managing Director.*

As a testament to their commitment to quality produce, Tideford Organics' ranges have won an array of awards: from Gold Taste of the West in 2016 to a Healthy Living Award for the UK's Best Organic Specialist Diet Product in 2016 and a Gold Food and Drink Devon Award in 2015

## Insight

Tideford Organics gained their first listing in Tesco in 2009 and have experienced steady growth for the past 7 years. However, they recognised that sustained growth could not be taken for granted and would be contingent upon gaining a better understanding of performance and increased distribution beyond the local market they were originally listed to serve.

*"We wanted to find out how we performed versus our nationally listed competitors so that we could push for further distribution gains." – Graham Baker, Sales & Marketing Analyst.*

The shopper insight report they received in March 2015 revealed three key areas which Tideford Organics needed to address. First, the firm was suffering from a low level of awareness, with penetration rates for the Tideford Organics' range less than 0.01% - below the average for the chilled soup category (0.5%). Second, the repeat purchase rate (a good indication of consumer loyalty) for the Tideford Organics' range (7-17%) was also below the average for the category (17.43%). Third, the market segment most attracted to the Tideford Organics' brand (older shoppers) was well-served by the fresh soup category, so their range was not meeting a distinct need. These metrics were a wake-up call and highlighted the considerable scope for opportunities and improvement. However, there was one piece of insight that gave the marketing team reason to be optimistic - the Tideford Organics' range was performing

excellently in London – in stores and on-line – so the potential for increased distribution was real, provided they could address the key performance issues highlighted by the report.

*“The insight was really helpful. We learned that our products were performing better than some of our competitors who have national listings.” – Graham Baker.*

## Action

With a wealth of knowledge at their fingertips and objective performance measures to benchmark against, Tideford Organics made a number of key changes. First, as a response to the low penetration and loyalty rates Tideford Organics decided to review their target market. Moving away from the already well-served older shopper, a new product range was launched, aiming to target a new, younger shopper.

Alongside this, targeted in-store sampling and promotions were designed to stimulate trial purchase, raise brand awareness and increase shopper loyalty. This involved selecting two stores per week during the period of September 2015 to March 2016 and issuing 80 pence off vouchers to their target shoppers.



## Outcome

During sampling weeks, sales in the targeted stores increased on average by 500%, with sustained rates of sales 2-3 times above the average for 6-8 weeks beyond the promotional period. The introduction of the new range also served to attract shoppers from a previously under-served market segment – younger shoppers over indexed by up to 156% with the new Tideford Organics’ range. In addition to this, average customer penetration has increased 3-fold, customer numbers have increased by over 200% and purchase frequency and repeat rates continue to rise by over 80% - with some products experiencing over a 100% rise in repeat rate

*“Our NPD, in-store sampling and targeted promotion have worked really well, driving up our penetration and repeat rates. These are critical performance metrics with Tesco, so getting these up was a critical step in our case for increased distribution.” – Graham Baker*

Today Tideford Organics continues to thrive, with continued growth across all the key performance metrics. Their website has been revamped, with particular attention being paid to its new target audience. A recipe page also highlights the uses of its miso range to give shoppers a planned reason to purchase. Alongside this, social media has been used to link the brand to the target audience.

## Next Steps

The free shopper insight report Tideford Organics received from UEA gave them the information they needed at a crucial time. The success of their targeted marketing campaign has helped them to stay ahead of their rivals and given them the confidence to press their case for a national listing.

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