



MRS Awards 2021
Creative Development

Winner:
Folk Research

Lurpak:
Feeding the Imagination

SUMMARY

Lurpak issued an unusual and significant challenge: 'provide, from one project, clear strategic direction to fuel innovative advertising for the next five years, across Europe and MENA

This required multiple innovations:

The research design involved a carefully staged interweaving of different enquiry types that built sequentially.

The research process involved unprecedentedly close collaboration with local partners as we repeatedly cycled emerging insights and hypotheses from each market to the others for refinement or rejection. It also offered up-close involvement for clients through an auto-ethnographic community and in-home 'Cook-Alongs'.

The research outputs identified multiple ways forward, backed up with a bank of carefully curated digital output and a professionally edited 'Food Love' film, delivered via a day long immersive workshop.

The initial ad developed gave Lurpak its best ever year.

This entry deserves to win for a combination of reasons:

- The scope of this innovative project
- The depth and range of insight
- The strategic nature of the direction
- The clear connection between our recommendations and the first ad developed
- The impressive commercial impact
- The inspirational nature of the bank of outputs
- The client's conviction that the project, not only has but, will continue to serve them well for years to come.

SYNOPSIS

A significant challenge

Bread and butter, what could be nicer? Or more boring for advertising!

Lurpak realised this years back and instead championed the cause of great home cooking in its award winning, global advertising.

But tectonic shifts in nutritional understanding have prompted a range of new food trends. So, Lurpak needed to update their understanding of their consumer: 'Food Lovers'. And not just for the standard one-shot next ad development. Unusually and boldly they wanted a bank of new insights to feed the creation of cutting edge communications for the following five years.

The challenge was to deliver a much deeper, more nuanced understanding of Food Lovers' attitudes, behaviours in the kitchen, and what fuelled their passion for cooking. If we could unlock why they cared, we could seed it to others.

To be future proof, insights couldn't just relate to passing trends. We needed deeper truths; non-obvious but profoundly connected to fundamental and abiding human needs. Plus, consumers, of course, can only tell us part of the story. They're not always crystal clear on how they're influenced, or what's just over the horizon.

It wasn't just about raw insights either. Lurpak wanted clear direction on how their 'Champions of Good Food' positioning could be brought to life in the most compelling way into the future. Added to which, this all had to happen across multiple markets in Europe and MENA.

Whilst good food and nutrition are universal concerns, cooking and cuisines are heavily culturally dependent. But the insights needed to have universal relevance for the campaign to work globally. MENA was a particular growth focus, but represents significant cultural differences in food and in the norms for TV advertising, .

So, not a research brief for the fainthearted.

An integrated approach

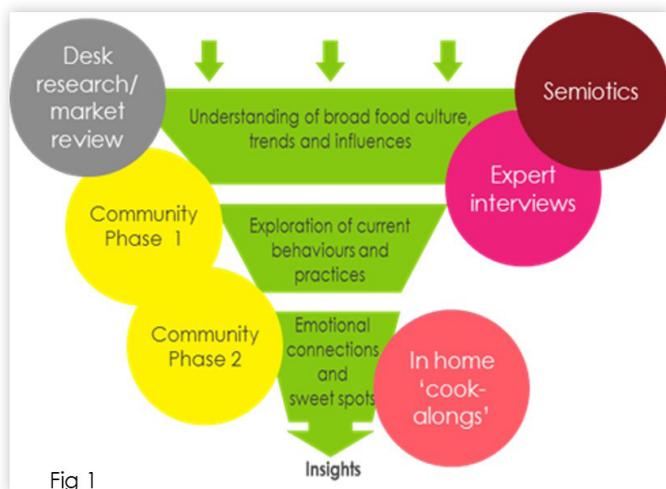
Beyond delivering clear direction, we wanted to create a repository of vivid material as an invaluable, abiding window into the minutiae of consumers' language, favourite recipes, cooking approaches, even favourite spatulas.

For maximum benefit, we also wanted the client and agency up close and personal. Not just hearing about but really feeling the nature and depth of consumer involvement and emotions.

All this, both to aid the strategic thinking, and to continue to feed the creatives' imaginations into the future, helping them execute the strongest possible connections with consumers.

So we deployed an interlocking series of approaches designed to build layer on layer, each feeding the next.

Figure 1



Across UK, Denmark, Sweden, Greece, UAE and KSA we conducted:

- Desk research for foundational understanding of market differences.
- A semiotic study, led by Folk's in-house semiotician, of changing visual and verbal codes in cooking.
- Expert interviews with food writers, chefs and nutritionists exploring emerging influences and trends.
- Interviews with communications and cultural experts in MENA to understand differing cultural sensitivities.
- An ambitious, two-stage, auto-ethnographic Food Lovers community in each market, via an interactive online platform. Exploring in an innovative and textured manner the mindset, behaviours and underlying influences surrounding cooking and the role of butter.
- Finally, in home, consumer 'Cook-Alongs' added another level to the understanding of how Food Lovers 'inhabit' their kitchens and the world of food.

Our in-house anthropologist worked with local partners to design community exercises for deeper access to hidden cultural influences. Our semiotician co-ordinated a cross cultural analysis. Close co-ordination between each market ensured ideas and hypotheses from each phase were fed into, and explored in, the others.

Client and agency teams had front-line access to the communities to contribute questions and suggestions. They also attended Cook-Alongs, for an even more immediate and visceral picture of the target consumer.

The outputs

In a nutshell: this project delivered. It gave W+K a springboard to create ads which led to demonstrable shifts in both perceptions and behaviour across the markets. It has supplied them and the brand team with a step change in clarity on, closeness to and appreciation of their consumer, which will shape brand activity for years to come.

The foundation provided by the elements preceding the Online Community and Cook-Alongs, enabled much more efficient and innovative use of the consumer enquiry stages.

These initial learnings permitted better design and interpretation of the community tasks we set. Some of the most revealing insights emerged from the more 'tangential' of these, vividly illuminating Food Lovers' relationships with cooking and the emotional roller coaster of being a cook.

But there is no substitute for deep consumer immersion to open the minds of clients and agencies. The Cook-Alongs, which client and agency attended, along with an interpreter in overseas markets, were an expansive, lively tableau, pivoting around a guided tour of our Food Lover's kitchen and them cooking us a favourite dish. Observation (respondents' varying approaches to fridge organisation, for instance) was as revealing as anything they actually told us. Plus, we got a free meal at a socially acceptable time; unusual for us quallies!

The activities were also designed to enable great storytelling through a vivid array of video, collages, pictures, market cheat-sheets and shared anecdotes that gave the findings greater resonance. It was presented via a day-long, immersive workshop with a detailed bank of curated digital output and a 'Food Love' film as supplementary leave-behinds.

Illuminating and stimulating as this all was, the real strategic direction emerged from carefully constructed and diligent old-school analysis techniques and time-consuming detective work. Outputs were mapped for cross-country comparisons. Folk and the local partner agencies worked closely to explore insights and hypotheses through repeated cycles of testing against the evidence in each market, refinement or rejection, and further evaluation in each location.

Through this we identified fifteen important cross-market trends, in four categories. These were mapped against dimensions of consumer pleasure that emerged from another strand of analysis. Overlaying different stages of the cooking process then identified very clearly where the most fertile ideas for butter lay, including a great start point...

Lurpak had spent years elevating the importance of good home cooking. But cooks felt they were delivering so much more than food. In the multiplicity of positive impacts their cooking had lay a new strategic opportunity: ***now was the time to elevate the cook.***

W+K ran with this idea and '*Where there are cooks*' was born.

<https://www.youtube.com/watch?v=9QS-IgqyTvE>

Results

In 2020, *'Where there are cooks'* was aired in the UK, Denmark, Sweden and Greece and *'Lurpak Spoon'* in MENA. The latter also springing from our bank of insights but reflecting the more recent entry of the brand into that market.

Lurpak had its best ever year with UK volume up 16.8% and value 14.4% YoY. Global volume topped 100,000 tonnes for the first time. Launch TV achieved record-breaking ROI delivering £1.40 profit for every pound spent, more than double 2019's ROI.

Tracking data reflects impressive brand impact. There isn't space here to share all the detail but to take two key examples:

In Greece, Lurpak is a challenger brand with around half the users of market leader Vitam. Here, the ad resulted in significant shifts in multiple dimensions of brand image. It has now overtaken the market leader in *'tastes better than other brands'* and *'better quality'*, with *'has great advertising'* rising over 10%.

It has the highest market score for *'great buttery taste'* at 56% (vs. Vitam's 38%).

Spontaneous brand awareness doubled YoY to 22% post-launch. *'First choice'* brand metric increased by 7% points and *brand love* is up 8%.

In the UK, where Lurpak is the largest brand by volume, the results are equally impressive, Millward Brown YoY figures show:

- "Buy nowadays" up 5% to 38%
- "First Choice" up 4% to 25%
- Overtook Flora for market leader in brand affinity, up 8%
- 'Uniqueness' up 8% to 38%
- "Worth paying more for" up 6% to 37%

Pre-testing in the UK, Sweden and Denmark, showed key metrics well above the market average.

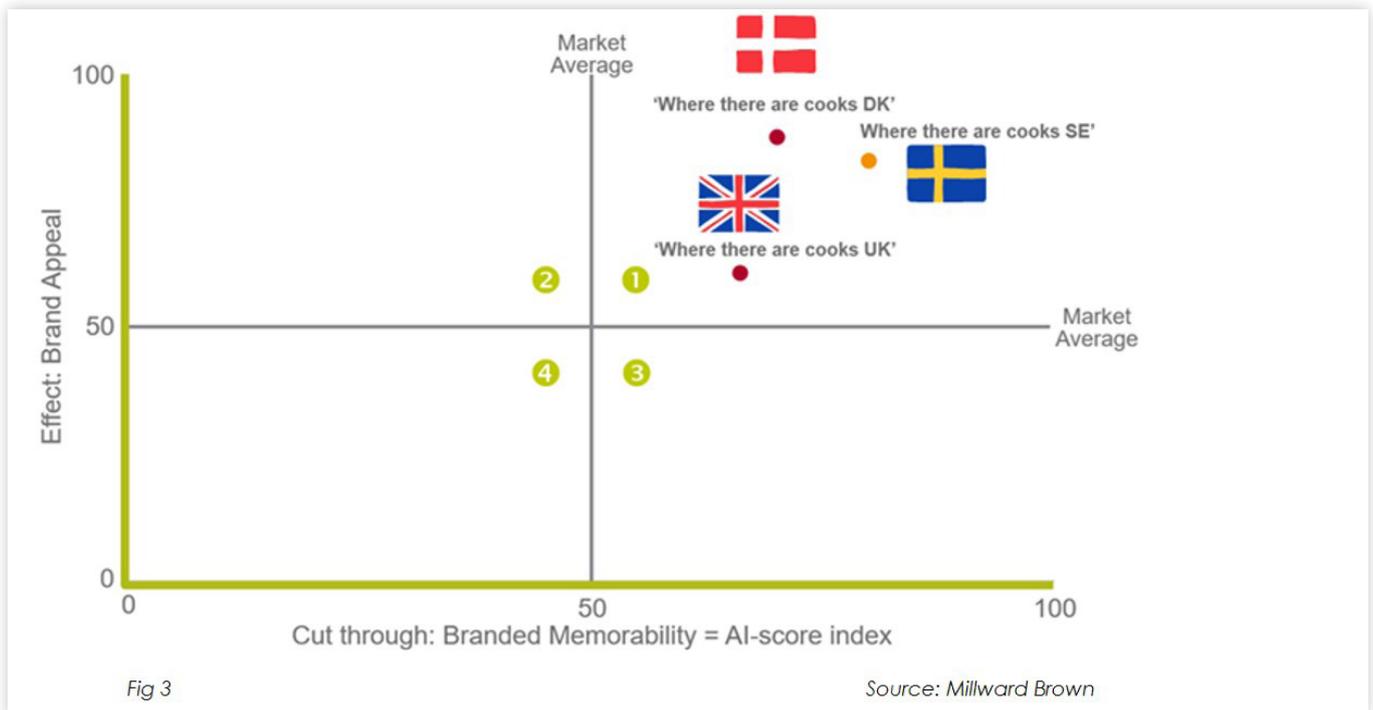
Figure 2

Shift in Brand Image	Adoro	Ariston	Becel Pro-Activ	Vitam	Flora	Lurpak
Enhance the flavour of food	-1.9	+1.9	-1.3	-2.4	+0.4	+4.8
Highlights good food	+1.2	+1.8	+2.5	+0.7	+3.8	+8.8
Have great advertising	+3.5	+0.2	-0.1	+0.4	-3.7	+10.2
Are passionate about good food	-4.8	+0.9	-2.9	-4.8	-2.7	+3.2
Are (of) better quality	-4.8	+2.1	-1.8	-6.7	-0.8	+5.9
Taste better than other brands of BSM	-0.9	-0.2	+1.8	-3.7	+0.9	+6.1
Stand for something unique	-2.9	+2.0	-4.8	-0.4	+3.4	+9.0
Are natural products without art. Add.	-0.3	+2.0	+0.4	+0.3	-0.8	+0.8
Are good value for money	+0.3	+1.5	-8.9	+2.6	-2.6	+10.5
Are brands you love	+0.5	-0.4	-4.3	-1.3	+2.3	+8.4
Are brands that meet your needs	-1.1	-1.0	-2.4	-1.7	+3.0	+7.5

(Fig 2)

(Source: Harris Interactive)

Figure 3



But effectiveness is not just about hard data. Equally important is how it impacted on the people it was conducted for, so we'll give them the last word:

"This research was instrumental in making the creative development of our campaign a success. The depth of insight, variety of responses and clarity of the analysis gave us a wealth of findings, as a springboard for the strategy itself, the creative world and the kitchens we portray. The scale and richness of the learnings makes this a body of work that delivers much more than insight for a single campaign. It will continue to influence our thinking well into the future." **Rory Foster, Account Planner, W+K**

"This piece of research was a genuine eye opener, giving us a much more nuanced, 3D understanding of our consumer, plus a vivid picture of the key trends and very clear understanding of how we could best tap into them. It has already proved a great foundation for effective advertising and is a constant companion in everything else we do with the brand. Like all the most useful pieces of research it lives on vividly and is referred to regularly." **Christian Fischer, Global Vice President Lurpak.**