

# NEW THREE PILLAR STRATEGY TO GUIDE MARKETING IN FY2025



With the current landscape of consumer behaviour heavily impacted by the cost of living crisis, brands must adapt their marketing strategies to stay competitive.

Aligned with the 2022-2026 Mushroom Fund Strategic Investment Plan (SIP), the Hort Innovation marketing team has devised a new three-pillar strategy.

Marketing Manager Monique Emmi, campaign leader, understands the importance of 'getting inside the head' of main grocery buyers and home cooks.

"Our goal is to drive demand and maintain consumer interest. We want to keep mushrooms top of mind and make sure they are on the shopping list," she said.

To be rolled out over the course of the 2025 financial year, the comprehensive three-pillar

strategy aims to not only capture consumer attention but also drive demand creation and invest in future growth opportunities.

The key components of the strategy are *win the mind*, *win at point of purchase* and *win the future*.

The strategy is evidence based, supported by macro and micro facts that not only affect the grocery category, but specifically mushroom purchasing behaviour. Importantly, it is underpinned by the Ehrenberg-Bass model and also includes approaches to measurement and evaluation to ascertain the success of each activity and ensure levy dollars are well spent.

## LEARN MORE

[Click here](#) to watch Monique Emmi's webinar on the new marketing strategy.

<b>Vision</b>	Inspire more people to consume more mighty mushrooms in more meals per month		
<b>Business goal</b>	Grow volume and value faster than total vegetables		
<b>Consumer goal</b>	Increase past four weeks penetration from 43%		
<b>Key category benefit</b>	Australian mushrooms instantly transform everyday meals from mundane to mouth-watering		
<b>Strategic pillars</b>	<b>Pillar 1 WIN THE MIND</b>	<b>Pillar 2 WIN AT POINT OF PURCHASE</b>	<b>Pillar 3 WIN THE FUTURE</b>
	Build top of mind awareness pre-store as a tasty and versatile ingredient	Retail inspiration and presence	Lay foundations for the future growth
<b>Key activities</b>	<ol style="list-style-type: none"> <li>1. Paid media and creative (development and production)</li> <li>2. Taste and versatility program (PR, social and/or events)</li> <li>3. Website and program maintenance</li> </ol>	<ol style="list-style-type: none"> <li>1. Sampling</li> <li>2. Retail media online and instore</li> </ol>	<ol style="list-style-type: none"> <li>1. Kids recruitment and education program</li> <li>2. Food service strategy</li> </ol>

### **Pillar 1: Win the Mind by building awareness**

The first pillar focuses on winning the minds of consumers by enhancing brand awareness through strategic marketing initiatives. Paid media and creative endeavours play a pivotal role in achieving this objective. Potential program elements include developing and producing new radio ads, rolling out new creative executions under the Add The Mighty Mushie campaign across various channels, and utilising talent and influencers effectively for an 18-month period.

An integrated media plan and buy will be implemented, encompassing paid media channels such as screens, radio and paid social media, as well as branded digital panels in shopping centres and within close proximity to the entrance to supermarkets.

These programs commenced in late January 2024.

### **Pillar 2: Win at Point of Purchase by inspiring shoppers**

The second pillar focuses on winning at the point of purchase by inspiring shoppers and increasing conversion rates.

Sampling initiatives will be intensified to boost purchase trial and conversion, with targeted sampling activities planned across major Australian supermarkets during key seasonal timings.

Additionally, retail media and point-of-sale activities will be optimised to increase penetration by attracting light and medium buyers both in-store and online. This includes pre-store engagement strategies, enhanced visibility in the fresh produce section of supermarkets, and comprehensive online retail media plans.

### **Pillar 3: Win the Future through R&D investment in education and food service strategies**

The third pillar entails winning the future through strategic investments in research and development (R&D), children's education, and food service strategies.

By prioritising innovation and education, the aim is to cultivate long-term growth opportunities and stay ahead of emerging trends in the market.

"The marketing strategy and plan aims to help the Mushroom industry win today and win tomorrow so it has a sustainable and bright future," Ms Emmi said.