



LOVE
AUSTRALIAN
PRAWNS

CAMPAIGN PLAN 2017/2018

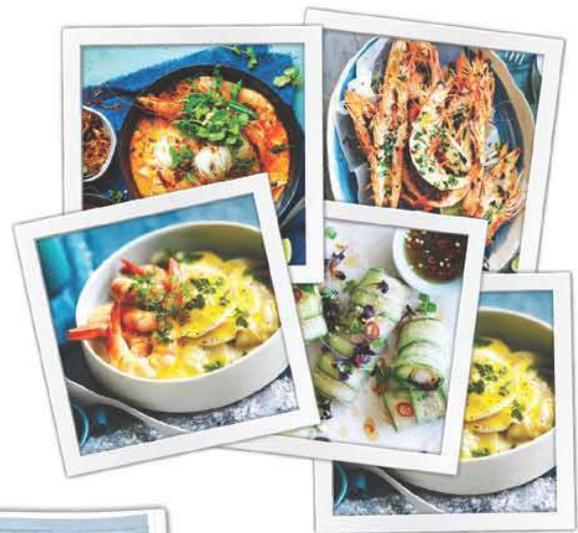


470 INDEPENDENT SEAFOOD RETAILERS

New Recipe Photography and 400,000 x 16 Page Recipe Books

Recipes remain the most powerful and direct way to inspire Australian Prawn purchases

A 4th series of Australian Prawn recipes will be developed and photographed to inspire people to celebrate all throughout the year - anniversaries, spring racing, home BBQing, Australian prawn themed dinner parties, Father's Day, Australia Day, Summer, Winter and Spring. These recipes will be featured in 400,000 new 16 page recipe books distributed to 470 independent seafood retailers around Australia.





CONSUMER AND RETAILER EDUCATION

The more people know about a product, the more confident they are to purchase and prepare it. Supermarket staff in seafood counters and independent seafood retailers are crucial in this process and can change jobs often, so we're helping with the "Deck of Hearts" a 12 month education device hung on seafood counters in 825 Woolworths Stores and 470 retailers. There will also be social media consumer education videos and booklets to help tell the Australian Prawn Story through independent seafood retailers.

DECK OF HEARTS



20 VIDEOS SHOWING STEP BY STEP

PREPARATION OF OUR RECIPES.



INFORMATION BOOKLETS FOR INDEPENDENT

SEAFOOD RETAILERS TO HELP CUSTOMERS & STAFF.





LAP ONLINE STORE.

The **LAP online store** is now live.

It provides an easy way for retailers to select and order custom packages of LAP marketing collateral, helping offset the costs of production and delivery. This not only extends our budget, it helps compliance because retailers only order the items they need or want from the store, rather than us despatching a 1 size fits all package.

In Year 5 we're adding made-to-order higher value merchandise like A-Frame Signs, aprons and caps - items retailers tell us are important to them, but have been too expensive for the campaign to produce for every retailer, every year.

LAP ONLINE STORE





Hardcover Recipe Book Promo Pack

\$21.95

[ADD TO CART](#)

Get more prawn sales by offering the Love Australian Prawns recipe book as a prize in store. Pack includes the prize book and an A5 Acrylic holder announcing your competition.

[SHARE](#) [TWEET](#) [PIN IT](#)

More merchandising and retailer promo options are on the way for Yr 5 so retailers and restaurants can more easily run their own promotions for Australian Prawns.



Big Bucket of Love - Restaurant Promo Kit

\$14.00

[ADD TO CART](#)

This kit will help you sell Cooked Australian Prawns, assuring diners not only of the Australian origin of their prawns, but lets you set the offer and the price with a blank area to overprint or write your offer. If you just would like the buckets, we can supply you the acrylic holders and DU artwork to download so you can print your own promo.

[SHARE](#) [TWEET](#) [PIN IT](#)





WHITE SPOT RESPONSE

The Green Prawn import ban as a result of white spot has affected food service more than any other sales channel. To fight the risk of prawn dishes disappearing off menus, the LAP campaign is creating a series of 1-2 min videos focusing on the 5 most compelling reasons Australian Prawns belong on Australian Restaurant menus - e.g quality, sustainability, taste, reliable supply - outlining benefits to restaurant owners, chefs and customers. The videos lead to new food-service resources on LAP's website. We also help those restaurants inform their customers they serve Australian prawns.



Potential Audience:
Potential Reach: 29,000 people

Audience Details:

- Location - Living In:
 - Australia
- Age:
 - 17 - 64
- People Who Match:
 - Job title: Chef, Food and Beverage Director, Food Service Director, Banquet Chef, Head Cook, F&B Manager, Cook, Apprentice Chef, Executive Sous Chef, Senior Sous Chef, Chef de partie, Sous Chef, Kitchen Manager/Chef, Head Chef/Kitchen Manager, Head Chef, Major, Sushi Chef, Restaurateur, Demi Chef de Partie or Head Chef/Owner



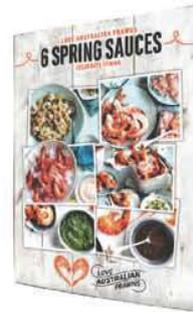
Videos Promoted directly to food service decision makers through Facebook and Instagram.





DIGITAL, ONLINE AND SOCIAL MEDIA

A 25% increase in our digital budget resulted in a doubling of web traffic in year four, and we will build on that for year 5. Digital Recipe books have been an effective sales tool with 41,640 downloads of our 6 digital recipe books. A consumer email database of over 5,000 subscribers has been built in the process and will become a test audience for our online store - offering hardcover and printed recipe books and merchandise to further extend the campaign and inject the LAP brand into celebration occasions. Social Media in year 5 will continue to promote digital and printed cookbooks along with added seasonal promotions including Australia Day, Mother's Day, Spring Racing, Footy Finals and season-long promos for Winter, Spring and Summer. Ads triggered by life events such as anniversaries and birthdays will run 365 days a year. A digital Winter Cookbook promotion is currently running until the end of August and our Father's Day Surf 'n turf Burger Promo is scheduled for this Spring.





ADDITIONAL YEAR 5 PROMOTIONS

LAP has negotiated with the winemaker and distributor of 2 high profile wines to place the LAP logo on 30,000 bottles as a neck label with the words, "Perfect Partners" Distributed 60/40 through bottle shops and restaurants, there's no better moment to inspire an impulse buy of Australian Prawns with our logo peeking over the lip of the ice bucket as people browse their menus. Or it's standing out on the shelf in Dan Murphy's, when people are preparing for a weekend celebration.

PERFECT PARTNERS



LOVE AUSTRALIAN PRAWNS

HARDCOVER RECIPE BOOK.

With 50 high quality recipes and images developed over the past 4 years, we have sufficient content to produce a hardback recipe book. It will be offered as a prize in retailer sales promotions, social and digital media competitions and also for sale through the LAPstore.

