

Milk Your Moments

Campaign review and results

12 October 2020

Agenda

- Campaign context, objectives and target audience
- Summary of achievements and learnings
- Analysis of reach
- Attitudinal findings
- Sales figures (liquid milk and dairy category)

Down the drain: Dairy farmers share stories of their 'utter desperation' over the scandal of wasted milk following coronavirus shutdown of coffee shops

- Farmers usually reliant on coffee shops and airlines have poured milk away
- Farmers have been told the price of milk was going to be cut by 2 pence a litre
- Rules prevent smaller farmers from supplying milk to supermarkets
- [Learn more about how to help people impacted by COVID](#)



Coronavirus: Dairy farmers throwing thousands of litres of milk away as demand dries up in lockdown

Sector requests government support amid fears of collapse during pandemic

Colin Drury | @colin_drury | Thursday 09 April 2020 18:48

Dairy farmers across the UK have been dumping thousands of litres of milk after demand from cafes, restaurants and offices plummeted following the coronavirus lockdown.

Now they say they must receive government support – or the sector faces collapse.

The Royal Association of British Dairy Farmers (RABDF) said that without financial assistance some farmers may have to cull thousands of cows and could struggle to survive the pandemic – meaning a shortage of milk when restrictions

Most popular

Harris stops Pence interruption at debate

Harris slams Pence over coronavirus in VP debate

Who won the VP debate?

Coronavirus pandemic + Add to myFT

Dairy farmers seek government help as lockdown forces milk dumping

About 5m litres a week at risk of being discarded after closure of UK's cafes and restaurants



Spot wholesale milk prices dropped from 20p a litre to 15p during the week, according to the Agriculture and Horticulture Development Board © Tracey Whitefoot/Alamy

NEWS

Dairy farmers 'could go under' despite milk demand rise

29 March



MATTHEW WEAVER

Even farmers not contracted by Freshways are also affected, including Matthew Weaver, because Freshways' prices are seen as a market standard.



Coronavirus: Dairy farmers request government help as demand for milk plummets

Some farmers are reporting having to pour away milk from their cows as calls grow for government help while the lockdown lasts.

Tuesday 7 April 2020 20:13, UK



Demand for milk has plummeted after the food sector was placed in lockdown

Context, objectives and target audience

- Unprecedented times for consumers and the farming industry as the UK went into lockdown
- Unique collaboration of government, Dairy UK and AHDB
- Closure of foodservice and restaurant outlets posed the challenge of ‘finding a home’ for an estimated 2M litres of milk per day
- Crisis hit as dairy farmers were approaching spring milk production peak with limited processing capacity
- Campaign needed to have a positive impact on reputation of dairy and farming
- Liquid milk has very high household penetration (98%), so increasing sales of a staple shopping item is a challenge
- Campaign worked alongside action by processors and farmers to curb milk volumes

Objectives and target audience

- Increase liquid milk sales by 2 -3 % with a £1M budget
- Support consumers in a time of crisis with a positive narrative around dairy
- Rally the industry round a common narrative
- Campaign ran from 15 May to 31 July, with a link with mental health charities
- Target audience of Premium Treaters and the Influenceables

[REDACTED]

[REDACTED]

Summary

- 1% return (11.2M litres) on sales uplift attributable to campaign – equally spread over England, Scotland and Wales.
- General milk promotion accounted for another 2% sales uplift, but it is not possible to separate out sales which can be attributed to specific MYM promotion in-store
- Retail return of £13.99 on fresh milk for £1 media spend
- 212,000 buyers purchased liquid milk who would not have purchased it otherwise
- £6.6M incremental sales of fresh milk delivered by the campaign
- GB production capacity was not breached (ie very little on farm milk disposal)
- Liquid milk sales as a whole rose 9.1% over campaign period
- 2 in 3 of the target audience claimed a positive behaviour change with more milk and dairy in their diets
- Over £100k raised for Mind, Inspire and SAMH

Milk Your Moments

Why not drop off a bottle of milk to your neighbour?
Leave them a note to organise a virtual cuppa.



Visit milkyourmoments.co.uk

to receive more inspiring moments of connection, so we can support Mind, SAMH and Inspire and help ensure no one has to face a mental health problem alone in these times.



Registered Charity Number: 29630

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Learnings....

- Strong partnership with government, Dairy UK and AHDB worked well to deliver at pace during a crisis
- Link with mental health charities ensured campaign resonated with consumer sentiments, bringing the emotional and the rational together
- Focus on driving attitudinal shift and volume sales benefitted both the shorter and longer term future of dairy
- Strong retailer engagement via Dairy UK essential
- Farmer advocates played a key role in issues management and campaign reach
- Upfront agreement on a cleaner and more agile sign off process could potentially have delivered TV at an earlier stage
- Two stage launch (funding package and campaign) impacted on earned media coverage
- Greater up front clarification needed with partners on the role the charity link would play in meeting volume-driven sales targets
- Closer questioning of what role Buzzfeed and social influencers played in addition to delivering reach

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Output highlights for social, TV, OHH and attitudinal shift



Output Highlights

- 211k visits to a brand new website
- 2.5m Buzzfeed reach and coverage in The Sun Snapchat stories
- Reached 71.91% of adult population 8.99 times
- Overdelivered on all reach and impression KPIs
- Animated OOH drew attention and were shared by the CEO of JC Decaux



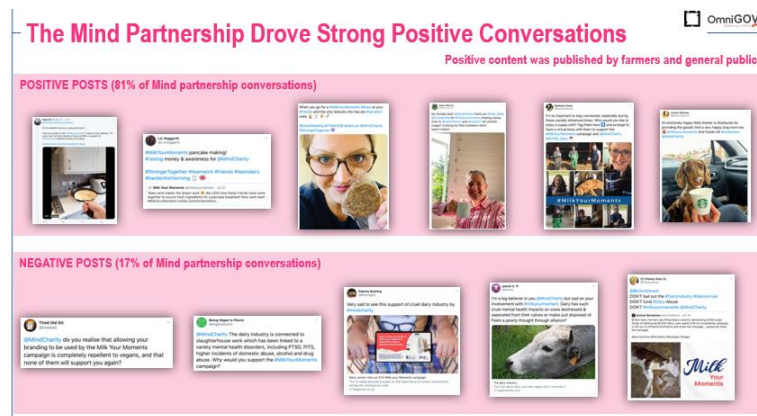
ITV- Emmerdale
Wednesday 1st July 2020- 19:15
4,777,000 Impacts
28.1% TV Share



C4- Formula 1
Sunday 5th July 2020- 19:49
2,077,000 Impacts
12.6% TV Share

Social Outputs

- Good brand engagement across the work, including a “chat” with PG Tips and McVities
- Strong retail engagement
- 47 Million impressions on social media
- Paid 21% more positive than organic



VEGANS

35%

OF THE #MILKYOURMOMENTS CONVERSATION

FARMERS

10%

OF THE #MILKYOURMOMENTS CONVERSATION

GENERAL PUBLIC

55%

OF THE #MILKYOURMOMENTS CONVERSATION

DELIVERING POSITIVE ATTITUDES

Shift in attitudes to Dairy: May vs August 2020

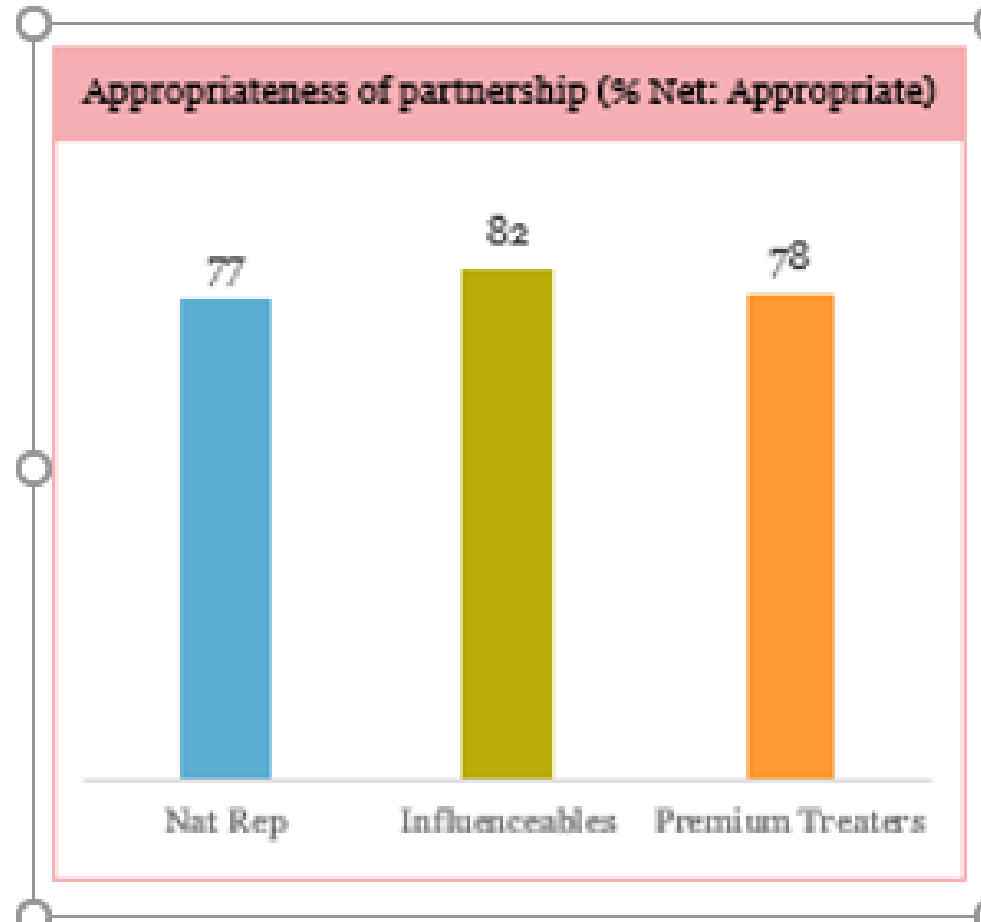
Premium Treaters

- [REDACTED]
- [REDACTED]

Influenceables

- [REDACTED]
- [REDACTED]
- [REDACTED]

ASSOCIATION WITH MIND HIGHLY APPROPRIATE



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INDUSTRY ENGAGEMENT

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Shirley Denton @ShirleyDenton12 · Jun 27
 What a lovely idea #mygrahamsmoment
 #milkyourmoments
 Text MILKSAMH to 70660




1 3



Top Posts per Channel by ER:

Thanks to Liz Hoggarth & her amazing friends for sharing this important message...

Released: 18 June 2020



- Media Type: Video
- Impressions: 3.2K
- Engagements: 281
- ER: 8.70%

Arla Dairy UK @ArlaDairyUK · May 21

Why not bring a little joy to someone's day? Whether it's sharing your favourite recipe, or reaching out for a virtual cuppa & hello – make sure to #MilkYourMoments with Arla B.O.B fat-free milk that's 100% tasty. 🌞💛



Logos include: Department for Environment Food & Rural Affairs, The Scottish Government, Agriculture, Environment and Rural Affairs, Llywodraeth Cymru Welsh Government, Dairy UK, AHDB, Arla, DALE FARM, first milk, and glanbia CHEESE.

Logos include: LACTALIS UK & IRELAND, Graham's, Saputo Dairy UK, holstein UK, CREDITON DAIRY, Kite, Omsco, RABDF, Ornu Foods, Belton Farm, Rodda's, and TREWITHEN DAIRY.

Milk Your Moments

Sales results

12 October 2020



Milk drove strongest growth during lockdown

Fresh Cow's Milk



Volume: **+9.1%** (total not campaign)

UHT Milk



Volume: **+8.4%**

Alternatives



Volume: **+29.2%**

[REDACTED]

[REDACTED]

MILK YOUR MOMENTS DELIVERED

£6.6m

Incremental sales to Fresh Cow's Milk

Incremental volume sales of
11.2 million litres

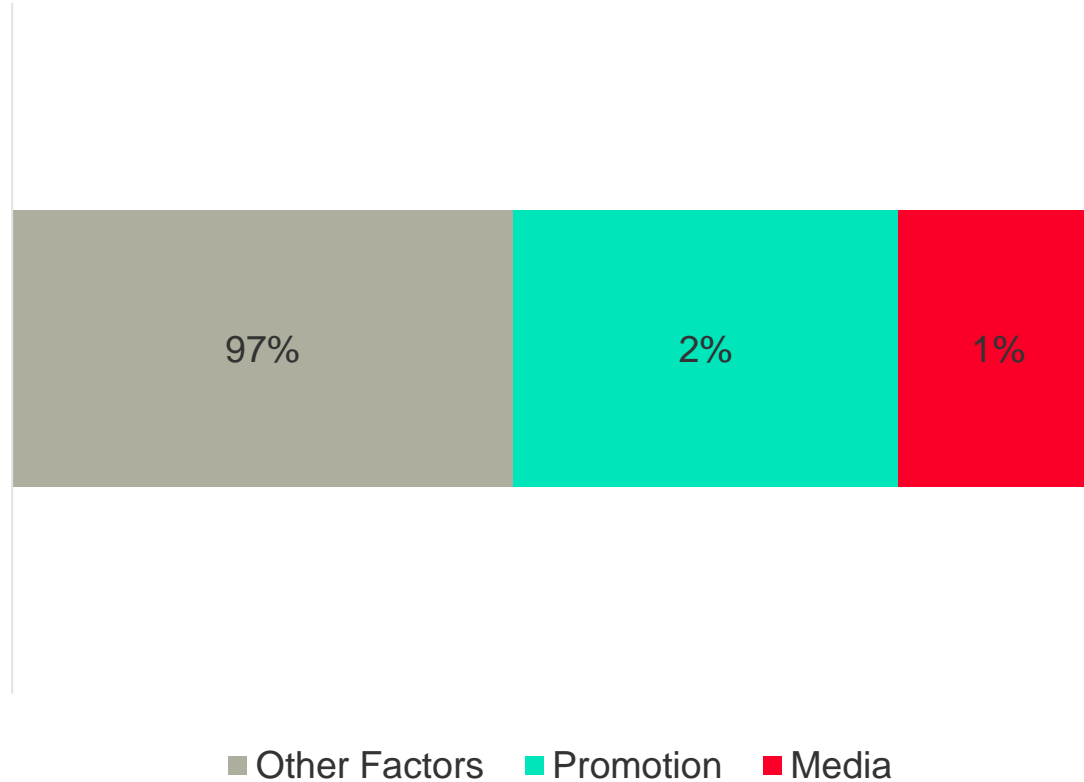
Milk Your
Moments



In Volume terms media driving an additional 1% of volume and promotion an extra 2%

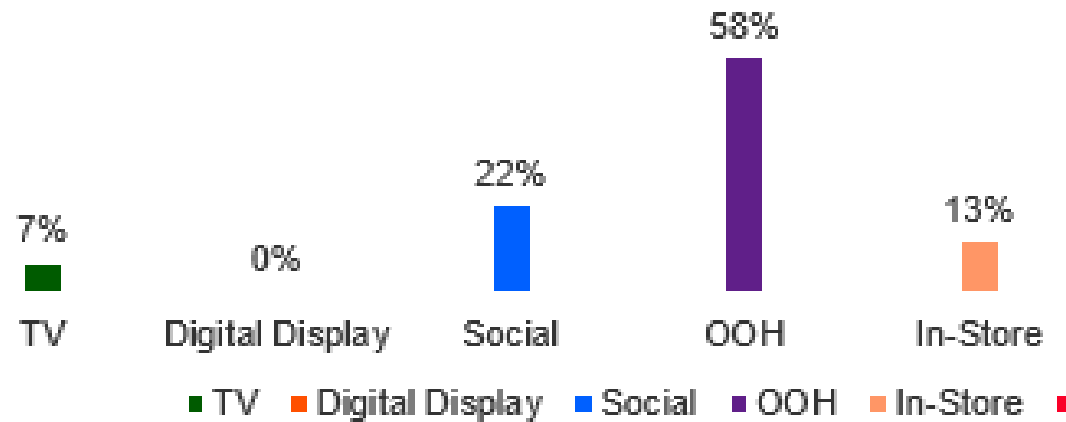
Total Fresh Cow's Milk Sales: 1.2bn litres

(Mid-May – Beg Aug 2020)



1% = 11.2m litres

Return to Retail £13.99 for every £1 spent on media



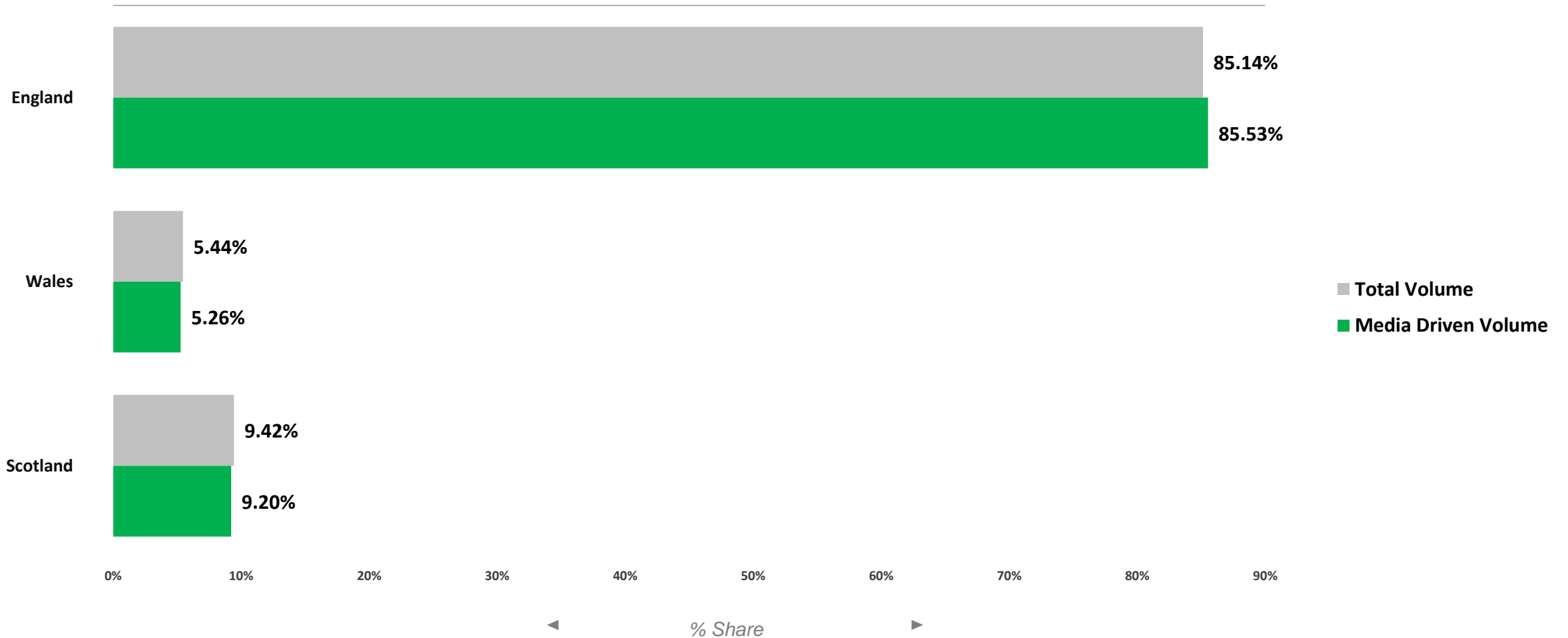
1%

Media Sales Uplift
for Fresh Cow's Milk during the
campaign period



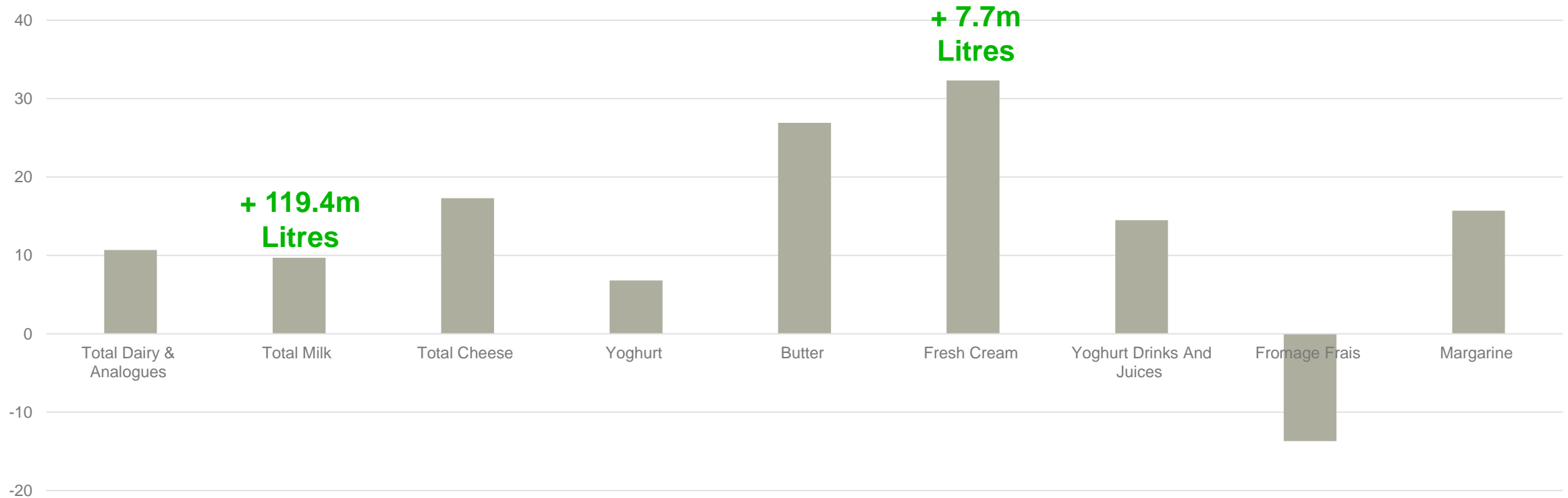
For every £1 spent on the campaign, an additional
£13.99 was spent on Fresh Cows Milk

No region disproportionately benefited in volume terms as a result of the media campaign – volume uplift is in line with expectation based on total volume shares



Milk was the largest contributor to growth over the campaign period

Total GB YoY % Change



INCREASED BUYERS

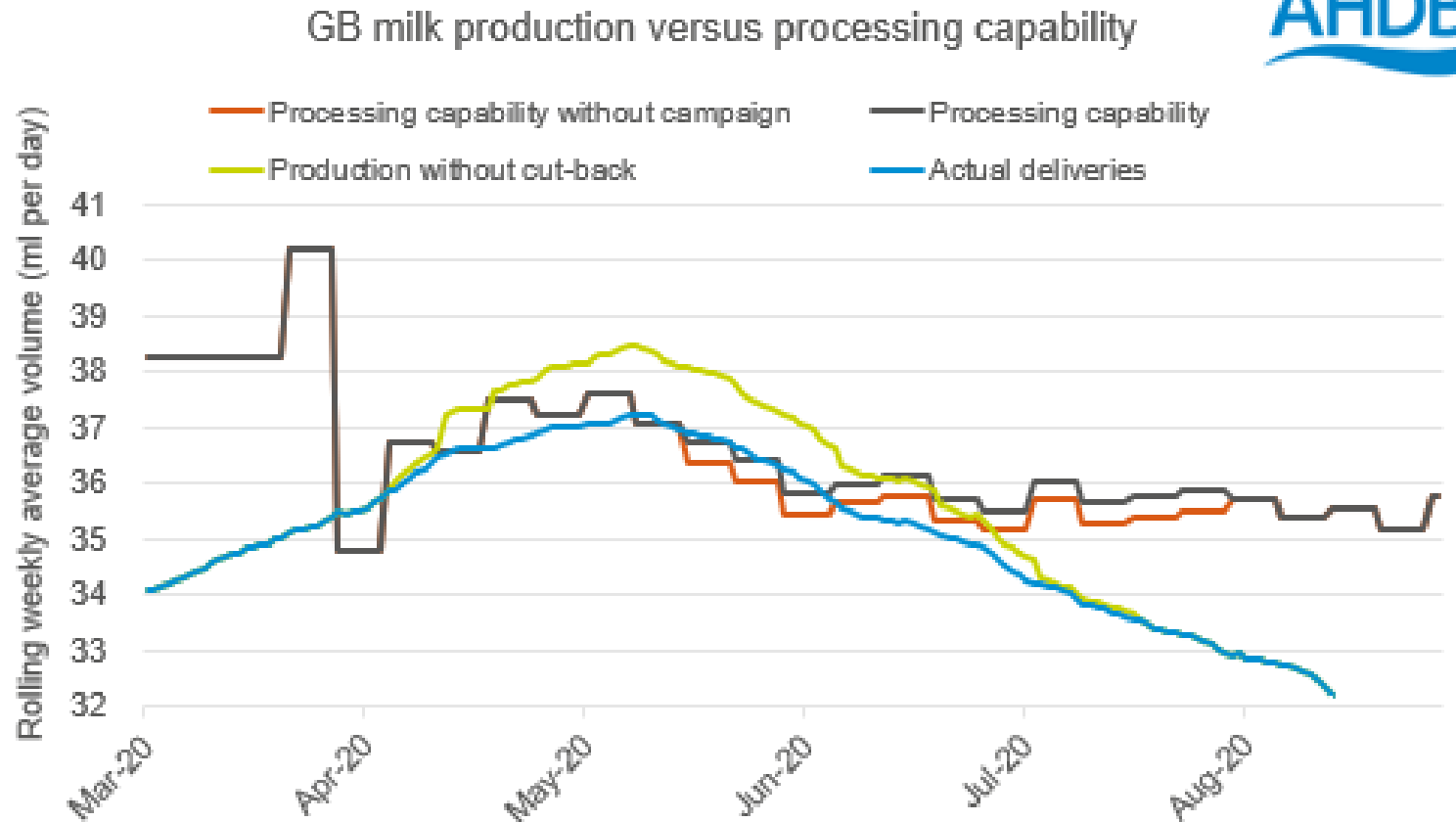
212k
Incremental Buyers



Media Uplift:
= **11% Take Home Growth**

MILK PRODUCTION VS CAPACITY

- Combination of long shelf- life products and demand for short shelf-life products
- Farmer curb requests worked
- On the whole this gave enough processing capability to cope with spring milk volumes
- If liquid milk demand from mid-May to mid-June had been any lower, we would have been at risk of throwing milk away again



Source: AHDB, Kantar

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We're supporting
 mind
for better mental health

Registered Charity Number: 29630

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Dairy
UK

AHDB
AGRICULTURE & HORTICULTURE
DEVELOPMENT BOARD