



M&S FOOD - PLAN 2020

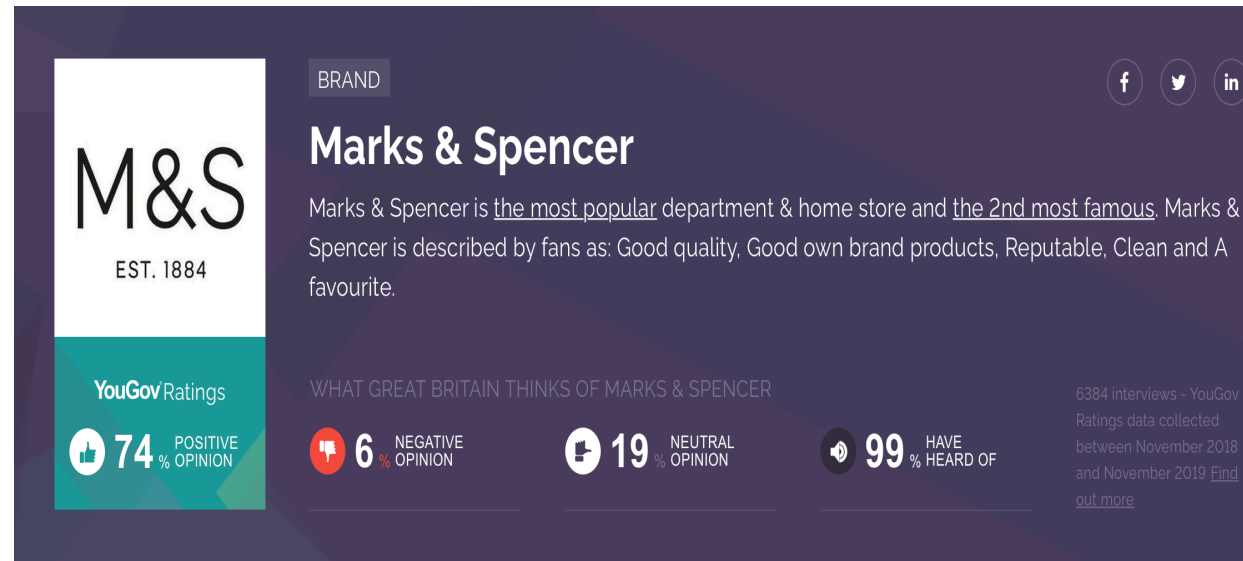
BY GEORGINA BAYLISS

BRIEF 2020 -

- 
- ▶ **“Following success in The Little Shop campaign M&S is looking to develop their communications for Spring 2020 to draw attention to their high quality product range and appeal for modern busy families”**

BACKGROUND INFO

- BrandIndex rated M&S second top brand (after John Lewis) and a YouGov poll based on 6384 interviews between November 2018 and November 2019 found that 74% had a positive opinion of M&S.



- Marks & Spencer was formed in 1884
- In 1931 a food department was introduced

- M&S Food now accounts for nearly 60% of overall revenue and profits

SWOT ANALYSIS -

- ▶ S – QUALITY FOOD, INNOVATIVE RECIPES, BRAND LOYALTY
- ▶ W – HIGH PRICES, LOW LEVEL OF AVAILABILITY
- ▶ O – ONLINE ORDERING / HOME DELIVERIES, BROADEN APPEAL, FURTHER PRICE REDUCTIONS, TRIALLING NEW FOOD RENEWAL STORES WHICH OFFER A 50% INCREASE IN SPACE (FIRST OPENED IN 2019)
- ▶ T – COMPETITON, PROBLEMS IN SUPPLY CHAIN

COMMUNICATIONS ANALYSIS – (M&S WEBSITE)

- Food is simply listed among the other products for sale such as Women, Kids, Home yet is significantly more important than any single one of these products

Up to 50% off Furniture

Find a store | Help

M&S EST. 1884

What are you looking for?

Sign in Bag

Christmas Women Lingerie Beauty Men Kids Home Furniture **Food** Flowers Wine Gifts & Hampers Offers Inspire Me M&S Bank

Order by 10pm and collect in-store tomorrow | Order by 10pm for next-day delivery | 1-hour delivery slots

All the magic of Christmas

Click to shop trees & decorations →

CHRISTMAS
All the magic of Christmas
Click to shop trees & decorations →

FURNITURE
Furniture Offer: up to 50% off ends 5 December
Click to shop now →

WOMEN'S
Our knitwear has landed
Click to continue →

- Within a short period Food will become so dominant in the business that it should have its own web platform

SOCIAL MEDIA - FACEBOOK

(MOST POPULAR PLATFORM)

M&S
EST. 1884

Marks and Spencer
@MarksandSpencer

Home

About Photos Videos Posts Locations Notes Events Jobs Community

Create a Page

Like Follow Share

Shop Now Send Message

Write a post...

Photo/Video Tag friends Check in

Photos

Community

Invite your friends to like this Page

5,393,613 people like this

5,274,780 people follow this

Janey Charlotte and 7 other friends like this

About

Typically replies within a few hours
Send message

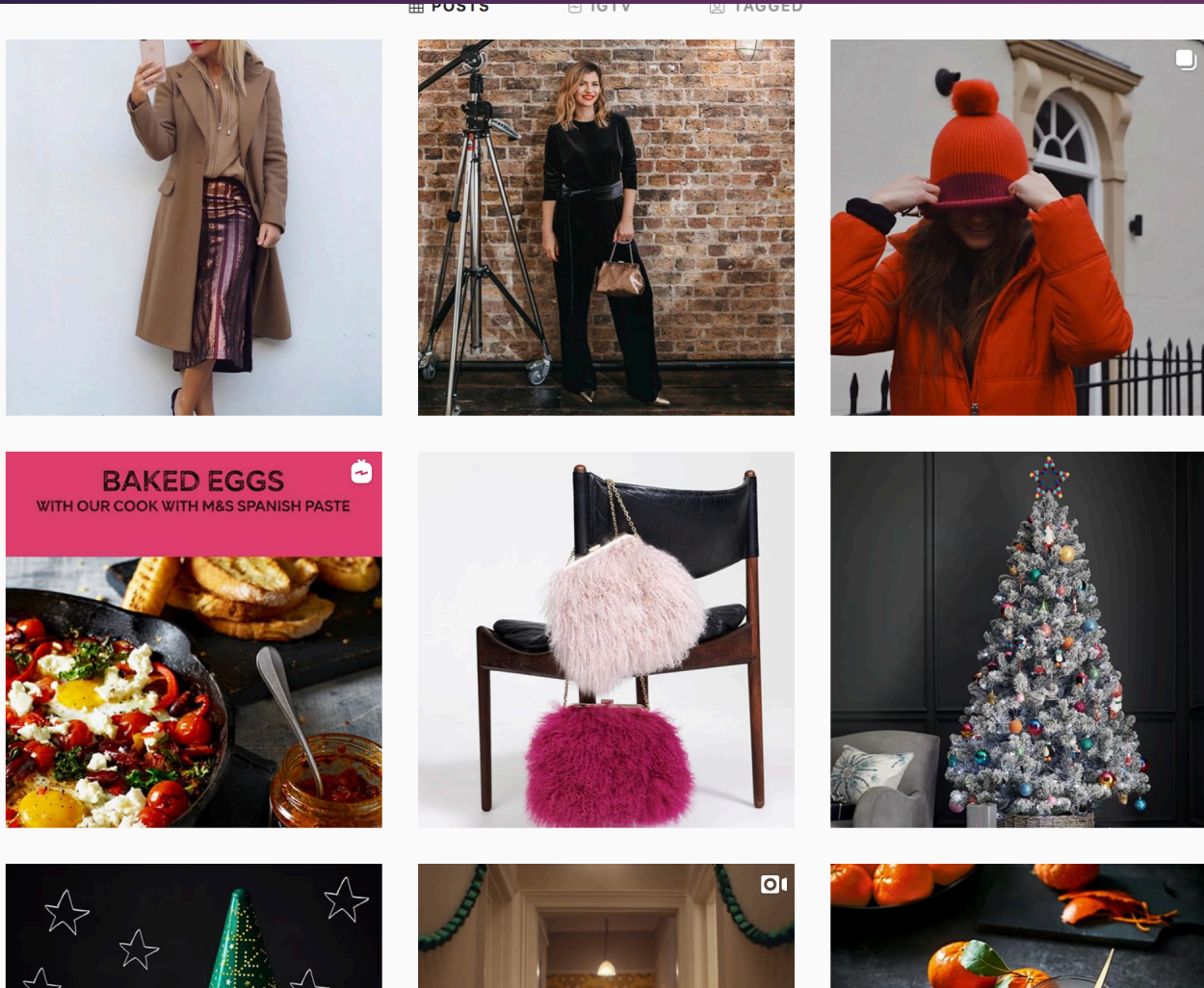
marksandspencer.com

Retail company · Locality · Women's clothes shop

Suggest Edits

- VISUAL CONTENT SHOWING PRODUCTS CAMPAIGNS AND REVIEWS
- WITHOUT SEPARATE PLATFORMS FOR FOOD IT BECOMES HARD TO SEPARATE THE LIKES AND RESPONSES TO THE FOOD BUSINESS.
- FACEBOOK PAGE – MILLIONS OF LIKES & FOLLOWERS
- CELEBS REGULARLY SEEN PROMOTING OTHER M&S PRODUCTS BUT NOT FOOD EXCEPT XMAS. LAST CELEB PROMOTING EXCLUDING XMAS APPEARS TO BE IN SEP'18 IN CONNECTION WITH MACMILLIAN CANCER SUPPORT.

SOCIAL MEDIA - INSTAGRAM



- LOTS OF REGULAR CONTENT
- 1.6 MILLION FOLLOWERS



- MERGED CONTENT WITH DIFFERENT DEPARTMENTS – LOST
- SEPARATE SOCIAL MEDIA PAGE TO BE CREATED FOR FOOD COMBINING RECIPES, CONTENT AND OFFERS.



COMMUNICATION PLATFORM PLAN

- ▶ EDIT THE WEBSITE TO EMPHASISE THE IMPORTANCE OF THE FOOD DEPARTMENT AS 60% OF REVENUE IS MADE FROM THIS / OR EVEN BETTER, A SEPARATE WEB PAGE JUST FOR FOOD AND DELIVERY TO BE MADE IN 2020.
- ▶ SOCIAL MEDIA PAGES SHOULD INCLUDE MORE PROMOTION OF FOOD PRODUCTS ON THEIR OWN SEPARATE PLATFORMS E.G;
WWW.INSTAGRAM.COM/MARKSANDSPENCERFOOD
- ▶ CELEBRITIES PROMOTE MORE FOOD IN CAMPAIGNS AND OFFERS (NOT JUST SEASONAL)

M&S FOOD STRATEGY -

- ▶ “TO PROTECT THE MAGIC - BASED ON UNIQUE QUALITY, FRESHNESS AND INNOVATION.”

FOR M&S

Quality worth every penny



TARGET AUDIENCE -



THE BUSY FAMILY!

- OFFERS A WIDE PRODUCT RANGE EMPHASISING FRESH PRODUCTS TO REFLECT HOW CUSTOMERS SHOP.
- THIS AUDIENCE IS VERY HEALTH CONSCIOUS AND ENVIRONMENTALLY AWARE.

COMPETITION -



WAITROSE
& PARTNERS

- ▶ MAINLY WAITROSE - ALSO CONSIDERED A SUPERIOR BRAND
- ▶ WAITROSE OFFER DELIVERY OF FOOD ORDERS WHICH M&S CURRENTLY DOES NOT. M&S HAVE ADDRESSED THIS BY ACQUIRING A 50% SHARE OF ONLINE GROCER OCADO RETAIL AND PLANS TO LAUNCH ITS FOOD HOME DELIVERY SERVICE THROUGH OCADO LATER IN 2020.
- ▶ OCADO IS WITHDRAWING FROM ITS ONLINE DELIVERY ARRANGMENTS WITH WAITROSE AND WAITROSE WILL CONTINUE WITH ITS OWN DELIVERY ARRANGEMENTS.

OBJECTIVE -

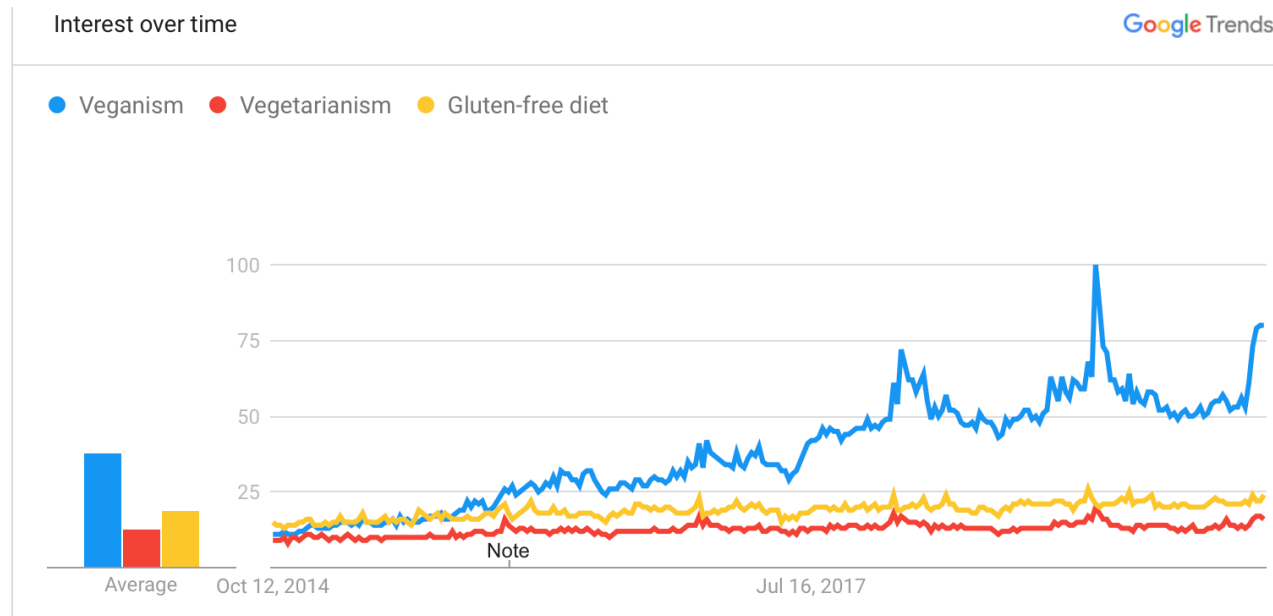
“TO PROMOTE SALES OF VEGAN READY MEALS AND EMPHASISE THEIR IMPORTANCE IN SUSTAINABLE LIVING!”

GO VEGAN

A PLANT BASED DIET



- ▶ THE VEGAN SOCIETY ESTIMATED THAT IN 2018 THERE WERE APPROXIMATELY 600,000 VEGANS IN THE UK, EQUIVALENT TO 1.16% OF THE BRITISH POPULATION, THE NUMBERS QUADRUPLING SINCE 2014!



United Kingdom. 10/12/14 - 11/12/19. Web Search.

- THERE ARE ALSO 3 MILLION VEGETARIANS WHO WOULD ALSO BE ATTRACTED TO A VEGAN DIET.
- THE UK PLANT BASED MARKET WAS WORTH £443M IN 2018 AND IS ESTIMATED TO GROW TO £658M BY 2021.

M&S'S PLAN A – (ANNUAL REPORT 2019)

- ▶ “BUILD A SUSTAINABLE FUTURE BY BEING A BUSINESS THAT ENABLES CUSTOMERS TO HAVE A POSITIVE IMPACT ON WELL-BEING, COMMUNITIES AND THE PLANET THROUGH ALL THAT THE COMPANY DOES” – THIS PROPOSED CAMPAIGN THEREFORE FITS WELL WITH THE OVERALL OBJECTIVES OF THE COMPANY.

HEALTH AND SUSTAINABILITY -

- ▶ FOOD CURRENTLY ACCOUNTS FOR 30% OF A HOUSEHOLD'S CARBON FOOTPRINT IN HIGH INCOME COUNTRIES LIKE THE UK.
- ▶ RESEARCHERS FROM IMPERIAL COLLEGE LONDON SAY WE MUST EAT LESS MEAT AND DAIRY AND RECOMMENDED A 20% CUT IN RED MEAT AND DAIRY CONSUMPTION.
- ▶ REPORT FINDINGS SUGGEST WE NEED TO MAKE A SHIFT TOWARDS LOWER-CARBON FOODS SUCH AS PLANT BASED DIETS.
- ▶ PRODUCING FOOD FROM ANIMALS USES MORE RESOURCES THAN FOOD FROM PLANTS.
- ▶ ANIMALS SUCH AS COWS & SHEEP PRODUCE METHANE – A POWERFUL GREENHOUSE GAS.
- ▶ MORE THAN 70% OF FARM SUBSIDIES GO TO LIVESTOCK AND CUTTING THESE WOULD REDUCE LIVESTOCK NUMBERS AND INCREASE PRICES ENCOURAGING FAMILIES TO CHANGE THEIR DIETS.

WHAT DOES YOUR FUTURE MEAN TO
YOU? -

2010s HOTTEST DECADE IN HISTORY, U.N SAYS AS EMISSIONS CONTINUE TO RISE!



2019 IS JUST ONE DEGREE HOTTER THAN PRE-INDUSTRIAL TIMES AND HAS SEEN WORLD WIDE DISRUPTIONS FROM HEAT WAVES, SUPERSTORMS AND WILDFIRES, YET EARTH IS STILL ON COURSE TO BE MORE THAN 3 DEGREES WARMER BY THE END OF THE CENTURY!

MY PROPOSAL -

- ▶ A VEGAN READY MEAL PROMOTIONAL CAMPAIGN WITH DIRECT ACTION TO ABSORB MORE CARBON EMISSIONS BY PLANTING MORE TREES IN THE UK. THIS WOULD BE DONE IN ASSOCIATION WITH THE WOODLAND TRUST. THIS SHOULD HAVE A SPECIAL IMPACT ON YOUNG PEOPLE AND FAMILIES WHO ARE NOW THE MOST ACTIVE DEMOGRAPHIC IN THEIR DESIRE FOR A SUSTAINABLE AND HEALTHY FUTURE.
- ▶ “THIS IS NOT JUST FOOD, THIS IS M&S VEGAN FOOD – LESS MEAT MORE TREES!”



SPECIFICS OF MY CAMPAIGN -

*A period of
six months...*

- ▶ A SELF-ADHESIVE STICKER INCLUDED IN THE PACKAGING OF EVERY VEGAN READY MEAL AND EVERY STICKER WOULD CONTRIBUTE TO THE COST OF BUYING AND PLANTING A TREE – A SIMPLE CHART DESIGNED TO HOLD 5 STICKERS. THIS WOULD REPRESENT THE PURCHASE OF **ONE** TREE.
- ▶ ONCE FULL, THE CHART WOULD BE HANDED/POSTED INTO AN M&S STORE AND A CERTIFICATE OBTAINED TO CONFIRM THE PURCHASE OF ONE TREE AND THE LOCATION OF IT'S PLANTING.
- ▶ AN ADVERTISING CAMPAIGN WITH A DURATION OF ONE MONTH WOULD BE MADE SUMMING UP THE HEALTH BENEFITS OF EATING MORE PLANT BASED FOOD AND BREATHING FRESHER AIR.

ACHIEVABLE TARGETS-

- ▶ **TARGET SALES INCREASE OF 20% FOR VEGAN READY MEALS**
- ▶ **TARGET TREE PLANTING = 50,000 TREES**

- ▶ 1 FULL CHART OF 5 STICKERS = ONE TREE
- ▶ 600,000 VEGANS IN UK, SAY 100,000 SHOP IN M&S BUYING 1 VEGAN MEAL EVERY 2 WEEKS. OVER 6 MONTHS = 13 MEALS EACH = 1.3 MILLION MEALS IN TOTAL.
- ▶ TARGET INCREASE OF 20% GIVES 260,000 ADDITIONAL MEALS.
- ▶ 260,000 STICKERS **DIVIDED** BY 5 = APPROX 50,000 TREES.

CAMPAIGN STRATEGY –

- ▶ MESSAGE: “THIS IS NOT JUST FOOD, THIS IS M&S VEGAN FOOD. GO VEGAN – LESS MEAT MORE TREES”
- ▶ MY STRATEGY IS TO PROMOTE A HEALTHIER LIFESTYLE BY EATING LESS MEAT AND MORE PLANT BASED FOOD, ENABLING CHILDREN TO GROW UP HEALTHIER AND IN A BETTER ENVIRONMENT.

IMPLEMENTATION -

AN ADVERTISING CAMPAIGN WOULD BE FRONTED BY A MESSAGE SUMMING UP THE HEALTH BENEFITS TO FAMILIES OF EATING MORE PLANT BASED FOOD.



- ▶ 1. VIDEO CAMPAIGN WITH AN EMOTIONAL RESPONSE TO FARMING CONDITIONS ENDING WITH A POSITIVE NOTE (GO VEGAN – SAVES LIVES) THIS WILL BE A 1 MIN DOC ON SOCIAL MEDIA, WEBSITE & AS A TV ADVERT
- ▶ 2. POSTERS ADVERTISING THE VEGAN READY MEALS & TREE PLANTING – PLACED IN HOUSE INCLUDING FRANCHISED STORES, MOTORWAY SERVICES. ALSO DUPLICATED IN PRINT MEDIA ON PAPERS, MAGAZINES AND ONLINE SOCIAL MEDIA HOSTED BY THE 1 MIN VIDEO.



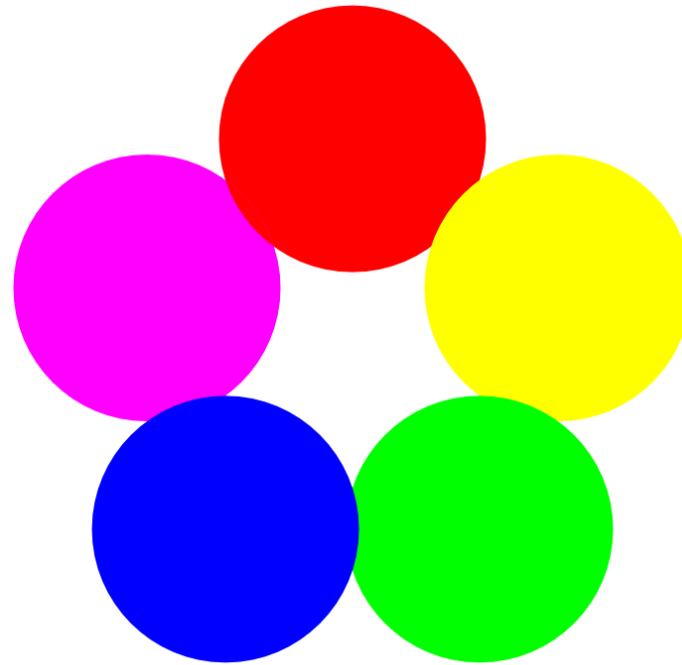
DESIGNS OF CAMPAIGN -

CHARTS



shutterstock.com • 243767101

STICKERS



CERTIFICATE



PRESS RELEASE 2020 -

MARKS & SPENCER ANNOUNCES 6 MONTH HEALTHY EATING AND ENVIRONMENTAL CAMPAIGN

“GO VEGAN – LESS MEAT MORE TREES”

2020

In association with the Woodland Trust, Marks & Spencer announces a six month campaign to promote its vegan range of ready made meals and plant more trees. The message to families is that the quality vegan foods range now on sale, including ready made meals, offers families a healthy addition to their diets by eating more plant based foods. Reducing red meat consumption lowers greenhouse gas emissions from animal farming and combined with planting more trees offers fresher air for us all to breathe. Our children will grow up healthier and in a better environment.

A self-adhesive sticker will be included in the packaging of all participating meals and every sticker will, in effect, contribute towards the cost of buying and planting a tree. The customer will be able to apply the sticker to a chart sufficient for five stickers available in every food outlet. This would represent the purchase of one tree. Once full, the chart may be handed into M&S Food and a certificate obtained to confirm the purchase of one tree and the location of its planting.

- Ends -

For further information, please contact:

Marks & Spencer External Communications

0208 718 1919

Corporate.press@marks-and-spencer.com

EVALUATION –

THE EFFECT OF THE PROMOTION WOULD BE MEASURED BY:

- ▶ 1. COMPARING AVERAGE MONTHLY SALES OF VEGAN READY MEALS BEFORE, DURING & AFTER THE PROMOTION.
- ▶ 2. THE NUMBER OF CHARTS RETURNED REPRESENTING THE NUMBER OF TREES PURCHASED AS A RESULT OF THE CAMPAIGN.
- ▶ 3. AN ONLINE SURVEY TO ESTABLISH PEOPLE'S AWARENESS OF THE CAMPAIGN. IN PARTICULAR HOW MANY PEOPLE ARE AWARE OF THE CAMPAIGN, HAVE THEY BEEN INFLUENCED BY IT, DID IT ENCOURAGE THEM TO TRY A VEGAN READY MEAL, DID THEY COLLECT AND RETURN CHARTS.
- ▶ 4. SOCIAL MEDIA VIEWS AND LIKES.

CONCLUSION -

THE PROPOSED MARKETING CAMPAIGN IS IN LINE WITH THE REQUIREMENTS OF M&S FOOD EMPHASISING THEIR HIGH QUALITY, HEALTHY PRODUCT RANGE WHICH SHOULD APPEAL TO MODERN, BUSY FAMILIES AT THE TIME ADDRESSING SOME OF THEIR ENVIRONMENTAL CONCERNS BY ENCOURAGING A SWITCH TO A MORE PLANT BASED DIET TOGETHER WITH AN ACTIVE CAMPAIGN TO PLANT MORE TREES. THIS CAMPAIGN THEREFORE FITS WELL WITH THE OVERALL OBJECTIVES OF THE COMPANY.

ANY QUESTIONS?

THANKYOU FOR YOUR TIME!



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