

Foodland: Great Food Lives Here

Romeo's Foodland is the largest locally owned and independently operated supermarket group in South Australia. To pay homage to the state and its residents, and play up its standing as a local favourite, Romeo's launched the 'Great Food Lives Here' campaign, travelling across the whole state to capture the faces and families behind Foodland and the brand's proud history of supporting local farmers and producers.

Objective:

The objective of this campaign was to draw attention to the great food, and locals in South Australia, encouraging shoppers to buy local. The campaign also aimed to build brand awareness for Foodland, maintaining the physical mental and physical availability of the brand. Additionally, the campaign aimed to generate a positive reputation for the broader state, and local producers who supply Foodland. >>

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Photography of South Australian landscapes and family portraits made the catalogue stand out from other competitors.

Method:

The campaign was a large undertaking, executed through letterbox and print channels in conjunction with Television, Radio, P.O.S, Digital, and Outdoor advertising. Foodland designed a catalogue with unique, visual representation, to gain attention in the letter box and stand out from competitors. Foodland did this by including photography of South Australian landscapes, and portraits of the ‘next generation of Foodland family members’, next to the typical arrangement of products in the catalogue.

Results:

Foodland’s research revealed that 55% of their customers read every single page of supermarket catalogues, and that Foodland has the highest reader to shopper conversion. Foodland believes that the high physical availability of Foodland catalogues, available in South Australian letterboxes and homes, and this large Great Food Lives Here campaign, have generated positive results for the mental availability of Foodland. The new direction of the catalogue design received a range of positive feedback from customers. ●