



Foodland: Tribute to Vili Militsis

Romeo's Foodland, is the largest locally owned and independently operated supermarket group in South Australia. Throughout the COVID-19 pandemic, shopping local became even more important to South Australians. Vili Miltsis was a South Australian icon, coming from humble Hungarian roots to becoming a successful business owner and pastry chef with products sold in more than 18 countries. Foodland was the first supermarket to stock his products, and to honour his life and passing, the supermarket launched a tribute campaign.

Objective:

The objective of featuring Vili, was to reinforce local brand associations in the market and connect to customers who favour local supermarkets over national chains. Vili's products have been very popular in South Australia since 1968, and the campaign targeted all South Australians, fostering a sense of community for the mourning of his loss. The campaign was also designed to honour Vili, and thank him for his life's contributions and providing products to Foodland for such a long time. >>

Honouring a local legend reinforced Foodland's brand strategy of building local associations in customers minds





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Local consistently scores high when consumers associations regarding Foodland are analysed

Method:

A tribute to Vili was placed in the front page, and a front inside cover feature, of the Promo Week 16 Catalogue.

Results:

The campaign was successful in honouring Vili, and reinforcing Foodland’s key value and purpose of supporting the local community. One of the main objectives in Foodland’s brand strategy is to build local associations in consumer’s minds. Foodland’s brand health data collated over the last five years has shown this to be a success, with Local consistently scoring high when analysing the associations that come to SA consumers’ minds when thinking of Foodland. Tributes such as these to Vili, help to reinforce this and receive these associations and results. ●



A TRULY
Mighty
SOUTH AUSSIE

Vilmos “Vili” Militsis may not have set out to define what it means to be a Mighty South Aussie – but he absolutely has. The youngest of eight children born to Hungarian parents, Vili spent two years in refugee camps before he turned 10. Australia was a new start, but a duty-bound Vili began work as an apprentice pastry chef when his father fell ill. Vili worked as an apprentice from age 14 to 18 when he graduated and promptly launched his first business.

At last count Vili’s products are sold in more than 17 countries worldwide. Foodland was the first supermarket to stock Vili’s products, and we cannot overstate how much we appreciate and value our part in this great, South Australian story.

Vili transformed the humble pie into a true icon of our state and an example of how simple food can become great food when a truly Mighty South Aussie gets involved.



Scan the QR code to record your tribute so SA can show his family and staff what a mighty impact Vili had on us all.

