



Woolworths: Fresh Ideas Magazine

Woolworths Fresh Ideas is a custom glossy food magazine published by SUDDENLY on behalf of one of Australia's largest supermarket retailers, Woolworths. The magazine is published 11 times a year and has been around for 15+ years, catering to a target audience of the main meal preparer for a young family. The team attributes the magazine's longevity to its ability to evolve with changing societal expectations, and building genuine connections with their customers who rely on the recipes to make their lives more manageable.

Objective:

Woolworths Fresh Ideas is created to increase brand awareness and perception, building a positive sentiment for the company. By inspiring and informing readers to create quality fresh food at home, the magazine aims to drive trial and purchase, which are highly valued assets by Woolworths and its advertising partners and food vendors who stock in Woolworths. In this issue, Woolworths aimed to continue this trend of success and drive sales of featured ingredients. >>

The key ingredient of the cover recipe saw a **100% uplift** in unit sales



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BACK TO BASICS

Take a few simple ingredients and add a dose of slow-cooking to create a nourishing soup that will soothe your soul.

HEALTHIER HITS
With a few easy tweaks, you can still enjoy comfort food without the heaviness that often comes with it. Try swapping passata for cream in pasta dishes and soups, add chickpeas to dishes for a protein hit, use 5 health star rating wholemeal pasta for added fibre, and with the plethora of Macro frozen vegies available, it's easier for you and your family to get your five serves of veg a day.

On the pulse
A source of protein, Macro Organic No Added Salt Chickpeas are a great option if you want to eat more plant-based proteins.

From the sauce
Made with organic tomatoes, Macro Organic Passata is ideal to use in stews, soups, casseroles and pasta dishes.

Frozen assets
Cleaned, trimmed and cut, frozen Macro Organic Cut Green Beans are a simple way for you to up your veggie intake*.

Great twist
High in fibre and protein, Macro Organic Wholemeal Pasta Spirals are perfect to use in your favourite pasta bakes.

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An additional cover ingredient achieved a **20% sales uplift** during the issues in-store period

Method:
This issue was built upon a foundation of customer and shopping insights and analytics and trend forecasting. The SUDDENLY team analysed SEO to build the range of featured recipes. After noticing an increase in searches for 'best' in relation to recipes, the team decided to include that messaging in their advertising. A significant spike in cake recipe searches related to Mother's Day guided their decision to write a feature on 'the best cakes for Mum'. This method ensures the creation of content that will be interesting and relevant to their readers. The magazine used a 'cool'

colour palette to contrast nicely with the food imagery, and products in each recipe were featured widely in store to maximise sales.

Results:
This edition of the magazine continued a trend of sales uplift for Woolworths. The key ingredient of the cover recipe – a prawn and chive wonton – saw a 100% uplift in unit sales, and the cover did not include any logos or brand mention. Thin egg noodles, also included in the cover recipe, achieved a 20% sales uplift during the issues in-store period. ●