

marketingorganic

HI! I'M LO! I OWN AND RUN AN AGENCY CALLED AIRPORT... WE SPECIALIZE IN DOING THINGS NOBODY ELSE IS DOING... INCLUDING MARKETING ECOLOGICAL PRODUCE BACK IN THE DAY NO ONE EVEN THOUGHT OF IT AS A "TREND"...

Trend EPI Rank1

IT IS IMPORTANT TO UNDERSTAND THAT IS BUT A PROMISE - A POTENTIALLY GREAT MARKETING TOOL AND LEARNING FACTOR...

*Yale University Environmental Performance Index based on performance over the last decade

BACK WHEN THERE WAS NO SUCH TREND AS "ORGANIC" WE DID A CAMPAIGN FOR AN ALL NEW BRAND CALLED THE LATVIAN ECO PRODUCT; IT WAS A TIME WHEN THERE WAS NO "SOCIAL MEDIA" SO WILL USE THE TERM "INTEGRATED"...

case studyLatvijas ekoprodukts



challengesthen

FOR MORE INSIGHT INTO OUR EXPERIENCE AND PROCESS HERE'S SOME OF THE CHALLENGES WE FACED BACK THEN...

case studyLatvijas ekoprodukts

challenge then

ORGANIC PRODUCE = "FACELESS"

case study Latvijas ekoprodukts

challenge then

ORGANIC PRODUCE = "FACELESS"

PERCEPTION = "COUNTRY"

case study Latvijas ekoprodukts

challenge then

ORGANIC PRODUCE = "FACELESS"
PERCEPTION = "COUNTRY"
EXTREMELY LIMITED AVAILABILITY

case study Latvijas ekoprodukts

challenge then

ORGANIC PRODUCE = "FACELESS"
PERCEPTION = "COUNTRY"
EXTREMELY LIMITED AVAILABILITY
NON-EXISTENT TRANSPORT/RECYCLING

case study Latvijas ekoprodukts

challengesthen

ORGANIC PRODUCE = "FACELESS"

PERCEPTION = "COUNTRY"

EXTREMELY LIMITED AVAILABILITY

NON-EXISTENT TRANSPORT/RECYCLING

WEAK RANGE + DEVELOPMENT

case studyLatvijas ekoprodukts

insightsthen

SURPRISINGLY RESEARCH FROM THE
TIME PROVED THERE IS NO BETTER
MOMENT TO GET INTO BUSINESS IF YOU
TRUST THE PERSPECTIVE OF THE
CONSUMER...

case studyLatvijas ekoprodukts

insightsthen

"THIS PRODUCE IS GOOD FOR HEALTH,
PRODUCTION IS ECOLOGICALLY
SUSTAINABLE, IT IS TASTIER COMPARED
TO OTHER PRODUCE AND IT IS LATVIAN,
THE WORK OF LOCALS."

case studyLatvijas ekoprodukts

insightsthen

"I LIKE IT WHEN I CAN GET TO KNOW
THE PRODUCER PERSONALLY, THEN I'M
MORE CONVINCED..."

case studyLatvijas ekoprodukts

insightsthen

"I WOULD LIKE TO BUY MORE "ECO" BUT
I DON'T KNOW WHERE TO GET MORE
INFO!"

case studyLatvijas ekoprodukts

insightsthen

"I'D LIKE TO CHOOSE FROM A BROADER
RANGE AND I'D LIKE THE PRODUCE TO BE
MORE ACCESSIBLE!"

case studyLatvijas ekoprodukts

insightsthen

"I BELIEVE ECOLOGICAL PRODUCE CAN
BE VALUE FOR MONEY (I'M WILLING TO
PAY UP TO 20% MORE)!"

case studyLatvijas ekoprodukts

communicationstrategy

case studyLatvijas ekoprodukts

communicationstrategy

MULTI-LEVEL COMMUNICATION

- **AWARENESS**
PROBLEM AWARENESS THROUGH ATTACKING "TRADITIONAL" PRODUCE
- **INTEGRATED**
MAIN-STREAM MEDIA THROUGH OPINION LEADERS AND CELEBRITIES
- **GENERIC BRAND**
A NAME TO NAME A CATEGORY
- **ECO PACKAGING**
LET THE PRODUCE SPEAK FOR ITSELF!
- **BTL**
AS MUCH SAMPLING AS POSSIBLE!

case studyLatvijas ekoprodukts



COMMUNICATION

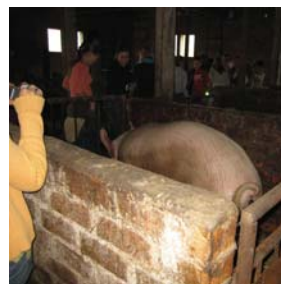
case studyLatvijas ekoprodukts



OUR INTEGRATED SOLUTION WENT ON NATIONAL TELEVISION THAT GOT THE BRAND MORE AWARENESS THAN IT WOULD WITH REGULAR SPOTS...

NATIONAL TV

case studyLatvijas ekoprodukts



GETTING IN CLOSE ENCOUNTERS WITH THE CONSUMER AND THE SOCIETY WAS A MAJOR GOAL OF THE CAMPAIGN; IN THE LONG RUN - THE EDUCATIVE ASPECT OF THE CAMPAIGN ALREADY HAS AND STILL WILL PROVE WORTHWHILE...

EVENTS

case studyLatvijas ekoprodukts

so what's the story NOW?

A LOT OF THE CHALLENGES OF BACK THEN STILL REMAIN... AT THE SAME TIME - AS MUCH AS WE CAN LEARN FROM YESTERYEAR THERE'S NOT A NICHE MORE DYNAMIC THAN ORGANIC FOOD!



TODAY "ECO" AND "THINKING GREEN" ARE ARGUABLY THE MOST USED-UP TRENDS IN THE WORLD! THIS CAN ALSO BE OBSERVED IN THE LATVIAN MARKET...



"local" goes GLOBAL

AS ECOLOGICAL PRODUCE THAT'S BY DEFINITION A LOCALIZED BUSINESS RISES AS A GLOBAL TREND, "TRADITIONAL" GLOBAL COMPANIES EMBRACE IT BY FOLLOWING IN THE FOOTSTEPS OF "ECO" COMMUNICATION "CLICHES"...

"local" goes GLOBAL

IDENTITY

Debas
Turgis

ekologica
MAXIMA

KLĒTS

PACKAGING



COMMUNICATION



the "eco" of NOW

I'D LIKE TO TELL YOU ABOUT SOME OF
THE TRENDS WE'VE BEEN OBSERVING...



PACKAGING BY WAY OF AUDIENCE LIFESTYLE



ORGANIC = MAJOR FAST-FOOD POTENTIAL



**NEW PACKAGING CODES:
PERSONALIZED, HANDMADE, ECOLOGICALLY ULTRA-SUSTAINABLE
(3R: REDUCE, REUSE, RECYCLE)**



**NEW PACKAGING CODES:
COLOUR! COLOUR! COLOUR!**

OR...



~~PACKAGING~~



COMMUNICATION: THE INTIMATE, THE AUTHENTIC



COMMUNICATION: THE ORGANIC GLOBAL?



COMMUNICATION: THE ORGANIC GLOBAL?

there's somethingHAPPENING

ALTHOUGH THIS IS A TREND ALL SOCIAL
RATHER THAN COMMERCIAL IT'S EXISTENCE
MAY HELP US UNDERSTAND WHAT TO EXPECT
IN THE FUTURE TO COME!



RIGA, KALNCIEMA QUARTER



THE KINFOLK MANIFESTO

there is no *future* for eco

there is no future for eco
ECO IS THE *ONLY* FUTURE