

# Mattessons Fridge Raiders

Giving our brand a more meaningful  
role in consumers lives





**Do you eat meat  
snacks?**

# POP QUIZ

**Do you go into the Fridge & eat a little bite of last nights roast or sneak a piece of ham?**



# INSIGHT

People like to snack on meat out of the Fridge  
but there are no chilled meat snacks on the  
market!



**OUR SOLUTION: Mattessons Fridge Raiders**

# Mattessons Fridge Raiders

Launched in 2005

Today:

- £40m
- +43% growth MAT
- 13 Skus
- 13% penetration of the UK

Target audience:

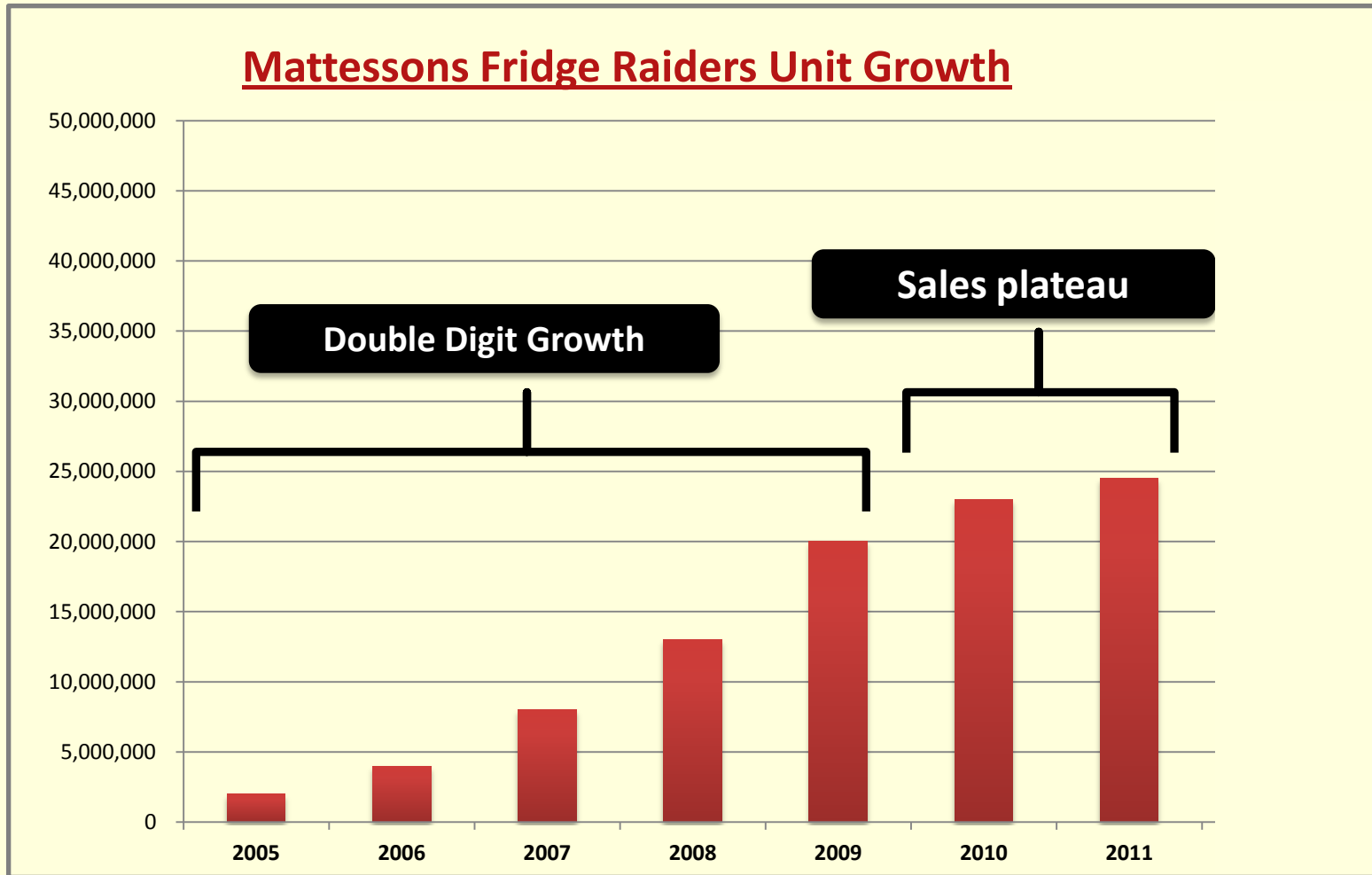
- 13-17 year olds



# **Giving our brand a more meaningful role in consumers lives**

1. Background & Context
2. What we did
3. Results
4. What we learnt along the way

# Fridge Raiders came under pressure when sales started to plateau 2010-11



# 2011 pressure started mounting



Raw Materials



Marketing  
communication  
& promotions



Retailer  
confidence





# Key shopper & consumer issues that we needed to fix

What are the benefits?

They look a bit processed?

When is a good time for a meat snack?

I am not sure if it is a brand for me?



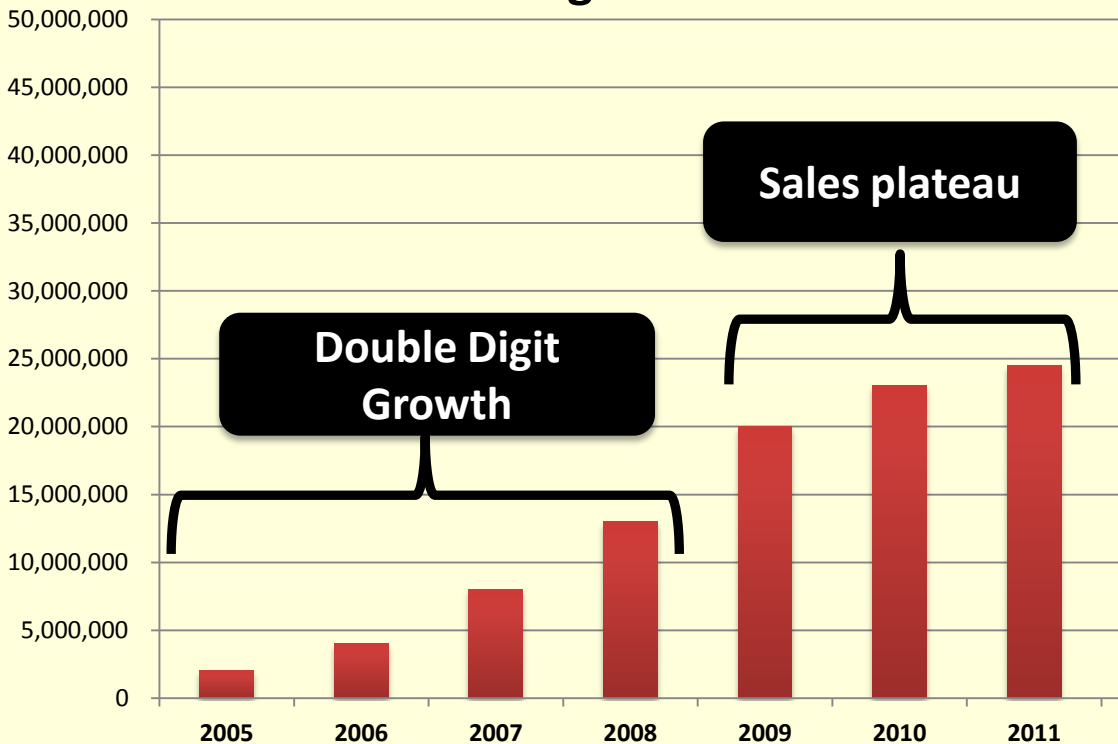
Internally we were questioning if Fridge Raiders had a reached its peak



???

# 2011 was a tough year but in 2012 we managed to turn the brand around

Mattessons Fridge Raiders Unit Growth 2005-2013



# Six elements which turned the brand around

**LUCK OF  
THE IRISH**



**FOCUSED  
COMMUNICATION  
STRATEGY**



**BUSINESS  
BASICS**



**ASDA**

**TESCO**  
*Every little helps*

**Sainsbury's**

**To give Fridge Raiders a role in consumers lives we needed to be clear about our key product benefit**

**What does a meat snack solve better than other snacks?**

**HUNGER**



**At what point in the day are our consumers most hungry?**

**AFTERSCHOOL**





# Communication strategy targets our two key audiences & cements Fridge Raiders in the afterschool occasion

## PUSH & PULL APPROACH TARGETING MUMS & TEENS

### AFTERSCHOOL OCCASION

#### **Shopper: Mums**

Making afterschool easy for Mums



#### **Consumer: Teens**

Favourite afterschool snack



# Driving the afterschool occasion with Mum – Traditional media



## TV

Drive awareness  
and relevance



## Outdoor

Reminders outside  
of store



## At fixture

POS & links to key  
retailer events

TVC



# Driving the afterschool occasion with teens

*61% of teens  
play video  
games  
afterschool*



*2/3<sup>rd</sup>s eat  
while they  
play*

**Make Fridge Raiders to gaming  
What popcorn is to film...**

# **Get into their world & get teens demanding Fridge Raiders**

## **Phase one Win Kudos – Using key influencer**

**Partnering with a celebrity gamer to build  
the ultimate gaming accessory**



**The Syndicate project**

# Play case study

# Activity overview

**10** community ideas turned  
into working **Prototypes**

**2** MMM3000  
helmets

**111** facebook  
posts

Prize mechanic  
& fulfilment

**5** syndicate  
films



**1** manifesto tab

**24** promoted  
posts

pre-roll  
films **4**

**19**  
campaign  
films

**22** like ads



**14** community ideas  
turned into **Blueprints**

# Get into their world & get teens demanding Fridge Raiders

## Phase two: Take it to the masses

### On- Pack promotion



# Get into their world & get teens demanding Fridge Raiders

## Phase three: Continue to engage



Jason Bowman'  
@JasonBowman\_

@Fridge\_Raiders No... No I won't stop it!  
You haven't had enough thanks off people  
for running that awesome competition  
before! :D

Reply Retweeted Favorite More

1

RETWEET

3:13 PM - 10 Apr 13



Walking\_Dead @Maz200968

#MMM3000 @mastersamms @Fridge\_Raiders tasty!  
pic.twitter.com/dJEubeiu

Hide photo Reply Retweet Favorite More



It's dangerous to go alone!



Take this.



Fridge Raiders  
Liked · March 14

Like Comment Share

11 Shares

699 people like this.

View 24 more comments

Albie Chambers i have one every day!

March 15 at 4:53pm · Like

Anna Campbell Just got an email saying I'm a finalist, yay!

March 15 at 8:03pm · Like

Austyn Wyatt Mmmm that's what I need now....

March 15 at 10:29pm via mobile · Like · 1

Ellie Leach so nice xx

March 23 at 3:54pm · Like

Jamie Lizzy Wilson-Law Ate some today! Lol

March 25 at 8:44pm via mobile · Like

Kyle Duncan Ps

March 25 at 8:44pm via mobile · Like

Write a comment...



Tag Photo Options Share Send Like



Fridge Raiders  
Liked · April 9

With George Man Utd Brown.

Like Comment Share

35 Shares

620 people like this.

Top Comments



Reuben Searle poor guy just want a fridge raider 😊

April 9 at 10:37pm · Like · 1 · Reply



Fridge Raiders replied · 1 Reply



Luke Hall Lauren Crompton Das u meanie

April 9 at 5:56pm · Like · 1 · Reply



Bartek Nelkowski thats what i do when people ask me

that!

April 9 at 4:54pm · Like · 1 · Reply



Kerry Bird love this part of the film it always makes me

laugh when he gets fired then rehired lol

April 9 at 4:27pm · Like · 1 · Reply



Jamie Kelly till like im the old guy and ma sis is the other

Write a comment...



Fridge Raiders  
Liked · September 5

Gaming logic...

Like Comment Share

35 Shares

905 people like this.

Top Comments



Oscar Leong good morning dude!

your RPG look nice bro!

have nice day~ 😊

September 5 at 4:01pm · Like · 16 · Reply



Fridge Raiders replied · 5 Replies



Leon Cowell I did this today.

September 5 at 4:35pm · Like · 1 · Reply



Joel Felida 😊

September 5 at 4:22pm · Like · 1 · Reply



Joel Felida i got

September 5 at 4:22pm · Like · 1 · Reply



Joel Felida lol

# **What did our fans think?**



# Key Results



**Brand RSV**  
**£26m - £40m\***

**Mmm3000**  
**Highest ROI**  
for media across the  
Kerry portfolio



**Brand**  
**Awareness &**  
**Consideration**  
Reach record high\*\*

**147,641**  
Facebook  
Fans

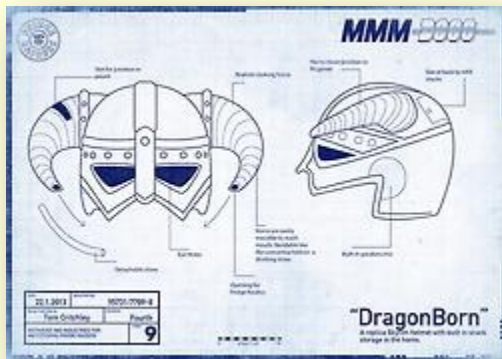


# Digital campaign results



Facebook  
Engagement rate  
**1.13%**  
vs industry norms .0072%

**126,500,134**  
Facebook  
impressions



**71,514K**  
on-pack entries  
**2.3%** redemption  
rate

3,283,263  
video views

# Key Learning's



**Focus your  
team**



**Take the retailers  
on the journey**



**Be  
Single minded**

# Key learning's



**Be  
relevant**



**A social strategy is  
more than a  
Facebook page**



**Know who your  
consumers key  
influences are**

# Key learning's



**The best campaigns can always  
go one of two ways**

**Any Questions??**