

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

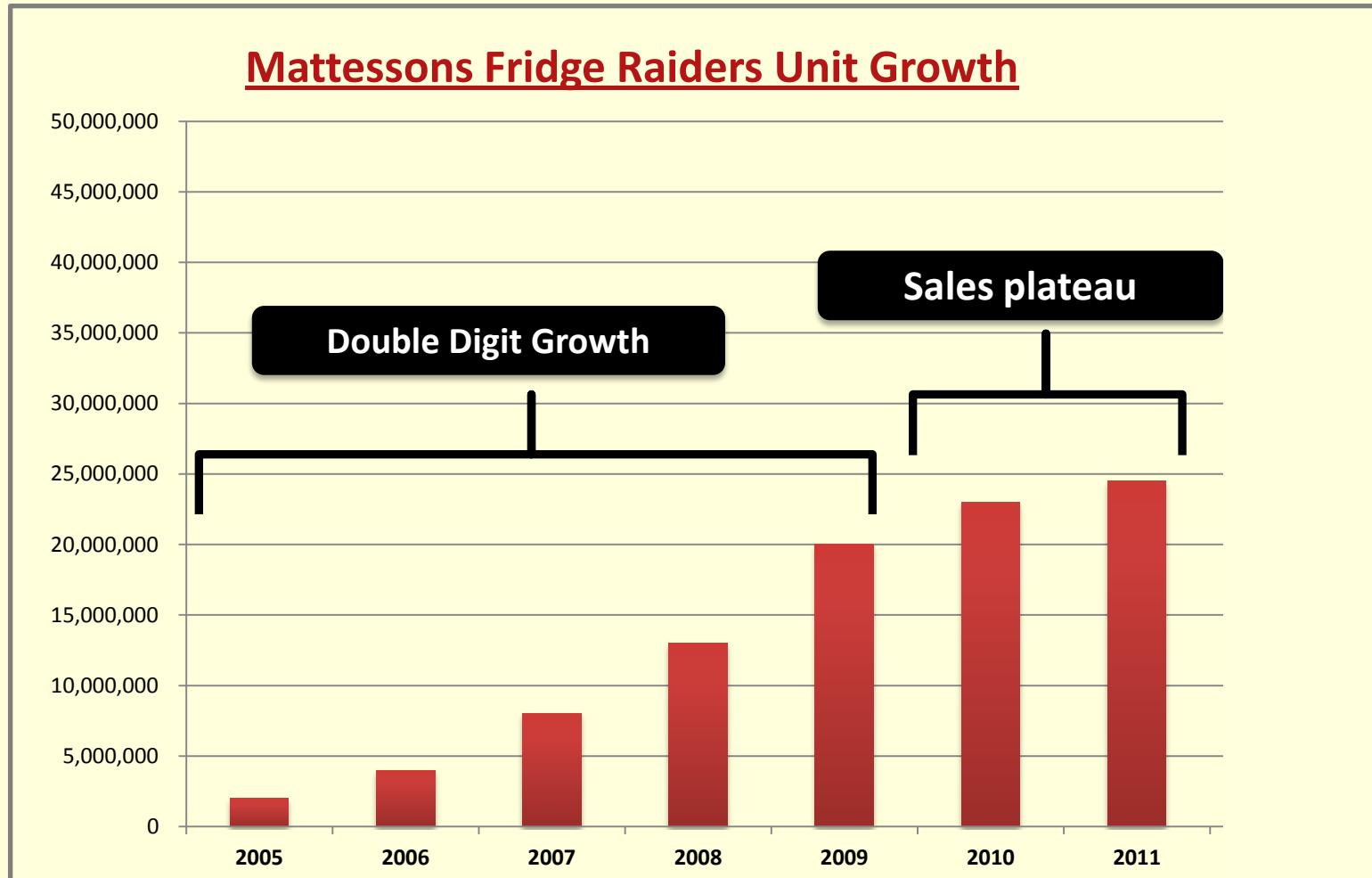
Target audience:

- 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

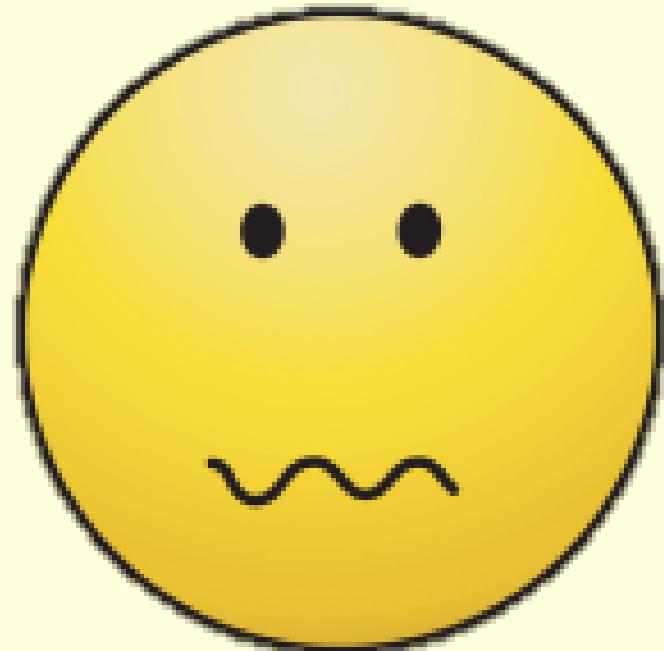


2011 pressure started mounting

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?



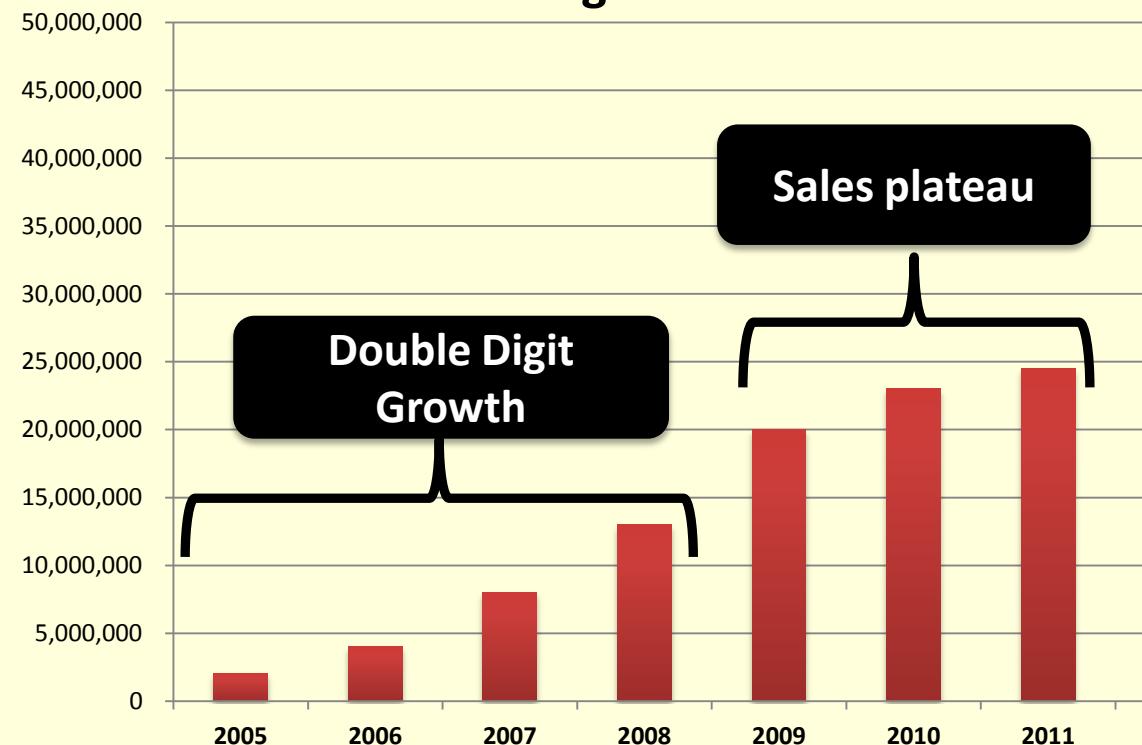
Internally we were questioning if Fridge Raiders had a reached its peak



???

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^{rds} 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 Bowman¹
@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 @Mazzoo968

#MM3000 @mastersammus @Fridge_Raiders tasty!
pic.twitter.com/dJUbélu

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 Mmmmm 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! Lo
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 · 6 · 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 in the old guy and ma sis is the other
April 9 at 4:27pm · Like · 1 · Reply

Write a comment...



Good Morning, Officer

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**

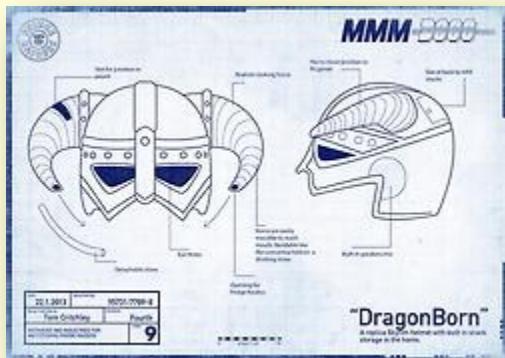
147,641
Facebook
Fans

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??