

Markaðssetning á Skyri erlendis

Guðný Steinsdóttir, markaðsstjóri MS

Skýr erlendis og hérlendis

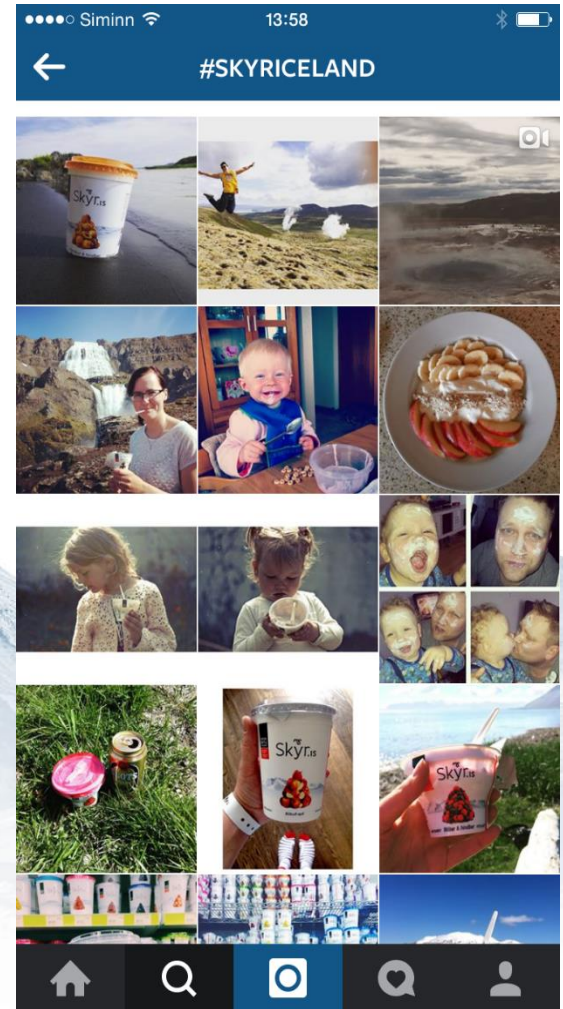
- Ferðamenn á Íslandi
- Markaðssetning á skýri í Bretlandi
- Hvað er næst?



Íslenskt skyr kynnt fyrir ferðamönnum



Íslenskt skyr kynnt fyrir ferðamönnum



EXPERIENCE

THE WHAT'S ON
SKYR
EXPERIENCE

ICELAND'S SECRET TO HEALTHY LIVING

Legend has it that Vikings introduced Skyr to Iceland when they settled in the country some 1100 years ago. Travel back in time to any farm and Skyr would be on the table – essential nourishment for young and old. Generations past may not have been able to measure the nutritional content in the way we can now, but the life-experience of the average Icelandic man is proof enough that something good was getting on. Icelanders have ever since loved the smooth texture of this incredibly healthy dairy product and today it plays a big role in the modern lifestyle.

did. Skyr is high in protein and a virtually fat-free dairy delight. Thick and creamy in consistency it is also rich in calcium and other nutrients. Skyr can be found at almost every home and workplace. Enjoyed at breakfast, lunchtime, pretty much anytime, it has also become a healthy "just-hungry" for active people on the go. Delicious in smoothies or energy-replenishing drinks, it even features on the delectable menus of many top restaurants, which are bringing a contemporary twist to this established favourite.

EXPERIENCE

Skyr is available in many different varieties, both flavored and plain and in small containers and large. For an easy on-the-go treat, a spoon comes with the smaller ones. Below are some of the flavors available.

HS SKYR - PLAIN
Skyr was originally only available as plain and was made at every farm in Iceland. Nowadays there are many flavors available, but some still prefer the plain one. It can be enjoyed with berries and cream and perhaps with a little bit of honey or sugar in the fall. Many Icelanders pick fresh berries and enjoy it with Skyr. Plain Skyr is also a good base for all sorts of cold sauces.

KEA SKYR WITH VANILLA
Originated in the northern part of Iceland, this is one of the most popular flavors available. The taste is full and creamy with zero fat.

HS SKYR IS WITH BAKED APPLES
A new variety in this popular brand. As with other Skyr, it is high in protein and fat-free as well as being low-carb. Even though it is low-carb the flavor is reminiscent of a creamy dessert.

HS SKYR IS WITH BLUEBERRIES
This is a long time favorite in Skyr. Skyr with blueberries has a long tradition in Iceland. The taste is very rich and full of blueberries.

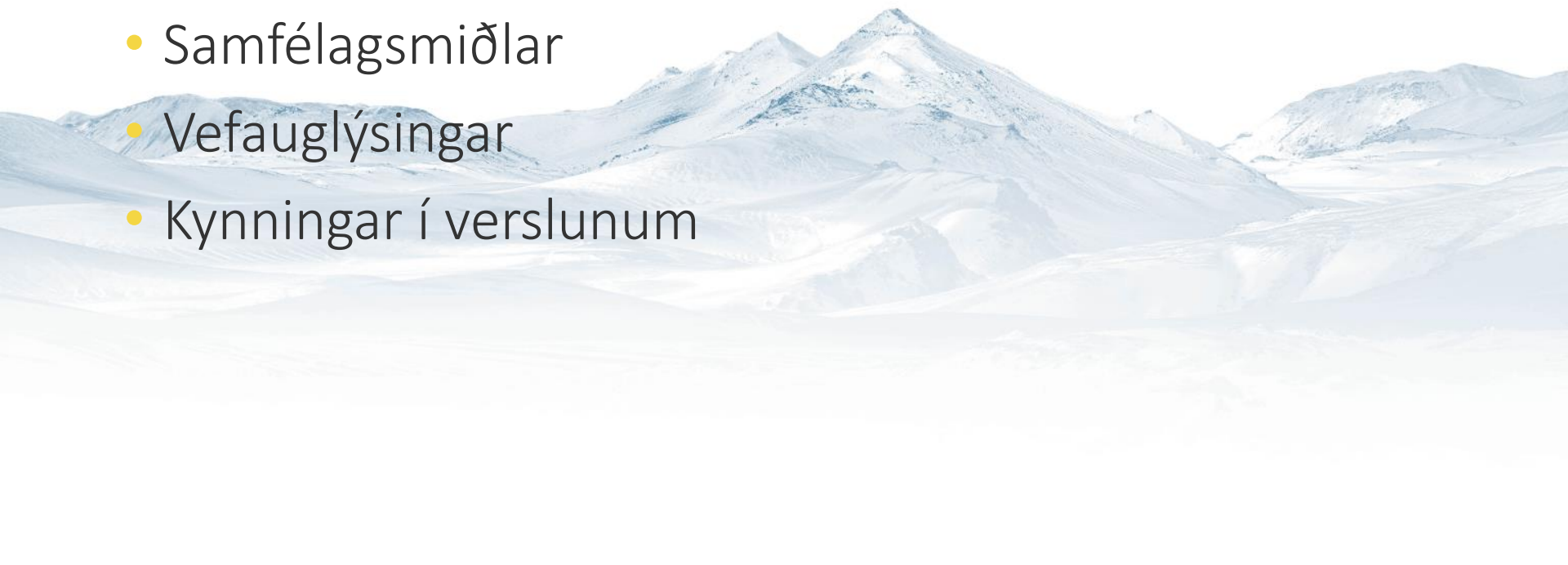
Markaðssetning á skyr í Bretlandi

- **Verkefni:** Að setja Skyr á markað í Bretlandi og kynna fyrir breskum neytendum. Einnig að kenna fólki hvað skyr er og hverjir helstu eiginleikar þess eru.
- **Tímasetning:** Byrjun árs 2016



Hvernig?

- Auglýsingar í dýrum miðlum á borð við sjónvarp og dagblöð komu ekki til greina
- Og hvað þá?
- Samfélagsmiðlar
- Vefauglýsingar
- Kynningar í verzlunum



Auglýsingaherferð á netinu í febrúar - apríl 2016

- Markhópar:
 - Ungt fólk
 - Fjölskyldur

Markaðssetningu á netinu skipt í nokkra þætti:

- Vefauglýsingar:
 - Google auglýsingar (vefborðar og textauglýsingar)
 - Youtube auglýsingar
- Greinaskrif
- Samfélagsmiðlar:
 - Facebook
 - Twitter
 - Instagram
- Leitarvélabestun



Vefauglýsingar

- Youtube – sjónvarpsauglýsing að löguð fyrir netið



The screenshot shows a YouTube video player for an advertisement. The video content features the Skyr logo with 'Icelandic' written above it, followed by the text 'ICELAND'S SECRET TO HEALTHY LIVING' and 'Skyr is now available in the UK*'. Below the text are three tubs of Skyr yogurt in different flavors: blue, orange, and purple. At the bottom of the video frame, it says '*Available in selected Waitrose stores' and 'skyrice.land.co.uk'. The video player interface includes a progress bar at 0:15 / 0:19, a play button, a volume icon, and settings, full screen, and info icons. Below the video player, the title 'Skyr in the UK' is displayed, along with the channel name 'Mjólkursamsalan', a 'Subscribe' button with 77 subscribers, and a view count of 785,285 views.

Icelandic **Skyr**
ICELAND'S SECRET
TO HEALTHY LIVING
Skyr is now **available** in the UK*

*Available in selected **Waitrose** stores

skyrice.land.co.uk

0:15 / 0:19

Skyr in the UK

Mjólkursamsalan

Subscribe 77

785,285 views

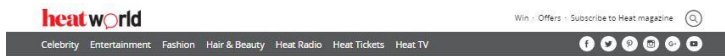
Vefauglýsingar

- Google auglýsingar



Greinaskrif

- Greinar á þekktum vefsíðum. Jákvæð umfjöllun um skyr og áhersla á að auka umferð inn á skyr.co.uk



SPONSORED CONTENT

Nutritious breakfasts your kids will love

By Skyr | 4 Feb 2018 00:04



We all know that breakfast is the most important meal of the day, but that doesn't mean we always manage to give our families the most nutritious foods in the morning. Isn't it time that changed?

With busy lives and a million things to remember before the school run, sometimes there only seems to be time for a quick piece of toast as you run out the door. However, when it comes to our kids in particular, it's vital they get the energy needed to get through the day and keep their tummies full until lunchtime.

Did you know that yoghurt is a great source of natural protein, which keeps us feeling fuller for longer? Or that it's packed with B vitamins, which help us to convert our food into fuel? The latest superfood everyone is talking about is Icelandic Skyr - it's also fat-free, meaning it's a great breakfast option for health-conscious families, while its deliciously creamy flavour will please even the fussiest of eaters.

Skyr can be enjoyed on its own as part of a balanced breakfast, or why not try serving it with one of the following recipe ideas?

Creamy porridge

Oats are an amazing nutritional source, packed with fibre, protein and minerals, which makes porridge an all-round winner at breakfast time. To make a creamy porridge that your children will love, place some oats in a saucepan along with mashed banana that has been mixed with Skyr. Add this to the oats as well as some milk and honey, and simmer gently until cooked. To serve, top with some extra Skyr, slices of banana and a drizzle of honey.

Super smoothies

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How to live like an Icelander

By Skyr | 14 Feb 2018 00:04



Iceland is experiencing an unprecedented level of attention this year, having been named the emerging destination to visit in 2018 by the Luxury Travel Guide. The picturesque country often features on the Top Destinations list of various travel sites, but with this latest accolade the country has officially gained its place as the top destination for those with échy foot this year.

And it's not only the Luxury Travel Guide that's highlighted the unprecedented possibilities that travellers can experience from a visit to this Arctic land: renowned travel brand Rough Guides also voted Iceland as fifth choice in the 'People's Choice' category for places to visit, and the capital of Reykjavik was listed as one of the top ten cities in the world. The news site CNN also listed Iceland within its top 10 up-and-coming destinations for 2018, along with other countries from the Arctic region, including Greenland and Norway.

Why Iceland?

So what is it about Iceland that is attracting so much attention? The purity of the landscape and mystery surrounding the country are undoubtedly some of the first things that travellers envisage when considering Iceland as a place to visit. While most of us will have seen images of Iceland's breathtaking scenery (the country is a popular location for TV shows and films, with both Game of Thrones and the Star Wars franchise filming scenes on the island), to visit it in person is a whole other experience.



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7 steps when training for marathon
Training for marathon can be daunting. In order to make it more achievable, it's advisable to plan small, manageable stages to get you there step by step.

SKYRICELAND.CO.UK [Learn More](#)

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April 14 · 🌐


Tobyandroo explains why Icelandic Skyr is the perfect snack for all the family >>

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Move over yoghurt, Skyr is in town

The Easter holidays kick off for us today and I have to be honest and say my fridge has been filled appropriately - you will ...

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Move over yoghurt, Skyr is in town - Toby and Roo
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TOBYANDROO.COM | BY TOBYANDROO

Skyr - Iceland's secret to healthy living.
May 19 at 1:27pm · 🌐

Our natural Icelandic Skyr is available at Costco. You haven't tasted real Skyr until you tried our Skyr made with the original Icelandic recipe and Skyr cultures.



Skyr
Original Icelandic Skyr Cultures

ICELAND'S SECRET TO HEALTHY LIVING

- High in protein
- Delicious and nutritious
- Fat-free

www.skyriceland.co.uk

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Samantha Healy The only real Skyr is Icelandic Skyr, in my opinion. It's delicious, nutritious and you can use it to jazz up so many recipes. Yummy
Like · Reply · May 20 at 11:32am

Nicole Rafferty Freya Lister this any good for u.
Like · Reply · May 20 at 9:03pm

[1 Reply](#)

Skyr UK @Skyr_Icelandic · Apr 30

🍌 + 🍌 + 🍌 + 🇮🇸 = the ultimate green smoothie!

Recipe for the Ultimate green smoothie



- 2 cubes frozen spinach
- 4cm cucumber
- 1/3 banana
- 1/2 apple
- 10 grapes
- 1/2 a lime
- 1 tsp almond butter
- 1 tsp flaxseeds
- 1 heaped tbsp Vanilla Skyr
- 150ml almond milk

(Makes 1 - blend until smooth)

Asmir Begovic @asmir1

Hello SKYR, I tried your product at our training ground. I really like it! Could I place an order with you for some yogurts please? Let me know how. Thank you. Asmir

15 Feb 2016

Hi Asmir - thanks for your message. That's great! Please could you send us an email address and a list of what you'd like? Thanks, Agnar.

15 Feb 2016

Árangur

- Google case study
- European search awards
 - Best local campaign
- Sala langt umfram væntingar



Case Study | Icelandic Skyr



Icelandic Skyr uses digital ads to gain 200% more UK retail sales than forecast

About Icelandic Skyr

- Produced by MS Iceland Dairies
- Founded in 2001
- Headquarters in Reykjavik
- www.skyr.island.co.uk

Goals

- Export Icelandic Skyr to new markets
- Introduce Icelandic Skyr to British consumers
- Build brand awareness
- Drive sales

Approach

- Repurposed TV ad into YouTube TrueView campaign
- Ran Google display and search ads
- Delivered advertising messages to specific interest groups and geographic targets

Results

- Brand awareness grew 34%
- Brand interest increased 51%
- 200% higher sales than forecast

Icelandic Skyr is a dairy product produced by MS Iceland Dairies, a cooperative organisation owned by 600 farmers and their families. The brand initiated an export strategy to introduce Icelandic Skyr to British consumers, build awareness and drive sales within the UK.

In order to create the largest brand impact for the available budget, Icelandic Skyr used native ads and in-store promotions, as well as assigning its agency, The Engine Ireland, to focus on online efforts. "For the UK launch we did not have the funds to promote Icelandic Skyr on TV," explains Erna Erlendadóttir, Web and Project Manager for MS Iceland Dairies, which owns Icelandic Skyr. "So in our opinion the best way and to reach British consumers efficiently and effectively was to use a combination of YouTube and Google display and text ads."

TrueView and targeting maximise value of the TV ad

By repurposing TV ad content that had already been produced, Icelandic Skyr was able to make efficient use of existing assets. With an emphasis on healthy living, Icelandic nature and freshness, the video creative showed a person skiing in the mountains of Iceland, and explained that Icelandic Skyr has been a part of the country's healthy lifestyle for 1,100 years.



"On TV you can create a powerful emotional experience, so we decided to take our TV ad and adapt it for YouTube's TrueView format," Erna says. "We made several changes, including putting the logo and the product on screen right from the beginning of the ad so consumers would be exposed to some branding even if they chose to skip."

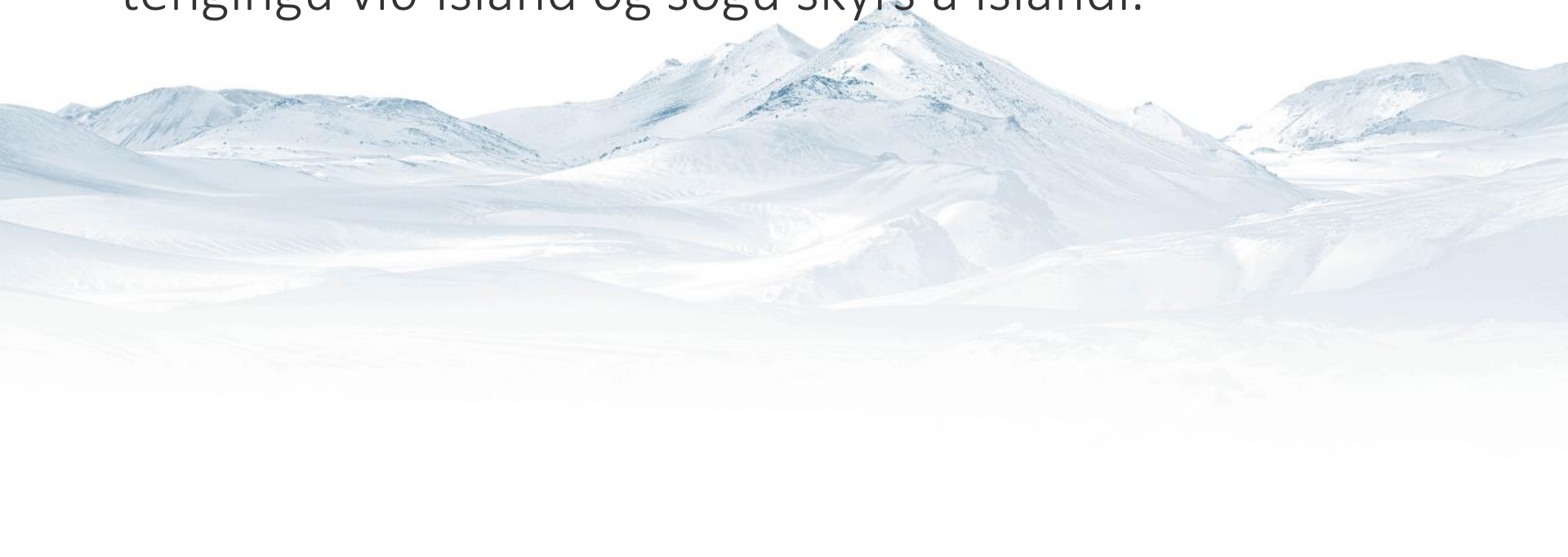
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Næstu skref í markaðssetningu á skyri erlendis

- Kynnum á næstu mánuðum nýtt alþjóðlegt vörumerki í Skyri
- Markmiðið er að styrkja enn frekar jákvæða tengingu við Ísland og sögu skyrs á Íslandi.



Ísey
SKYR.

Iceland's secret to healthy living

THE ORIGINAL ICELANDIC RECIPE

LIVE LIKE AN ICELANDER



17g protein
e 170g
Blueberry
HIGH PROTEIN
FAT FREE

HIGH PROTEIN - FAT FREE

THE ORIGINAL ICELANDIC RECIPE

START WITH SKYR



16g protein
e 170g
Strawberry
HIGH PROTEIN
FAT FREE

ICELAND'S SECRET TO HEALTHY LIVING

THE ORIGINAL ICELANDIC RECIPE

THE SECRET'S OUT...



17g protein
e 170g
Natural
HIGH PROTEIN
FAT FREE

HIGH PROTEIN - FAT FREE

