



A2Bespoke

Content planning & production



DOWJONES

EPSON®

WHSmith

 **Alvogen**


Skyr™
Original Icelandic
Skyr Cultures


ZURICH

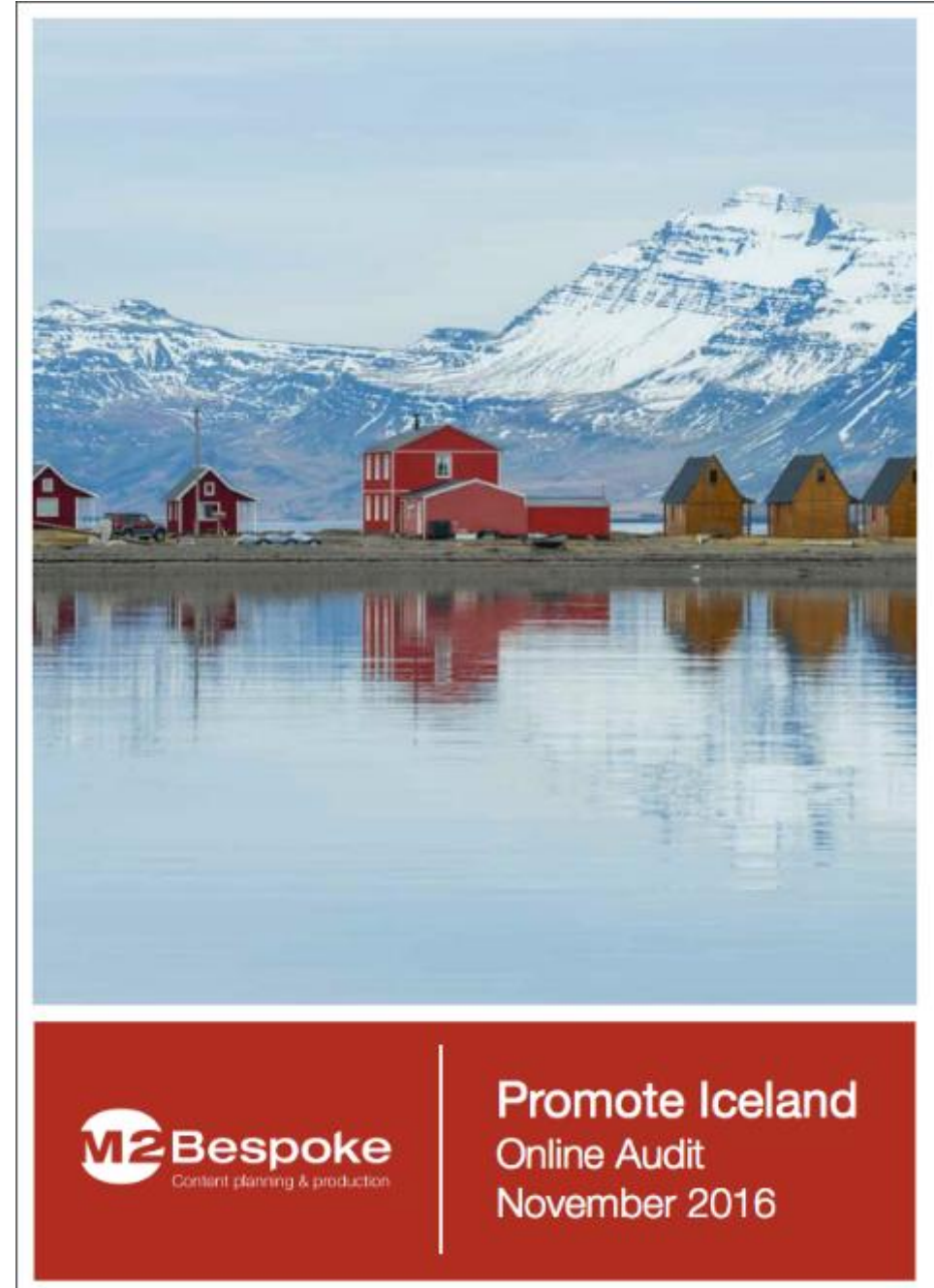
DELL

 world**pay**

 *Saga*

Summary of key points from the audit

1. Power is shifting from large mass market companies to smaller niche brands.
2. Consumer behavior becoming more sophisticated online. They expect tailored content which tells an interesting story and connects on an emotional level. Reaching the right audience, at the right time, through the right channel in the right format is vital.
3. Current food trends favour organic, quality healthy products. They are also prepared to pay more for these products.
4. Consumers are more prepared to experiment with interesting or 'exotic' recipes and ingredients. This is especially true for people who like to share their food experiences online.



What does this mean for Icelandic products?

1. The timing is right / The audience is receptive
2. Icelandic products have a story to tell which makes them ideal for content, social media and influencer marketing

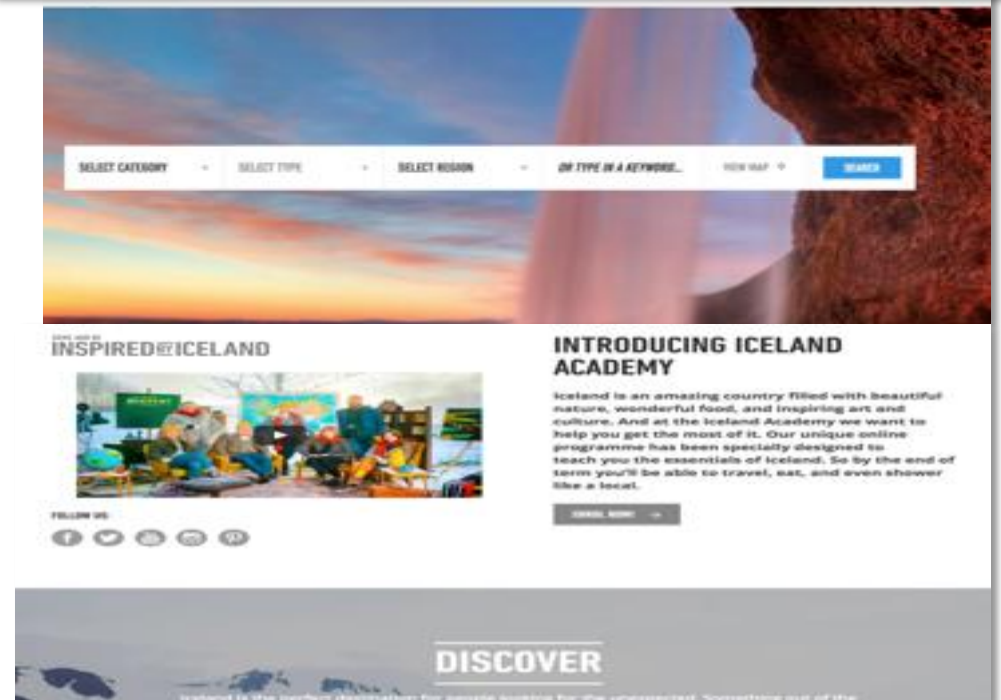
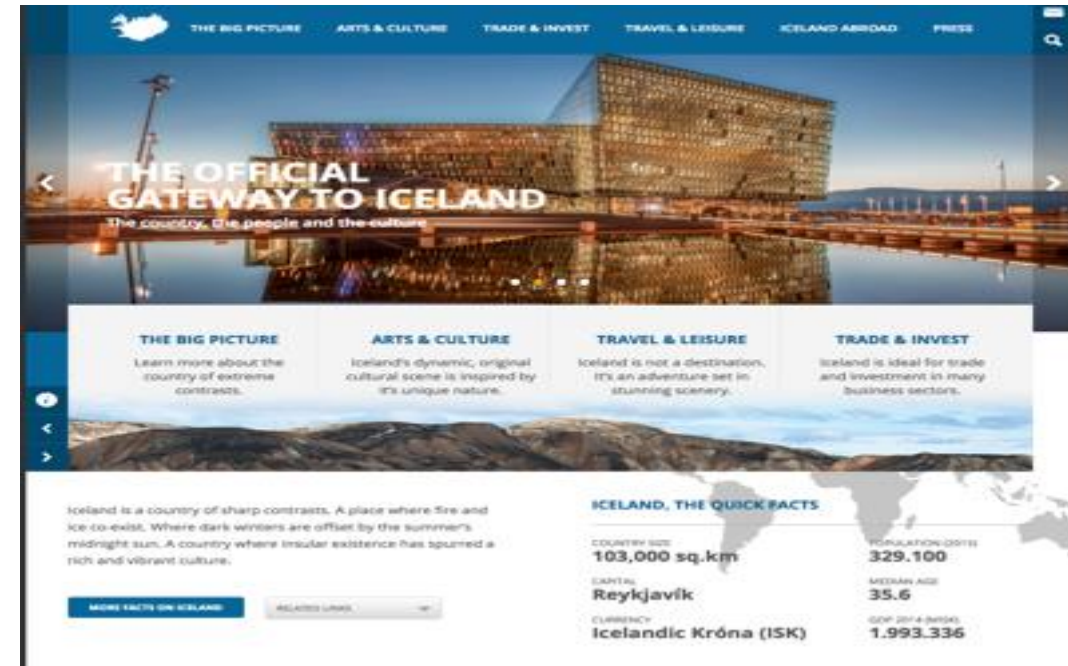


Observations – Current websites and social media

As you would expect, very focused on what you can see/experience if you visit Iceland –

- Exploring regions and things to see / do
- People
- Culture
- History
- Language
- Arts & Culture
- Trade & Investment

Food/drink only mentioned in the context of where to eat while in Iceland with one page dedicated to why Icelandic cuisine is so unique - <http://www.visiticeland.com/things-to-do/culture/dining/>



Recommendations - Audience



We should be targeting:

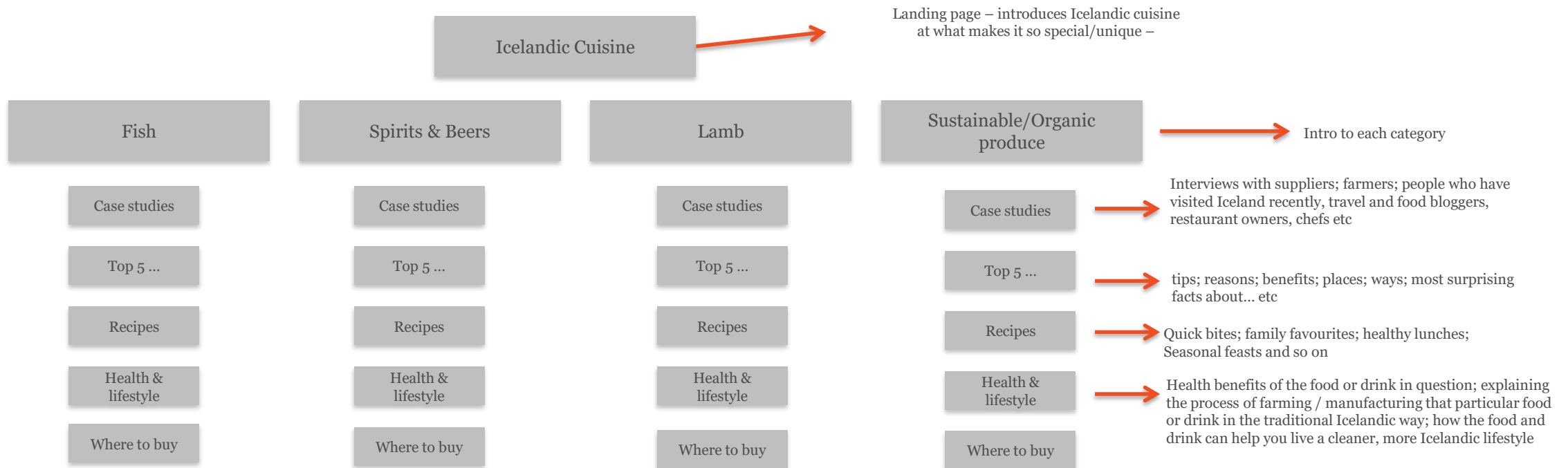
- 1) Anyone who has recently returned home from Iceland or is planning to visit - enjoy Icelandic cuisine when they're back home
- 2) People who enjoy exploring foreign cuisines – either to eat out, or cook for themselves
- 3) People who are interested in healthy, organic, tasty food – educate them about Iceland as a source of high quality, healthy food and drink
- 4) Journalists and online influencers – to amplify / spread the word among their followers
- 5) Hospitality professionals including Chefs – why they should consider sourcing Icelandic produce

Recommendations - Website



There are currently no areas of the websites or social media that are dedicated 100% to Icelandic food/drink/cuisine that can be enjoyed outside of Iceland.

We recommend creating an area / content hub for 'Icelandic cuisine' which is separate from 'where to eat in Iceland'.



Activity & channel recommendations


- 1) Post regular food/drink content onto the existing 'Inspired by Iceland' social pages
- 2) Content distribution/amplification
 - a) Native advertising using premium publisher websites that target the right audience (As with Skyr)
 - b) Boosted content via Facebook (As with Skyr)
 - c) Influencer outreach (Journalists/bloggers/hospitality professionals)
- 3) Post regular food/drink content onto the existing 'Inspired by Iceland' social pages
- 4) Encourage 'User-generated' content by inviting submissions – recipes, favorites, quizzes, competitions etc
- 5) Adverts and advertorial in relevant hospitality publications
- 6) Face-to-face influencer campaign (Icelandic dinner parties)




Native Content – Non-Interruptive

LOG IN HELLO! SUBSCRIPTIONS


HOME CELEBRITIES ROYALTY FASHION WEDDINGS BABIES HEALTH & BEAUTY FOOD TRAVEL TV & FILM BLOGS VIDEOS




James Martin returns to Saturday morning TV with new cookery show



7 of the best foods to boost your mood naturally




Recipe of the Week: Persian crusted rack of lamb with minted Jersey Royals



Healthy snacks for kids made simple and tasty!

SPONSORED CONTENT



Nutritious breakfasts your kids will love
BY SKYR

MOST READ STORIES

- 1 Starbucks Unicorn Frappuccino: All the details on the colourful drink and where you can get one
- 2 Where to get free food after the London Marathon
- 3 McDonald's reveal new staff uniform – are you lovin' it?
- 4 The Body Coach Joe Wicks' chicken pie recipe
- 5 The Queen's favourite recipes to be published in new royal cookbook

HELLO!

Nutritious breakfasts your kids will love



We all know that breakfast is the most important meal of the day, but that doesn't mean we should skip it. In fact, it's the most important meal of the day, and it's the one that sets the tone for the rest of the day.

Why? Well, breakfast is a time to refuel your body after a night's sleep, and it's the one meal that can help you stay focused and energized throughout the day. It's also a great time to introduce your kids to healthy eating habits, and it's a chance to spend some quality time together.

So, what are some of the best breakfasts for kids? Well, there are a few key ingredients that you should look for: protein, fiber, and healthy fats. These ingredients can help keep your kids full and satisfied, and they can also help support their overall health and well-being.

One of the best ways to ensure your kids are getting the most out of their breakfast is to make it as fun and engaging as possible. You can do this by involving them in the process, and by making it a special time for everyone to enjoy.

So, what are some of the best breakfasts for kids? Well, there are a few key ingredients that you should look for: protein, fiber, and healthy fats. These ingredients can help keep your kids full and satisfied, and they can also help support their overall health and well-being.

Creamy porridge

Super smoothies



Mealtime granola

Wholesome pancakes

Icelandic Skyrri

hello! [hello!magazine.com](#)



#BEAUTY

Why British beauty is booming abroad



#FORMULA 1

F1's challenge to get young blood on the grid



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Overnight oats: here's one I made earlier...

BY SKYR



#FORMULA 1

F1 takes wait-and-see approach to Brexit



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The never-ending story: Skincare and personalisation



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Natural and organic beauty at an affordable price

The breakfast everyone's talking about: overnight oats


SPONSORED CONTENT


BY SKYR - MAY 2, 2017




Facebook – Boosted Content

OVERVIEW EDIT PROMOTION

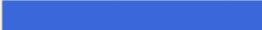




 You are targeting **men and women, ages 25 - 45** who live in **1 location** and have **15 interests**.
[Show full summary](#)



 This promotion will run for **7 days**.

 Your total budget for this promotion is **£50.00**.


2,488 Engagements **58,985** People Reached [?]
£50.00 Total Spend [?]

Actions | People | Countries


Link Clicks	 2,301
Page Likes	 43
Post Likes	 88
Comments	 33
Shares	 23

 **Skrir - Iceland's secret to healthy living.** Published by Ben Hollom [?] · October 3 at 7:30pm · 






Overnight oats are packed with nutrients, easy-to-prepare and will keep you full until lunchtime. The perfect grab-and-go breakfast!
Check out our favourite flavour combinations below >>




The new craze: overnight oats
Finding the time to eat a decent breakfast in the morning can be difficult. Whether you're trying to beat the traffic on your commute or hurry the kids off to school, it's all too easy to skip this most important meal of the day – or just fuel up on...
[SKYRICELAND.CO.UK](#) [Learn More](#)

 **Reach Even More People**
You can view your results and add budget to get more likes, comments and shares.

64,102 people reached [View Results](#)

 Like  Comment  Share  Buffer 


 Lynsey Fenton, Kate George and 119 others Chronological ▾

30 shares

Social Media Influencer Outreach



ALICE TATE ✓
@ALICETATE_ FOLLOWS YOU
HIGH FIVES, GOOD VIBES. Travel writer, blogger, runner + PR & Comms Manager @thehoxtanLDN. Insta: alice_tate Snap: flash-anthology /...



KELLY DONEGAN ✓
@ItsKellyDonegan FOLLOWS YOU
Author of BUILD YOUR OWN BODY #Buildyourownbody / Certified PT. Health + Fitness Guru. Taking over the world & travelling it too 🌍



Britt Whyatt 🍰 ✓
@shewhobakes1 FOLLOWS YOU
Award Winning Blogger, Baker, Author, International Public Speaker & Mental Health Advocate for @timetochange. #BakersHour Wed 9-10pm



Joanna Rowsell Shand ✓
@JoRowsellShand FOLLOWS YOU
Cyclist • 2x Olympic Champ • 5x World Champ • @adidasuk • @wattbike • @sportstoursint • @frogbikes • Motivational speaker • Enquiries:...



MONDO mulia

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• Where to Eat and Drink in Belfast

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WELCOME TO MY BLOG!

SKYR CAKE WITH MANUKA HONEY ROASTED FIGS Published 11th February 2016

How this recipe came to life was serendipitous, as different ideas formed in my mind, inspired by recipes and ingredients I came across over the last week. I love it when an idea comes to life and becomes something new and delicious.

There are many reasons to love this cake: it tastes good, it's light, moderately healthy and it looks beautiful.

Icelandic Skyr Cake with Manuka Honey Roasted Figs



**Personal recommendations play
a key role in 81% of purchase decisions**
- Digital Democracy Survey, Deloitte, 2015

Word-of-mouth marketing is getting the right people to talk about Icelandic produce, influencing the people they know in order to educate, build trust, increase advocacy and drive sales.

Real-life consumers with the power to influence others and change the way they feel, act or shop.

Everyone has a friend they go to for advice when they're thinking of buying something. We find those people – life's influencers – giving them knowledge and first hand experience of Icelandic produce, so they can recommend them to their wide-reaching social networks.

An influencer thrives on being given a role and elevated social status. They happily take on responsibility and go out of their way to complete tasks which enable them to look good and share news with friends.



Proposed Strategy: Bring top quality Icelandic food to British dinner parties



Invite 'Grapeviners' to host a dinner party of 8 friends.

We provide them with recipes and top-quality Icelandic ingredients to make a delicious, exotic Icelandic feast.

We include some games and trivia cards to educate and engage them during the party, and we ask for their opinions and feedback afterwards.

Once they have formed multi-faceted opinions on Icelandic exports, they will naturally share them with friends and family, sparking a chain reaction resulting in face-to-face conversations & recommendations.

How it works

*We find
and engage
these people*



6,500
Grapeviners
tell
10 people
each

65,000
friends tell
4.5 people
each

292,500
friends tell
2.3 people each

672,750 people
hear from friends

$(6,500 + 65,000 + 292,500 + 675,750)$
 $= \underline{1,036,750}$ face to face conversations

Face to face influencer campaign - Benefits

- 52,000 people tasting & discussing authentic Icelandic products in relaxed environment
- Education – quality, freshness, sustainability, origin, clean, clean nature, where to buy, etc
- Creating an army of over 50,000 advocates
- Bringing Icelandic produce to new consumers
- Encouraging future purchase of Icelandic produce
- Great Content created from dinner parties





M2 Bespoke

Be seen...

Be followed...

Be trusted...

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