

AHDB - WE EAT BALANCED

# SOCIAL MEDIA PROPOSAL





## RECAP ON BRIEF

AHDB requires the specialist services of a social media agency to continue to deliver the 'always on' social media activity for its We Eat Balanced campaign.

To date, We Eat Balanced has aimed to share positive stories, correct misconceptions and positively differentiate British produce.

The new social media partner will be responsible for helping We Eat Balanced achieve its goals, whilst ensuring the best return on levy payers' money.

## DOCUMENT OVERVIEW

This document contains the following sections, as outlined in the tender scoring criterion:

### **Effectiveness**

A detailed look at 3 opportunities for We Eat Balanced on social media that will drive impact.

### **Efficiency**

An overview of account handling processes to ensure smooth delivery of services and strong return on investment.

### **Competitive Statement**

LUX's USP, alongside 2 social media case studies where we positively influenced consumer attitudes.

QUALITY SCORING CRITERIA - EFFECTIVENESS: 30%

# SOCIAL MEDIA EFFECTIVENESS

From building community as a means of positively influencing consumer perceptions, to utilising free-to-use functionality that drives return on investment, the following slides take a look at three immediate opportunities for We Eat Balanced that all deliver on AHDB's aims.

# BUILDING COMMUNITY TO INFLUENCE AND PROTECT POSITIVE PERCEPTIONS

## INSIGHTS

'Community' is now at the forefront of social media strategies with ever-changing algorithms now forcing brands to value 'quality' of followers over 'quantity'. Utilising a multi-pronged approach, it's possible to build a strong community that's relevant, engaged and receptive.

From starting conversations on brand-owned profiles, to joining in on relevant affiliate pages, an impactful community engagement strategy places causes and initiatives authentically at the heart of pertinent conversations.

For We Eat Balanced, this presents scope not only to 'protect' sentiment towards British red meat and dairy among existing consumers, but, importantly, retain those who are wavering.

## RECOMMENDATIONS AT A GLANCE

## #1 APPROACH & BENEFITS

### AGENCY COMMUNITY MANAGER

and allowing them to engage with We Eat Balanced as well as nurture potential advocates as well as We Eat Balanced will have a front row seat from which to learn directly from consumers and these learnings will be essential when creating marketing strategies, planning content, building target audiences, and establishing overall business goals.

As part of this, LUX will provide We Eat Balanced with a highly experienced **Community Manager** - a member of the team whose goal it is to harness, educate and convert consumers through social media-based conversation. The Community Manager will work in tandem with our social and creative teams so that content produced mirrors the concerns, questions and conversations seen on channel.

### SOCIAL LISTENING TOOL

AI-based tools have empowered brands to harness the benefits of social listening to great advantage - whether that's tracking competitor causes, measuring consumer sentiment, or staying abreast of industry trends.

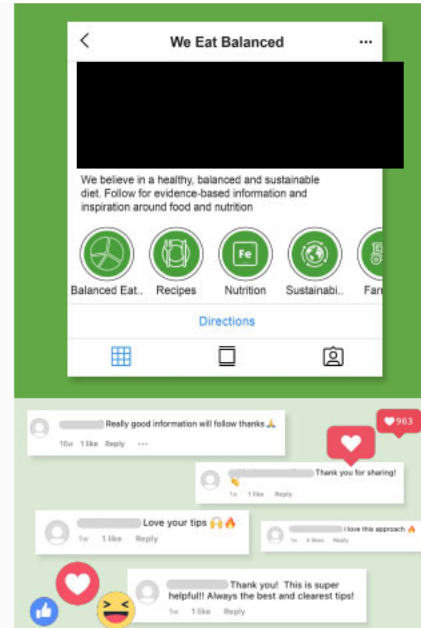
Utilising such a tool means we can identify relevant conversations and, additionally, we can easily see if relevant conversations are happening on other platforms that the

### FAQS AND CONTENT PROMPTS

Implementing a clear community engagement strategy means We Eat Balanced can prepare for both positive and negative sentiment and engage with consumers in an authentic - and consistent - way.



The suggested content types for Instagram Highlights includes:



## #1 APPROACH & BENEFITS

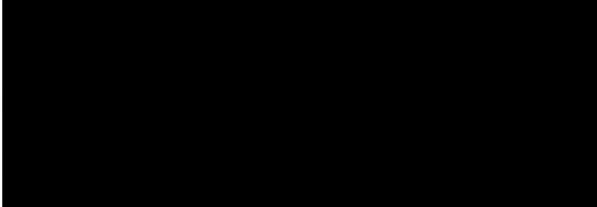
### INFLUENCERS AND ADVERTISING

Advertising objectives are broken down into 3 segments - [REDACTED]. In addition to [REDACTED] also be considered a core priority for We Eat Balanced, as it indicates content is resonating, positively influencing the attitudes and behaviours of target consumers [REDACTED].

While social advertising has proved fruitful in the past in terms of impressions, we recommend allocating the majority of advertising budget to [REDACTED] so as to meet the objective of engagement, whilst also raising awareness.

Leveraging the social capital of individuals that the target audience trusts has proven more successful than traditional 'channel advertising' for many brands and causes.

There are several reasons for this:



In engaging influencers on a longterm basis, We Eat Balanced has the opportunity [REDACTED] versus traditional Instagram or Facebook advertising. We do, however, recommend allocating spend for [REDACTED] order to test and learn about our content and community approach.

## SOCIAL MEDIA OPPORTUNITIES #2

# IMPROVING ROI THROUGH CROSS-PLATFORM OPTIMISATION

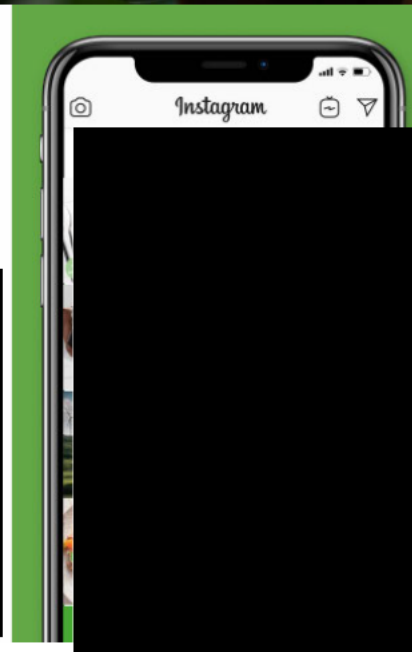
### INSIGHTS

Instagram has transformed from a place to devour bitesized - referred to as 'snackable' - pieces of content, to a platform that demands storytelling, community cultivation and a value exchange between brands and consumers. The platform has redirected its focus from static photography and now prioritises video content via Instagram Reels and carousels; both of which are more dynamic and engaging ways to connect with audiences.

Based on this, initiatives and causes are taking a more considered approach to content production, utilising multiple engaging formats to amplify key messages.

This approach offers a better way to educate, inspire and empower, rather than simply 'broadcast'.

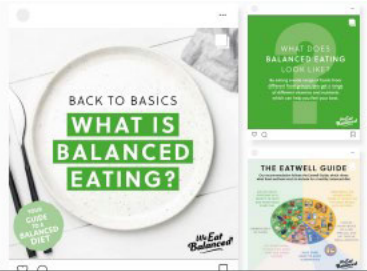
### RECOMMENDATIONS AT A GLANCE



## #2 APPROACH & BENEFITS

### BRINGING BACK THE 'BALANCE'

Taking We Eat Balanced back to its roots, we recommend developing assets to seed the core message of 'balance' and what this means for the consumer. This will anchor communications back into the foundation of the initiative and inform consumers on the fundamental meaning of a balanced diet; providing practical solutions that can be adopted in everyday life.



### REFRAMING NUTRITION TO LEAD WITH CONSUMER NEEDS

Monitoring consumer feedback will help reframe nutritional facts. To do so, we recommend opening with a consumer benefit, addressing a known lifestyle needs – such as low energy or skin conditions – and offering practical, nutrition-based solutions and simple infographics. From here we'll present these as simple carousels, making the information accessible, engaging and sharable.

### CULTIVATE CULTURE AND TAP INTO TRENDS

We'll bring the conversation on balanced eating firmly to the table and stay on trend with a series of organic TikTok videos, showcasing the daily meals of real people such as food bloggers, nutritionists, fitness instructors, chefs and farmers.

## #2 APPROACH & BENEFITS

## A SOFTER SIDE OF SUSTAINABILITY

Compelling statistics perform well on social media and are key to counteracting misinformation. By repositioning this type of content in a way that feels positive and encouraging, utilising carefully curated photography and more concise data, there will be no room for ambiguity.

## RECONNECT WITH LOCALS AND THE LAND

We recommend development of a [REDACTED] [REDACTED] with a variety [REDACTED] [REDACTED] doing so will introduce a more emotive and reliable narrative. [REDACTED] people are the beating heart of the UK farming industry, and through their stories [REDACTED] farming and the people who work tirelessly to uphold them.

## #2 APPROACH & BENEFITS

As part of this recommendation, we propose an **evolution of content styling**, the aim being to give social media assets a more refined edge, leveraging unmistakable brand cues – such as colour – and creation of a wider variety of templates that will make content work harder, and smarter, across all platforms.

## COLOURS & GRAPHICS

We will harness the power of the We Eat Balanced [REDACTED] [REDACTED] for those on the fence to encourage them make informed decisions. [REDACTED] focused, to support calls to action and messaging, as well as initiative recall.

## TYPOGRAPHY, MESSAGING & TONE OF VOICE

Typography and messaging will be styled to be engaging, clear and easy to digest at a glance. Tone of voice will always put the consumer first and seek to strike a clear balance – impactful but never aggressive, warm but never passive, straightforward but never misleading – and correlate to the core tone of voice principles of 'simplicity'.

## PHOTOGRAPHY & VIDEO

Content will be further brought to life through a [REDACTED] aspirational recipe imagery, location-based content and high quality stock photography that creates a more holistic experience for consumers. Video content will be platform specific [REDACTED] compared to other platforms. [REDACTED]



# HARNESSING TIKTOK TO TURBO CHARGE REACH

## INSIGHTS

TikTok is a video content platform that has transformed the way consumers engage with content. Short, fun and educational videos have taken over long-form video for over 13 million users in the UK alone.

The platform's audience is increasingly more varied than other platforms, primarily due to their algorithm, which better shapes and serves content to each unique user. For this reason, organic reach and engagement on TikTok surpasses that of Meta platforms such as Instagram.

TikTok videos are an excellent way to engage audiences through creative content. It's all about fun, positivity, entertainment, discovery, community and culture – and, with many brands still late to the party – it's the perfect opportunity to get involved and own the conversation.

## RECOMMENDATIONS AT A GLANCE



## #3 APPROACH & BENEFITS

### MANAGEMENT AND APPROACH

TikTok is a channel that demands a very personal approach, both in terms of content production and community engagement. Being on the pulse with new trends and conversations from the get-go will underpin the job of building consumer love and loyalty.

### INFLUENCER ENGAGEMENT

Influencers on TikTok take a more candid approach to content production than on Instagram, which can make them feel a lot more relatable to their audiences. With TikTok users searching for brainfood over aesthetics, it's the ideal channel to harness influencer marketing for an initiative like We Eat Balanced.

we can repost – creating a sense that a growing number of people are going the We Eat Balanced movement.

### CONTENT PRODUCTION

#### Approach

#### Recommended Spend:

### #3 APPROACH & BENEFITS

#### TIKTOK INFLUENCER RECOMMENDATIONS

Here we have **recommended a number of influencers** who would be excellent brand advocates for We Eat Balanced, creating content in line with our key messages.

Their followings span over both TikTok and Instagram, therefore offering multi-channel reach and engagement opportunities.

Content is entertaining and enlightening, from recipes and cooking tips and hacks, to nutrition myth busting and health-related facts and information.

#### QUALITY SCORING CRITERIA – EFFICIENCY: 10%

# WAYS OF WORKING EFFICIENCY

With a proven track record working with levy-funded and multi-stakeholder organisations, LUX understands the need for gold standard account handling and budget management. The following slides provide a condensed look at some of the key pillars of LUX's 'ways of working' approach for AHDB, as well as the personnel that will become an extended part of your team.



## WAYS OF WORKING: MANAGEMENT

### SOCIAL MEDIA MANAGEMENT

#### An expert agency partner covering all bases

All social media content will be developed in line with the campaign target audiences and objectives agreed at the outset of the Contract. Content will be posted by LUX at an optimal time for existing fans and target audiences.

Community management will take place daily at two key intervals, morning and afternoon, to ensure the majority of engagements are responded to within a 24-hour period.

In addition to community management of comments, direct messages and mentions, LUX will undertake social listening duties, to identify comments made in reference to We Eat Balanced.

At the beginning of the Contract, LUX will work with AHDB to develop a community management FAQ document, which will act as a 'living' guide and be added to with new FAQs as time goes on.

Working to an agreed budget, LUX will ensure social media advertising is monitored and optimised on a daily basis to generate maximum return on investment.

Targeting specific audience segments, social media advertising will be used to support and supplement the organic growth of the fan base as well as for reach and engagement with content.

### CAPACITY & RESOURCE MANAGEMENT

#### Confidence in the delivery of the Contract

LUX understands that AHDB has an in-house social media team, however they currently do not have enough capacity to support this work stream in full, hence the need for it to be outsourced.

As such, it's critical that AHDB is able to fully and confidently rely on LUX to be able to manage all aspects of the Contract.

Unlike many other agencies, LUX has a dedicated Traffic Manager who oversees the scheduling and resource requirements of all members of the team. A series of tools – such as Float and Basecamp – are used to assign tasks to agency team members alongside an appropriate amount of time to deliver the work to an exacting standard.

#### What does this mean for AHDB?

All aspects of the Contract will be planned and scheduled by LUX's Traffic Manager so as to protect and ring fence resource.

This means the AHDB Project Team can be confident in knowing when work will be delivered and that the agency team is not at risk of becoming over capacity.

Furthermore, as part of the capacity scheduling process, LUX will book in time for feedback to be captured and actioned, honouring this important part of the sign-off process.

### BUDGET MANAGEMENT

#### Flawless financial management

As a levy-funded organisation, flawless budget management will be critical for AHDB, as well as an ability to document and demonstrate return on investment.

As part of month-end reporting, LUX will include a digest of actual deliverables alongside a breakdown of the associated fees and costs for delivering the work.

As AHDB's preference is for flat-phased, in arrears invoicing, agreement on contingency plans will be sought, should a variance occur between work delivered and the agreed plan be identified.

#### Budgetary due diligence at all times

Value for money and return on investment will also be front of mind for LUX and feed in to how the agency ensures the budget is managed with care.

This may include but is not limited to:

- Where appropriate, sourcing up to three different quotes from suppliers and partners
- Performing a 'benefit' and 'impact' assessment
- Ongoing optimisation of content and advertising
- Consider longevity of content and collateral; producing evergreen assets where possible
- Working with influencers who are not solely fee-minded

## WAYS OF WORKING: REPORTING & EXCELLENCE

### KPI SETTING & REPORTING

#### Defining what 'success' looks like for AHDB

While We Eat Balanced's overarching aim of protecting long-term positive consumer attitudes towards British red meat and dairy will remain our north star, it's anticipated that the metrics for success will flex depending on the activity being delivered.

A full suite of KPIs will be established at the commencement of the Contract and may include but aren't limited to:

- **Fans:** Audience growth of the We Eat Balanced pages overall
- **Reach:** Number of people – fans and non-fans – who are coming into contact with campaign content
- **Engagement:** Number of people who are liking, sharing, viewing and commenting on specific pieces of campaign content
- **Sentiment:** How social media users are responding and reacting to campaign content-positive, negative or indifferent
- **Cost Per Action and subsequent ROI:** The cost of social media advertising spend to achieve an individual goal e.g. cost per like, cost per engagement, cost per view

#### Reporting that drives impact, quickly and easily

Reporting will see social media metrics and insights unpacked into recommendations on how these drive further effectiveness, impact and return on investment for We Eat Balanced.

Reports will be written and formatted so they are suitable for sharing with external audiences, partners, sector council and board members, as well as senior management at AHDB.

### KNOWLEDGE & INSIGHTS SHARING

#### Bite-sized industry updates

A culture of transparency and proactive knowledge sharing will be a key feature of the collaborative working partnership between AHDB and LUX.

As We Eat Balanced's social media agency, LUX will be responsible for providing timely updates to relevant personnel on aspects such as algorithm changes and roll-out of platform features which may be of interest.

Updates are typically shared on an 'as and when' basis and packaged with brevity in bite-sized, at-a-glance emails. For example:

- What's the need to know e.g. significant algorithm update on Instagram
- What does it mean for us e.g. focus on a video-first content strategy
- What happens next e.g. the upcoming content calendar will be reviewed to ensure optimisation as the new algorithm rolls out

#### Taking the pulse of consumers, competitors and peers

In addition, LUX will also encourage best-of-breed thinking and social media solutions by remaining in touch with the consumer.

Supplementing the work of AHDB's Market Intelligence Department, LUX will share adhoc updates on consumer attitude, perceptions and behaviours as they pertain to social media and the use of this for We Eat Balanced. Similarly, monitoring of the social media and wider comms activities of an agreed list of competitors and peers will also be included in weekly updates, to provide the AHDB Project Team with an easy way to stay abreast of this.

### IN-HOUSE TEAM UPSKILLING

#### Supporting learning and development

LUX is mindful that a longer term ambition may be for AHDB to take social media management of We Eat Balanced back in-house.

During the onboarding session with the We Eat Balanced Project Team, LUX will discuss and identify areas where AHDB may wish to build skills. In doing so, LUX will create opportunities for up-skilling of AHDB personnel.

#### How might this look for AHDB team members?

LUX has a track record of working with organisations like AHDB to coach and develop in-house talent with the support of the agency.

This may include but is not limited to:

- 1-2-1 shadowing sessions and mentoring packages
- Hosting dedicated learning lunches
- Training guides on tools and platforms
- Invites to LUX's wider events programme
- Away-day sampling sessions and cooking demos at the LUX Studio

LUX is committed to developing talent in the food & drink industry, making it a vibrant, enjoyable and sustainable career choice. The aforementioned up-skilling opportunities are undertaken by LUX without charge.

# WHY LUX COMPETITIVE STATEMENT

We've dedicated the last 10 years to working solely within the food and drink industry - and the results speak for themselves. What's more, we have specific expertise in utilising social media to positively influence consumer perception, drive behaviour change and create long-lasting legacy for organisations and causes that matter.



**WHY LUX**

**AN INTEGRATED  
AGENCY DEDICATED  
TO FOOD & DRINK,  
WHOSE SOCIAL MEDIA  
CAMPAIGNS ARE AMONG  
THE BEST IN THE WORLD**

