

Trex – The home of family baking

Category: 3 Communication/4 Sector
Sub-category: 3.3 Digital/4.3 Food and Drink
Client: Princes Food and Drink Group
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01. Executive summary

Trex is an icon in British home baking. First launched in the 1930s as a vegetable-based alternative to butter and lard for baking, Trex has been a baker's best friend for generations. It is the perfect partner for home baking.

However, Trex faced a challenge in that the product's core audience is aging and a younger audience did not know the brand or understand why they might choose it.

In response to the brief, Tayburn submitted a proposal outlining our thoughts around developing a campaign called 'Family Baking'. The campaign intended to reignite the brand and introduce it to younger, casual baking enthusiasts but without alienating the existing audience.

02. Introduction to the marketing solution

Trex came to us with a challenging brief. They didn't just need some marketing activity to grow their share of the market – they needed to attract an entirely new customer base by transforming the brand image, without alienating their existing customers.

By understanding how and why people might use the product in the modern day, we were able to make Trex relevant again. We gave the Trex brand a broader role to play in people's lives.

Through a consistent and integrated marketing effort we ensured that Trex was no longer seen as simply a white fat for baking with, but as 'the home of family baking'. We went further than merely paying lip service to family baking in our messaging – we embodied the proposition by providing useful and engaging content to make the brand website a destination. By the end of our campaign we hadn't just transformed a brand image – we had created a community of family focused baking enthusiasts.

03. Objectives

Our long-term brand objective:

	Description
Objective 1	Shift the consumer profile from a predominantly older baking expert to a younger, casual baker. We would prove this by: <ul style="list-style-type: none">• Showing a 5% growth in younger age segments; and• Increasing brand share by 1% in the first year.

Our initial 6-month campaign objectives:

	Description
Objective 2	Develop an online community site attracting 30,000 visitors.
Objective 3	Grow the existing consumer database of 15,000 by 30% to 19,500 individuals.
Objective 4	Provide demonstrable consumer engagement: <ul style="list-style-type: none">a. Through the capture of 1,000 baking memories and tips;b. By facilitating the requests for 12,000 Trex calendars;c. By delivering 25,000 recipe page views;d. By delivering 15,000 competition entrants;e. By showing audience consumption of 'The Bakery' content by 2,000 page-views each month and an email open rate of 20%.
Objective 5	Pursue a responsive strategy so that our brand could be accessible to bakers everywhere – as they shop and as they bake.

04. A recipe for success

Strategic thinking and effective planning

Challenges

There were three specific challenges for the brand:

1. What were we doing to shift usage of the product from a declining elderly audience to a younger audience of keen aspiring bakers?
2. How did we retain appeal with our core users, without alienating them with a shift in the brand?
3. How should we encourage and incentivise a younger audience to visit the Trex website regularly?

We first took a look at the rise in popularity of baking.

The resurgence of baking in the UK has seen many people become aspiring bakers. Shows such as The Great British Bake Off, Lorraine Pascale and Kirstie's Handmade Britain are huge and our appetite for onscreen baking is showing no sign of satiation. Who doesn't enjoy Kirstie Allsopp's buns?

Keen to take advantage of this, we wanted to create a campaign to engage these aspiring bakers but, at the same time, not alienate the older, loyal customer base. We realised though that Trex were late to the party, so they needed a distinctive offering to carve out a meaningful space in the baking world.

We needed a comprehensive understanding of how to appeal to each customer group.

04. A recipe for success

Strategic thinking and effective planning

Customer insights

Customer research identified three customer segments. We considered our premise to them, how we could influence them, and what role they could each play in attracting a younger audience:

Audience	Loyal Trex consumer	Aspirational baker	Baking families
	55+ older women who are highly skilled bakers	25+ recreational baker with varying skill (predominantly female but a growing male share)	30+ family groups, communal baking for fun, passing on memories, tips etc
Our premise	You are the home baking experts with knowledge, skills and experience in abundance. We'd love you to share your experiences and your family recipes on our website.	Trex is the home of family baking. It is a community where family baking recipes, tips and inspiration are shared.	Baking together is a wonderful family activity. An opportunity to spend time with loved ones and an experience which will live long in the memory. It's an experience that kids will love to share.
Need to feel, think or do	<ul style="list-style-type: none">Valued and important to the brand.An experienced baker with skills and knowledge that Trex would like to share.A family matriarch – someone who can pass on recipes to younger generations.The website provides a platform for the sharing of their knowledge, tips and skills.	<ul style="list-style-type: none">Watches TV shows such as the Great British Bake Off, which fires their imagination and encourages them to bake at home.Are expressive and passionate about baking. It's fun and they like to share and communicate their baking creations.An avid user of social media.Someone who will cook from recipes found online and accessed in the kitchen from a tablet or mobile device.That baking is a family affair. It is an experience that brings family together.They feel entirely comfortable in sharing recipes and family baking experiences on this website with a fellow baking community.	<ul style="list-style-type: none">Mothers and fathers cooking with their children. Grandparents cooking with their grandchildren.Baking together is a wonderful activity that can be shared. It is a fun and wholesome activity that everyone will enjoy.Recipes are likely to be simpler, aimed more at kids.
Role	Enable and inspire a younger audience with their expert knowledge.	Tap into the growing and highly vocal audience to spread message.	Create an engaging community that gives people a reason to share and return.

04. A recipe for success

Strategic thinking and effective planning

Brand insights

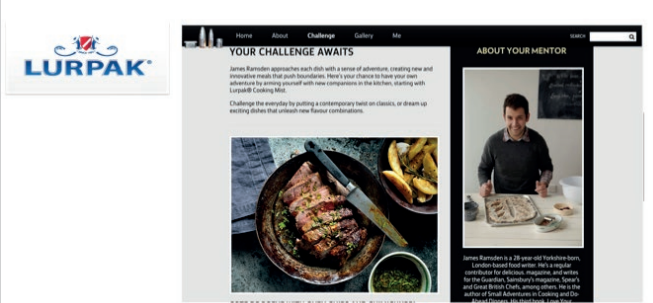
Recently, the resurgence of home baking has seen consumers prefer yellow fats (Anchor, Lurpak, Flora) for baking. These brands have been capitalising on the growing trend for home baking; launching specific baking products and brand campaigns to build market share and engage with consumers.

We looked at our competitor set to understand the category:



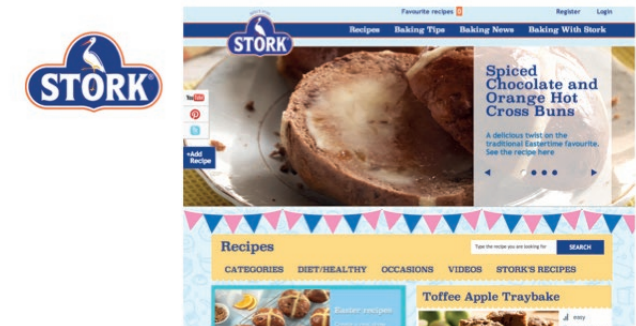
Fun, playful, family focused and kid friendly. Easy and accessible. Offers recipes and covers all types of cooking.

But no community and not baking specialists.



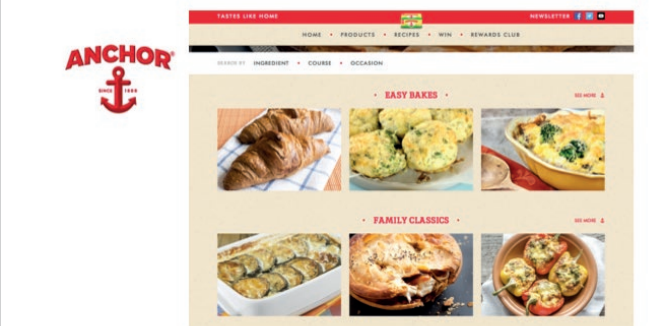
Young, passionate, and for the love of food. Highlights the motivational benefits and creates a community.

But not baking specialists and no family focus.



Seeped in heritage and baking expertise. Educational and functional advice on baking.

But no passion for food, focus on the family or sense of community



Warm, homely and wholesome. Loves good, no fuss, classic dishes. Offers easy and accessible range of recipes.

But no focus on the family or sense of community

Outwith the category, consumer interest centred around recipe sites and community. Brands had successfully established a foothold in this area by presenting community-focused sites.

04. A recipe for success

Strategic thinking and effective planning

A drive to be distinctive

We summarised four key brand attributes, which would come to life and make us stand out:

Passion

We shouldn't be a dry database of recipes, but a place filled with emotion and inspiration. We are bubbling over with love for food and every touch point should show our passion.

Baking specialists

We should be the go-to destination for baking and avoid diluting our focus and expertise with other areas of cooking.

Community spirit

A strong and vibrant community will be the beating heart of our site. Recipes will be available as a means to create conversations and sharable content.

Family focus

Our community should be made up of family members sharing recipes that have been handed down through generations, from grandmother to granddaughter, father to son. You'll find ideas that excite children and bring joy to the family dinner table.

Based on the research, challenges and key differentiators, we developed a campaign idea of Trex being the home of family baking.

This included a digital presence that compiled recipes, tips, stories and expertise. So we registered the URL familybaking.co.uk to become the campaign's web hub.

Our vision for the campaign is summarised in the following:

[Familybaking.co.uk](http://familybaking.co.uk) is the family baking community.
Family baking ideas passed through the generations.
With love from grandmother, to mother, to daughter.

05. Originality, creativity and execution

Our creative concept

The modern day kitchen is the heart of any family home; a place to congregate, eat, drink and talk. The challenge in designing familybaking.co.uk was to create a similar space for people to congregate online.

Large scale photographic backgrounds and textures reflect a homely family kitchen in action; with floured worktops, rolled out pastry, and patterned tablecloths. The latest content gets set on top of these surfaces, as if cut-outs from a magazine, with typography inspired by classic cookbooks.

The carousel panel acts as our shop window. Here we display and set the tone for the latest seasonal content which serves to add colour, texture and excitement to this evolving site.



05. Originality, creativity and execution

Bringing authenticity to our imagery

Traditionally, Trex had relied on stock photography of classic family scenes to place the brand in context. However, this felt impersonal and a touch incongruous. Instead, we opted to select Instagram images of family baking moments to bring authenticity to the campaign, as well as youth appeal.

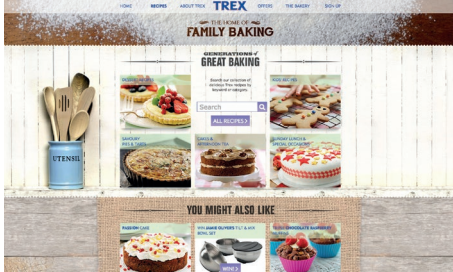
A dynamic homepage was created, which is updatable to reflect current campaign themes. Its purpose is similar to that of a magazine cover – enticing visitors to delve a little deeper into the site.

- **Family baking is a responsive website**, displaying well on various screen sizes, resolutions and devices; particularly mobile and tablet. Research surrounding our aspiring bakers suggested that they often cook from recipes found online and accessed in the kitchen from a tablet or mobile device.

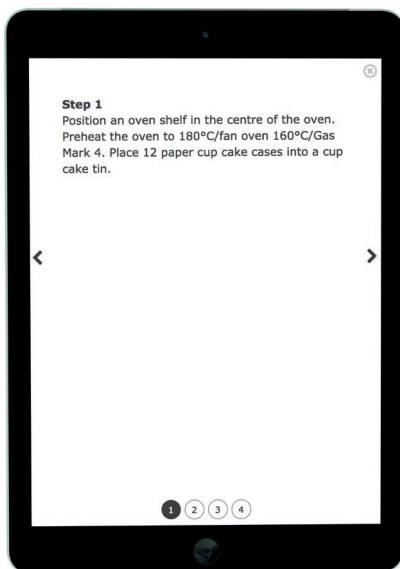


05. Originality, creativity and execution

A recipe database



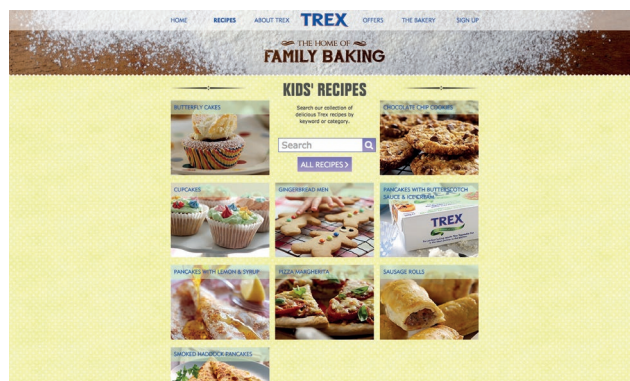
- Underpinning the website is a **database** of some 100 baking recipes, both sweet and savoury, which can be made using Trex. These are contained in a database capable of storing an ever-growing number of recipes in a consistent and creative format.
- **A recipe search facility**, allows consumers to search recipes by a variety of categories, filters and free text search.
- **Each recipe page will allow two views**: A recipe detail view and a 'bake mode' view, so that recipes can be accessible from a tablet in the kitchen in a swipe-able format.
- **User upload**: Site visitors have the ability to upload a recipe, a baking tip or a baking memory via a secure upload form. This content is used and rotated on the site frequently.
- **Provision for older and younger audiences**: Keeping older core customers happy, alongside providing information to aspiring bakers was key. To that end, ingredients were provided in metric and imperial, we offered conversion charts and the ability to view recipes in **bake mode** (for tablet) or as a printout, avoiding those messy moments with 'floury fingers'.



Educating the consumer

One of our key challenges was to educate the consumer of the benefits of Trex. With this in mind, we made sure that key brand messaging was ingrained in the site.

- Trex is passionate about love of food which can be seen through the recipes and content available on the website.
- Trex is the home for baking specialists, exemplified through the wealth of hints, tips and stories available on the website – often supplied by home bakers with real experience.
- The development of familybaking.co.uk and the creation of a community of like-minded baking enthusiasts will attract and inspire aspiring bakers and introduce them to the product
- Family focused – We will incorporate themes, which focus on **cooking with kids**. We will create content specifically for this audience.
- Baking expertise – Through the seeding of product tips, education and advice throughout the website.
- Key selling points such as “Loved for its versatility, Trex is lower in saturated fat than butter – and you can actually use 20% less.”
- The URL trex.co.uk was retained and redirected to the About Trex page on the Family Baking website, so that information on the brand was retained.



05. Originality, creativity and execution

Developing a relationship with aspiring bakers

A content plan underpinned the focus of the site whereby **each month had a theme** and a number of articles around this theme. This brought focus to the website and allowed Trex to communicate with customers. A monthly theme gave consumers a reason to return to the website regularly.

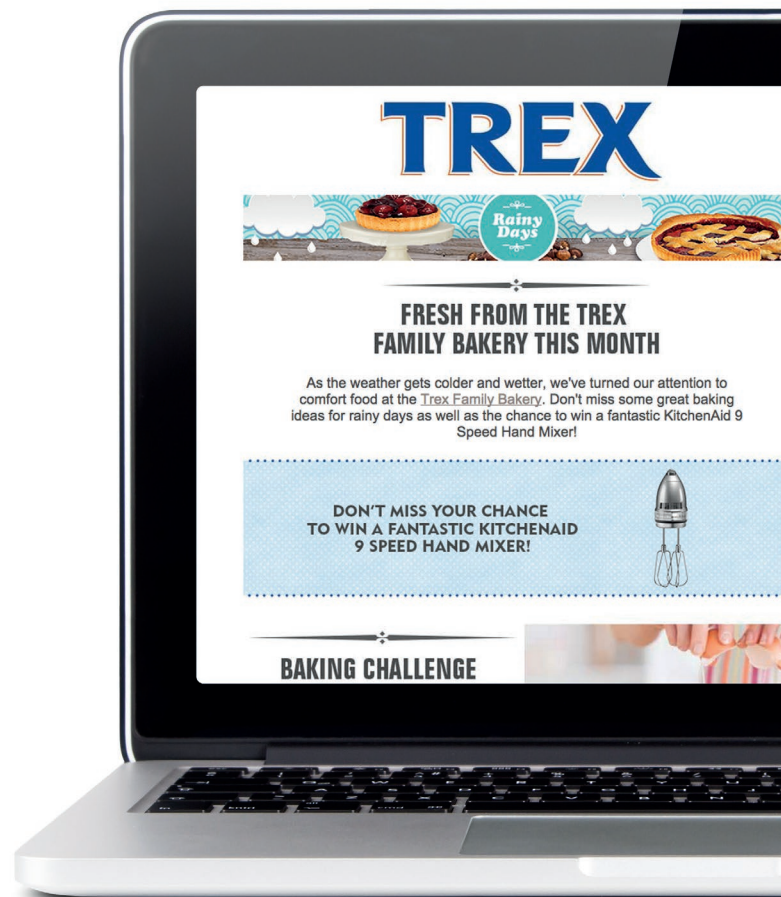
A section known as 'The Family Bakery' is updated each month with a lead feature, in-season ingredients, top tips, best-for recipes, a Trex challenge and baking memories.

Baking themed competitions and promotions were offered to consumers in an effort to drive interest amongst key audiences and to grow an existing consumer database.

In an effort to engage loyal and aspiring customers, we encouraged our visitors to supply baking memories and tips. The memories submitted and shared on the site will form the core content of a social media campaign set to take place in 2015 on Twitter, where three memories/tips will be shared every day during the year.

A **monthly email newsletter** is distributed to an ever-growing readership each month in an effort to highlight the monthly theme and to keep consumers in touch with the brand.

	A	B	C	D	E
1	Content schedule	August	September	October	November
2	Content theme	The Great Outdoors/Fruit	Thrifty bakers	Trick or treat	Rainy days
3					
4	Key events			Halloween	
5	THE FAMILY BAKERY				
6					
7	Feature	Fresh produce, getting out in summer, family outing ideas, events, attractions. Take a picnic	Baking with less. Store cupboard essentials, foraging	Getting creative for halloween - ideas for your trick or treaters.	Comfort food for the winter
8					
9	Seasonality - best in season	Apple, blackberry, blueberry, plums, raspberry, bramley apples, sweetcorn	Fig, pear, plum, pumpkin, blackberry, blueberry, apple, apricot, beetroot	Wild mushrooms, apple, aubergine, beetroot	Christmas
10					
11	Top tips (editorial or video)	Keeping your baked goods fresh	Getting the most from your ingredients	Perfect decorating	Essential ingredients
12					
13	Recipes - 'best for'	fruit	snacks	kids	desserts
14					
15	People using Trex	XX takes on our baking challenge - something fruity	XX takes on our baking challenge - What can you bake for £5?	XX takes on our baking challenge - something scary	XX takes on our baking challenge - something sweet
16					
17	The Trex Challenge	Kathleen and her Mum	Victoria and her Mum	A baking blogger	Neighbours
18					



Regular content updates and new recipes have ensured a significant increase of the search footprint for Trex and Family Baking.

[illegible]

06. Results

A bigger slice of the cake

Six months since the launch of the Family Baking campaign and we can already see that the proof is in the pudding. We have smashed all expectations, achieving:

		Result
Objective 1	Shift the consumer profile from a predominantly older baking expert to a younger, casual baker: <ul style="list-style-type: none"> • A 5% growth in younger age segments. • Increase brand share by 1% in the first year. 	A 6.3% brand share growth in the 12 weeks to January 2015, compared to the same period a year ago. ¹ <ul style="list-style-type: none"> • < 28s up 30%. • 28-34s up 15%. • 33-44s up 15%.²
Objective 2	Develop an online community site attracting 30,000 visitors.	As of 16 February 2015, 103,706 visits have been made to the Family Baking website.
Objective 3	Grow the existing consumer database of 15,000 by 30% to 19,500 individuals.	36,262 newsletter subscriptions.
Objective 4a	Capture 1,000 baking memories and tips.	Over 10,000 baking tips and memories added to the site.
Objective 4b	Get 12,000 Trex calendar requests.	12,000 Trex calendar requests obtained in one weekend.
Objective 4c	Deliver 25,000 recipe page views.	As of 16 February 2015, 98,872 recipe page views.
Objective 4d	Deliver 15,000 competition entrants.	117,401 competition entrants.
Objective 4e	Achieve 2,000 page views each month for 'The Bakery' content, and an email open rate of 20%.	2,700 monthly page views for 'The Bakery', email open rate at 62% with a click-through rate of 32% . ³
Objective 5	Deliver a responsive strategy so the brand is maximally accessible via mobile formats.	23% of website views on tablet, 18.92% on mobile.

1 Source: IRI: Industry experts providing retail insights and analysis, January 2015. Providers of consumer, shopper and retail market analysis and insights for CPG, FMCG and healthcare clients.

2 Source: Kantar: Research, data and insight consultancy. January 2015.

3 Source: Google analytics, Campaign monitor for email, competition data entrants on a de-duped database export.