

GREAT
BRITISH
CHEFS

Tilda

BRAND CHALLENGE

How to find and engage an audience who understand what Tilda has to offer and why they merit such a high price

INSIGHT

Foodies are a key target for premium brands in commodity categories, and routinely over-index on buying them versus supermarket own-label

BIG IDEA - THE PERFECT RICE

The most important thing to acknowledge is that different types of rice cook at different times and temperatures, so unfortunately there isn't one single rule for cooking all the grains grown around the world

Tilda charge

2.7x

more than
competitors



£1.60



£1.60



£1.80



£4.75

55%



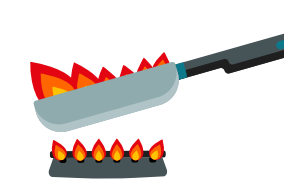
of Committed
Foodies choose
branded rice

77%



of Committed
Foodies choose
Basmati rice

47%



of Committed
Foodies are
*adventurous
eaters*

55%

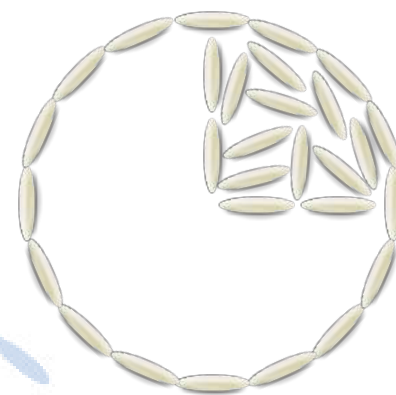


of Great British
Chefs audience
*care where their
food comes from*

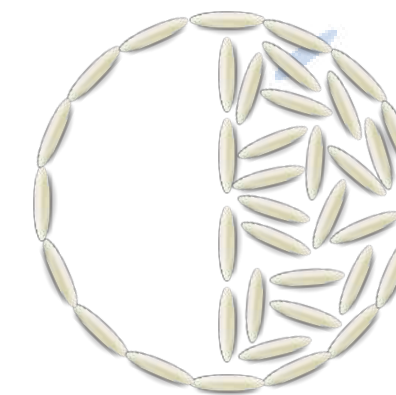
76%



of Great British
Chefs audience
*pay more
for quality*



almost a quarter of people admit
they *struggle to cook rice* that comes out
fluffy and aromatic every single time



almost half of consumers lack the
knowledge to *choose the right grain*
for a dish or cuisine



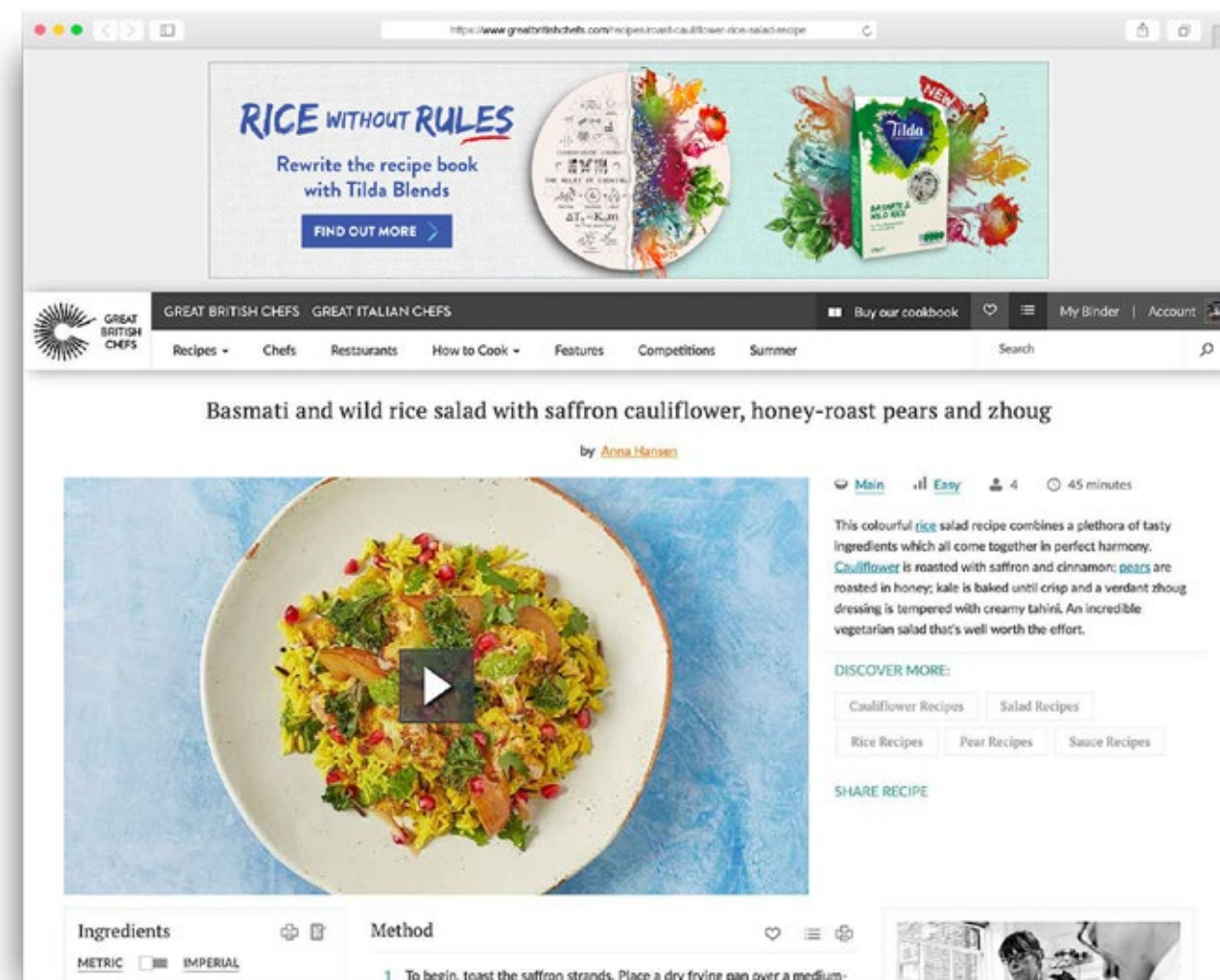
SOURCE: January 2019 National Survey (SSI)



WHAT WE DID

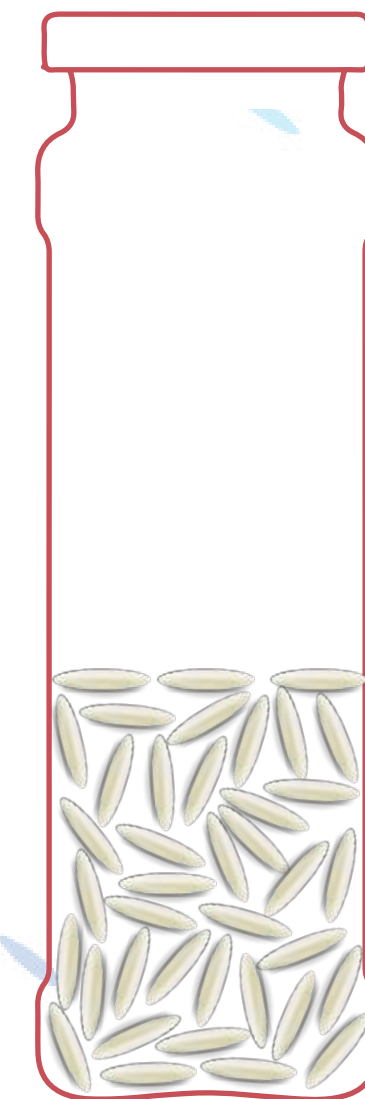
The 'Perfect Rice' series showcased up and coming recipes from West African, Fusion and Regional Indian cuisines.

We created a set of inspirational content, ranging from deep dive editorial features and recipe videos that foodies could really engage with. High-impact Tilda advertising was positioned alongside rice content on-site, and bespoke complementary content was shared across our social media channels, including social channels and our newsletters.



RESULTS - PROVING THAT THE PERFECT RICE IS WORTH PAYING MORE FOR

At the beginning of our relationship with Tilda in 2017, we found that our audience were only buying the brand 9% more than the National Average, and didn't understand the value the brand had to offer.



BEFORE
CAMPAIGN

78%
growth
over 2 years



OVER
2 YEARS

