

Cooking up some
inspiration for Lurpak



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QUALITATIVE
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AWARD

Winner **2020**

Good brands deserve good comms



Good food deserves Lurpak

A complex challenge:



Deep understanding of 'Food Lovers'...

Multiple markets

Future-proof comms strategy

Three tiers of investigation



Cultural

**Influences and
context**

Behavioural

**Practices,
influences;
emergent trends**

Emotional

**Deeper, visceral
connections to
food and cooking**

Iterative, phased approach – capturing multiple perspectives

Cultural scoping:

semiotics and
desk research

Professional perspectives:

expert
interviews

Auto- ethnography:

Two-part online
platform

‘Cook-along’ depths:

the personal
experience

Outputs: beyond the debrief – designed to inspire creativity



Workshop:

day long
immersive
session

**Food Lover
Film:**

edited rich
footage of
respondents 'in-
the-moment'

**Summary
decks:**

integrated multi-
market
crystallisation of
the study

**Food Lover
library:**

Extensive
repository of
consumer
outputs

A woman with long, wavy brown hair is seen from the side, wearing a dark top, as she cooks in a kitchen. The background is slightly blurred, showing a wooden cabinet, a white container with kitchen utensils, and a stainless steel pot on the stove. The text is overlaid on a semi-transparent white box.

Key insight: *look beyond good food*
- *it's time to celebrate the cook*

Champions of good, Lurpak had focused
on *how* and *what* we cook...

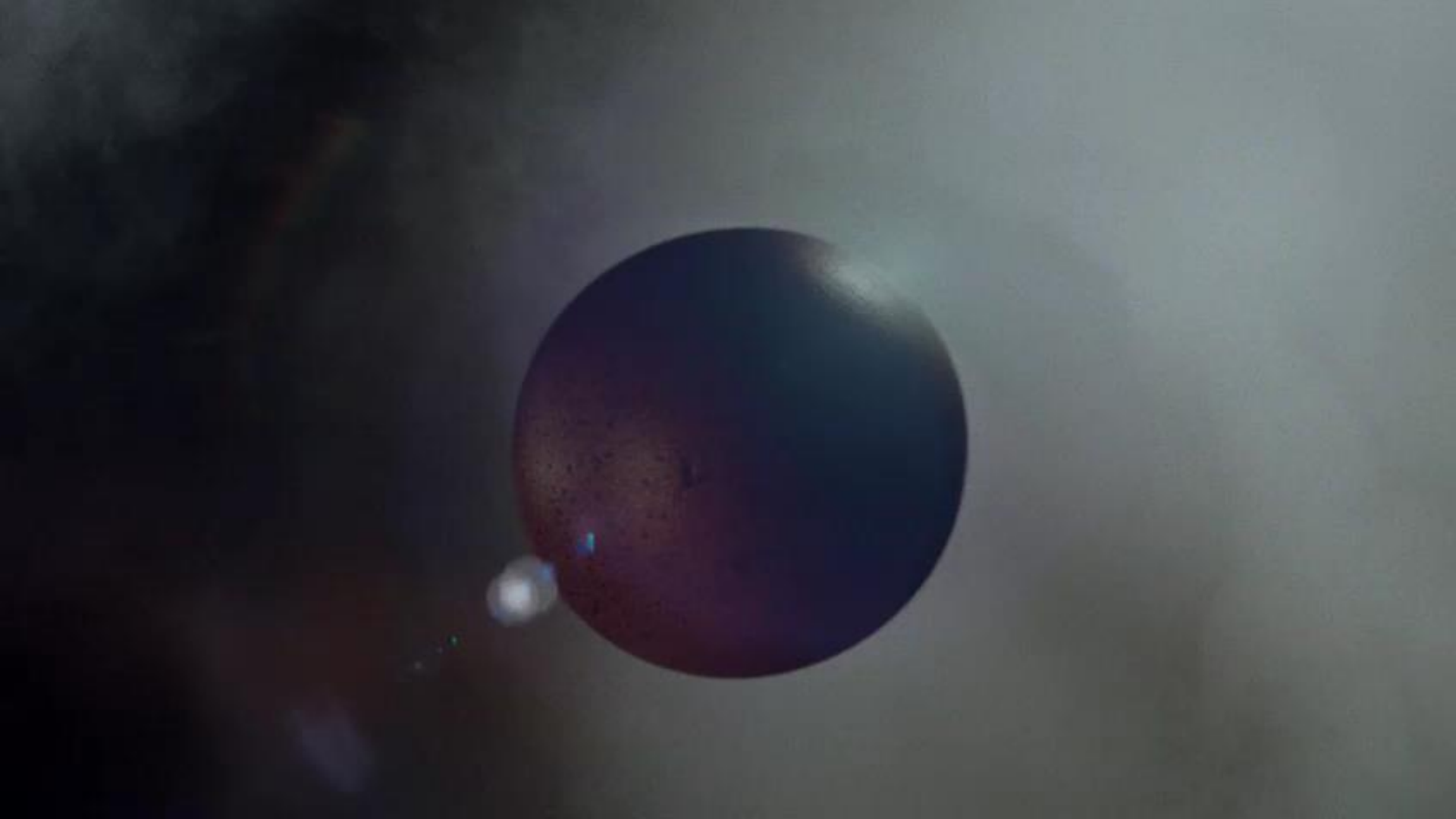
But an opportunity existed in shifting to
why we cook – the deeper motivations...

It was time to champion the cooks and
the positive impact of their efforts

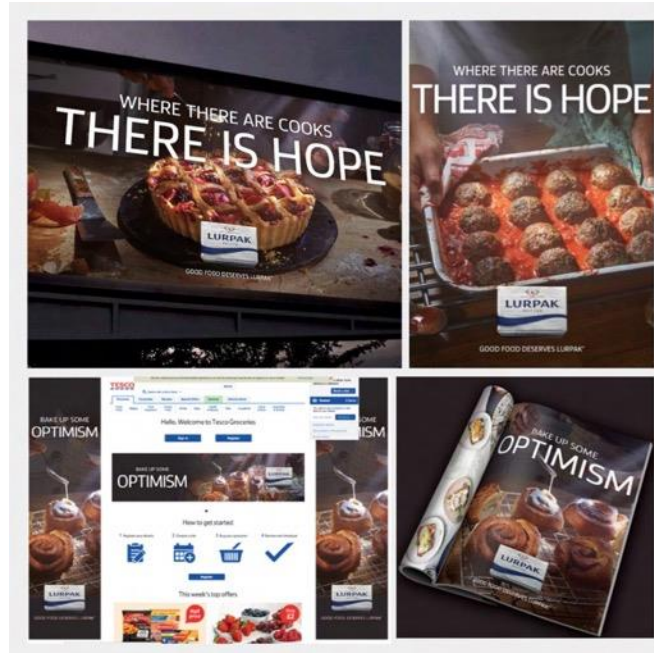


**Where there are COOKS,
there is HOPE.**





The pudding....



"The research was instrumental in making the campaign a success. The depth of insight, the variety and the clarity of the analysis was a springboard for our creative work."
W+K

The proof....

- BSM in growth after terminal decline, up 16% YoY
- Lurpak's best year in UK – volume & sales up 16.8% / 14.4% YoY, respectively
- Key brand measures all up significantly
- Overtaken Flora as market leader in brand affinity – 8+ points
- Outperformed BSM market's growth in both savoury cooking and baking (more than double for baking)

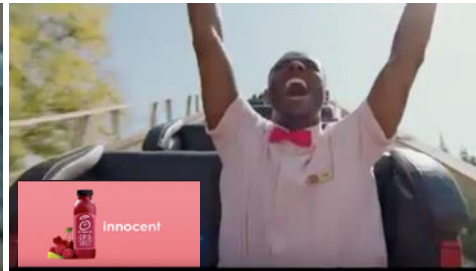
"A great foundation for effective ads and a constant companion in everything else we do with the brand. Like all the most useful pieces of research it lives on vividly."

Global VP, Lurpak



Appendix: other work

Folk in action: comms



Folk in action: brand launches, re-positionings, campaigns



UK online car seller Cazoo to float for \$7bn on NYSE

Company's listing in New York using Spac process will deliver \$1.35bn windfall for DMGT



Engagement with the industry



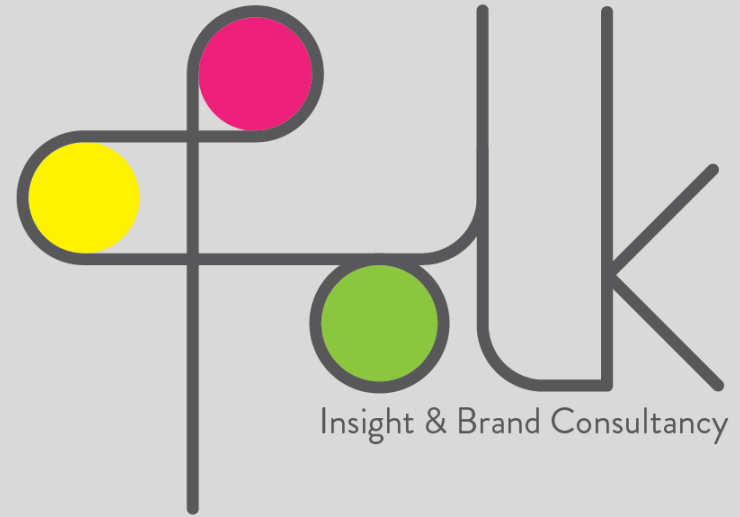
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Unlocking the Magic: Buster - From Challenger to Leader





Thank you.

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