



LIMBIK

MARKETING ADVISORS

South African Dried Fruit Industry

Market Development Initiative

29 October 2019

Welcome

WHO ARE WE?

Limbik Marketing Advisors in partnership with Dried Fruit South Africa.

How do you choose?

A complex process



Agréable Active Noise Cance... amazon.ca



Glumes Foldable Bluetooth C... amazon.com



How to choose the right pair ... androidcentral.com



Buying Guide: How to Choose Headphones ... thehub.musiciansfriend.com



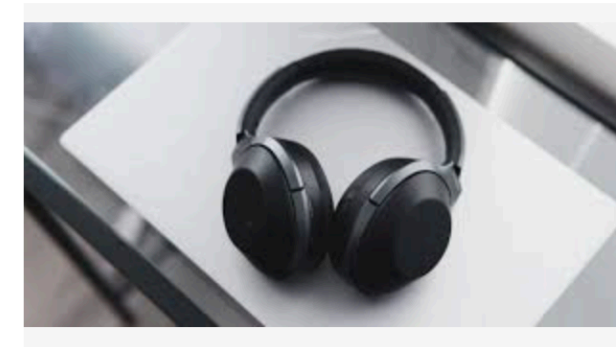
Buying Guide: How to Choose Headphones ... thehub.musiciansfriend.com



Best headphones: A guide for all needs... independent.co.uk



Which earphones should I buy? - Qu... quora.com



Headphones Keep Breaking ... makeuseof.com



Headphone Buying Guid... bestbuy.com



BTH-700-800-900 from P... hq98.com



The 5 Types of Headphones (+ more) You ... headphonesaddict.com



Different Types of Head... wirerealm.com



Headphones and Best Headphone Brands ... 5bestthings.com



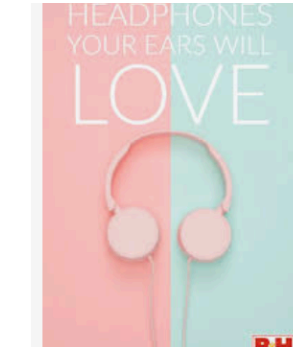
Headphone Buying Guide - Best Buy bestbuy.com



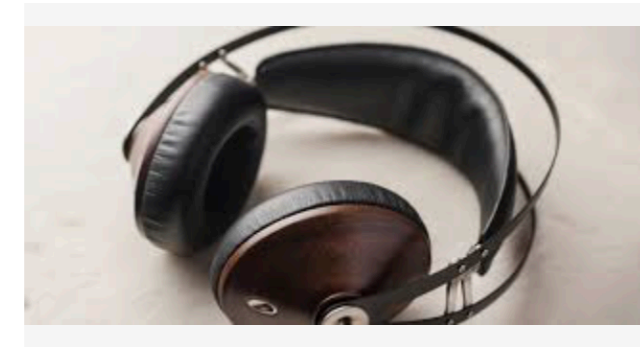
Foldable Wireless Bluetooth 4... dhgate.com



headphone buyers need to know, Part ... cnet.com



10 Recommended Hea... pinterest.com



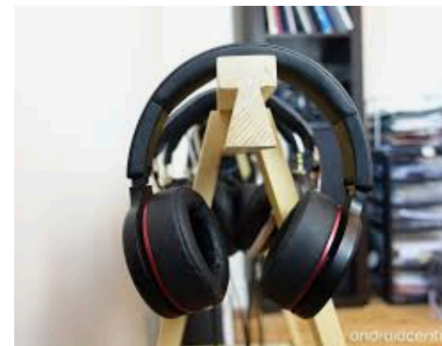
Top 10 Best Headphone Brands in the ... improb.com

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- different kind kinds of earphones >
- earbud earphones >
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Introducing Audeze Magnetic Planar ... bhphotovideo.com



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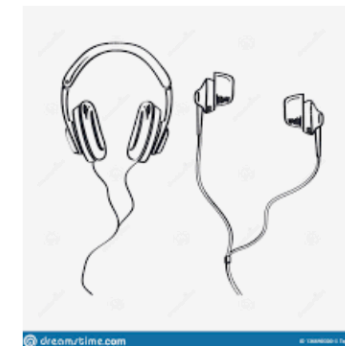
Dynamic vs Planar magnetic vs Electrostatic trustedreviews.com



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ClearDryve 200 2-in-1 headphones ... coolest-gadgets.com



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Headphones - Wikipedia en.wikipedia.org



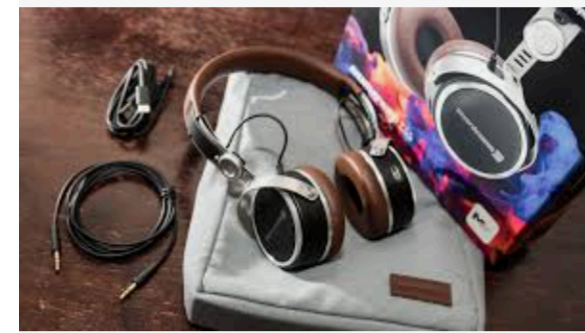
Mic Volume Control In Ear Headset ... dhgate.com



Earbuds Buying Guide - The Best Earbuds thebestearbuds.com



Use of Wireless Headph... issuu.com



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The headphones market ... pinterest.com



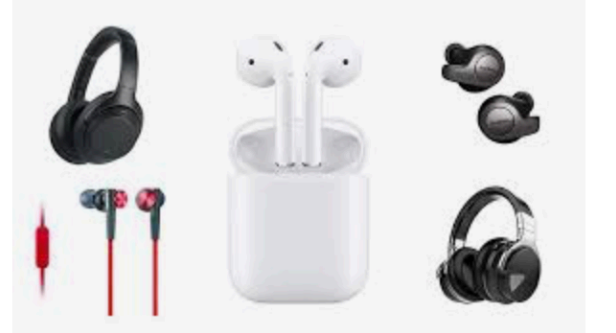
Avantree WATERPROOF IPX8 S... importtall.co.za



Different Types of Headphones ... wirerealm.com



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Earbuds & Headphones for iPod & iPhone ... heavy.com



Buying Guide: How to Choose Headphones ... thehub.musiciansfriend.com



Open-Back Vs. Closed-Back Headphones forbes.com



How do headphones work? What's insi... explainthatstuff.com



Educational Headphone Plug Types ... headsetsdirect.com

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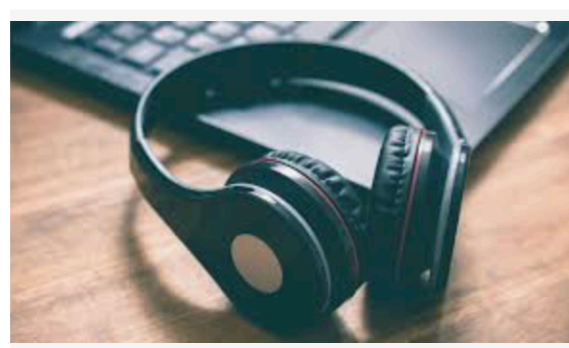
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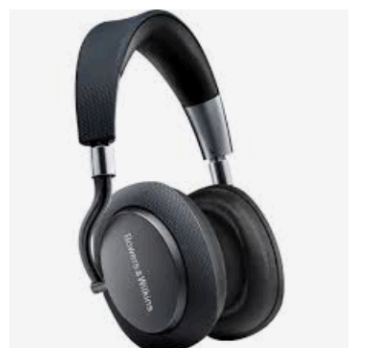
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Plantronics Cs540 Wire... slideshare.net



What kind of headphones should you buy ... reviewed.com



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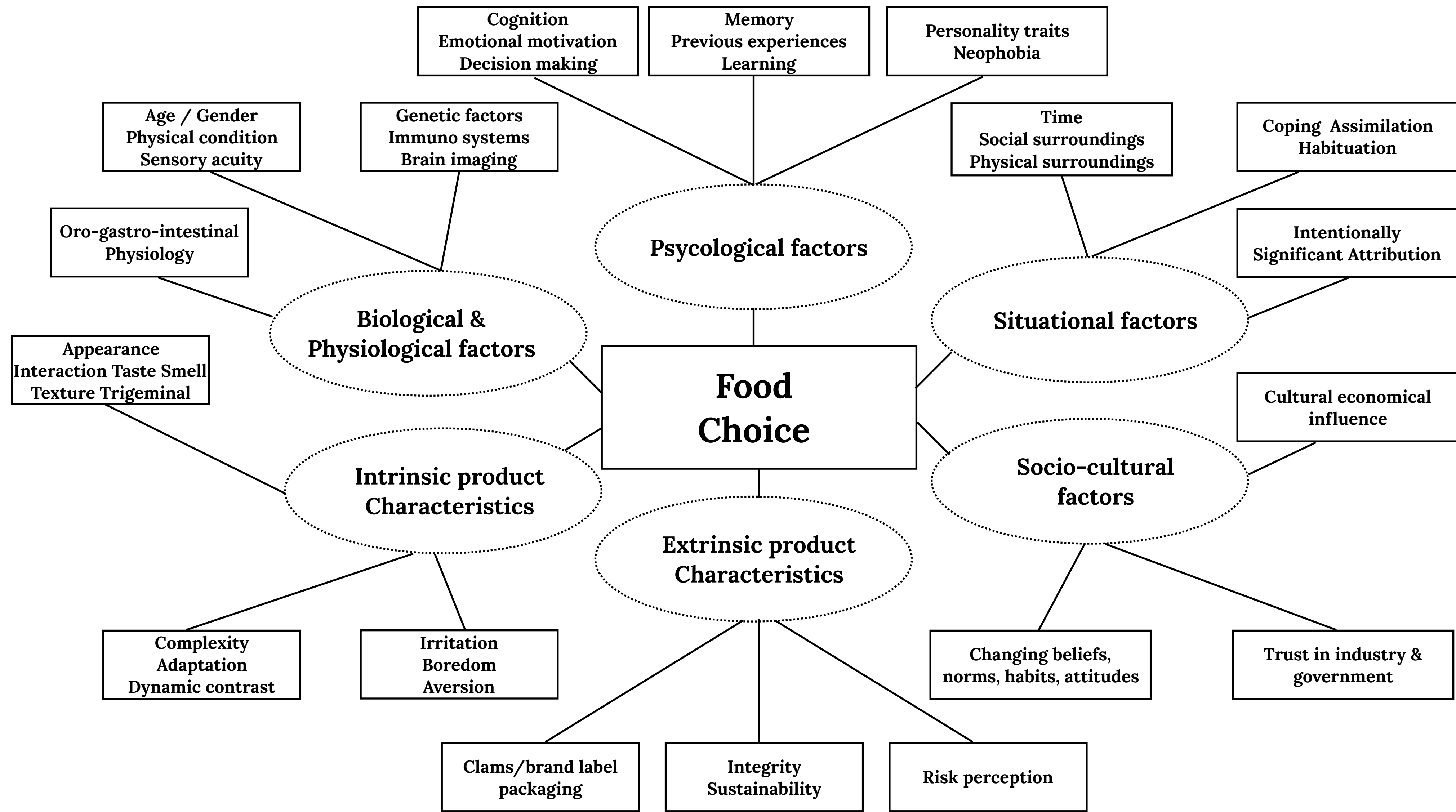


Fig: <https://www.sciencedirect.com/science/article/abs/pii/S0963996917303435>

This is a big deal

The Market

- There are too many options.
- There is conflicting information.
- We are over exposed.
- We are scared of being judged.
- So we judge ourselves.
- The wellness culture is just the diet industry rebranded?
- There are seriously, unachievable standards.
- The anxiety steals our joy.
- The answer to “what is healthy?” depends on who you speak to...
- Facts gets presented out of context.
- Orthorexia: a fixation on purity, and a fear of foods that might derail that “perfection”.
- Consumers are sitting with a dilemma.

It's, well...complicated

Consumer Insight

- There is an enormous amount of angst out there when it comes to food. From Moms (Parents/ Caretakers) to Millennials, no one knows how to really distinguish between facts and fake news.
- What's healthy and what is not?
- What's a healthy snack? And does it even exist.

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All that striving for healthiness is making millennials more anxious than ever
Sarah Marsh

Ad

The screenshot shows the top navigation bar of The Guardian website. It includes the logo, a 'Subscribe' button, and links for 'Search jobs', 'Sign in', and 'Search'. Below the navigation bar are category tabs for 'Opinion', 'Sport', 'Culture', 'Lifestyle', and 'More'. A secondary navigation bar lists various topics like 'Recipes', 'Love & sex', 'Health & fitness', etc. The main content area features an article headline about millennials' anxiety and an advertisement for dog-related products.

How to be a Mom in 2019

Make sure your children's academic, emotional, psychological, mental, spiritual, physical, nutritional and social needs are met while being careful not to overstimulate, underestimate, improperly medicate, helicopter, or neglect them in a screen-free, processed foods-free, plastic-free, body positive, socially conscious, egalitarian but also authoritative, nurturing but fostering of independence, gentle but not overly permissive, pesticide-free two-story, multilingual home preferably in a cul-de-sac with a backyard. Also don't forget the coconut oil.

Millennial Lens: Question Everything

Millennials are re-inventing the rules tension

Millennials are shifting the benchmark and brands will have to keep up to stay relevant

- Environmentally and social conscious
- Activists
- Quality of life
- Inclusivity
- Inject social and environmental values into purchases
- Mindful consumption
- Idealistic and cynical

- Corporate social responsibility
- Transparency
- Brands as partners in inclusivity and sustainability
- Brands providing access and breaking down walls
- Brand aligned ethics and values
- Brand purpose and identity

Question everything

New expectations

Where does this leave us?

Strategic Challenges

Misconceptions / Miseducation

Hypersensitivity

The War on Sugar

Highly competitive
snack category

We need a cohesive plan
forward

So what are we going to do?

Objectives

- Introduce a new industry body (as a credible alliance that assures quality, start building towards stamp of approval.)
- Change negative perceptions about dried fruit
- Educate consumers about the real facts
- Increase sales of dried fruit

Call your grandma, because dried fruit is
for youngsters too

Target Audience: Secondary

- South African consumers between the ages of 25 - 69 (47.1% of the total population).
- Urban Population (65.9% of the total population)
- Racially diverse.
- South African consumers are well-informed.
- Increase in consumers' purchasing power and an expansion of the black middle class.
- Higher levels of disposable income.
- There is a widespread sense of financial insecurity, caused by high inflation and low real growth in wages.
- The perception of value for money is by far the biggest factor influencing South African consumers when they consider a brand or a retail store and make a purchase decision.
- Consumer is generally brand loyal, but only if the price is considered fair.

Target Audience: Primary - “Moms” & Millennials

Millennials (ages 23 to 38 in 2019)

- Increasingly **prioritising purpose over profits, committed to integrity – over price and convenience**. Pay more for products that are ethical and sustainable.
- **Health and wellness aware**, career orientated, and aspirational.
- These Millennials tend to have already established relationships, career trajectories, and a connection to their community.
- Crave products and services that can adapt as quickly as the generation itself is changing. They are **uninterested in following the norms just for the sake of fitting in**, and instead desire less stuff and more meaningful and tailored experiences.
- They have acquired enough experience in the world to care about certain issues, and enough stability in life to spend energy on that which they chose to advocate.
- Personal opinions and outlooks for social, political or economical notions. There is a great sense of comfort in the idea of being well-informed before forming an opinion and being outspoken about it.

Target Audience: Primary - “Moms” & Millennials

Modern “Moms” or Caregivers

- These moms consume media and shop in ways remarkably different from that of any other segment.
- The millennial mom often arrives at a store with a specific set of buying needs, and when she can pick up a product that not only meets those functional needs but builds off social values that she can get behind -- such as ethical sourcing and sustainability -- she'll be more likely to purchase, then talk about that purchase to her friends, online and off.
- "Storytelling" means much more to our millennial mom when the physical product involved is tangible proof of why that story matters.
- When seeking advice on parenting, millennial moms are more likely to trust those they know who have "been there, done that."
- With the rise of influencers across a diverse set of lifestyles, millennial moms (and dads) are free to eschew advice from just one go-to source in favour of their fellow parents (usually moms) with whom they can identify.

Target Audience: Primary - “Moms” & Millennials

Modern “Moms” or Caregivers

- Modern “moms” are often married and/or living with modern dads; and, as a pair, these couples are blurring the lines between traditional gender-specific household roles.
- Modern dads are not taking over the roles of moms, but instead carving out their own identity as parents and looking for resources to support them. These men are also ready for a new narrative and will likely respond positively to a real reflection, in ads, of their valuable role and engagement as partners to millennial moms.

Cutting through the clutter

History

With a history beginning in 1907, our industry has always been renowned for premium quality dried fruits that consumers know and love.

We've been in their pantries and lunchboxes for 112 years.

It is time to take our industry to the next frontier.

Campaign approach

Our approach: “Food as it should be”.

We believe honesty is the best policy, because integrity sells.

Let’s just get real again.

Let’s get back to how things use to be before everything became so complicated. Let’s bring some joy into our food again. The goodness. The wholesomeness.

Our approach is **fun. Entertaining. Lighthearted, but still informed and intelligent.**

Even though we are talking about something of importance, it doesn’t have to feel so serious.

Brands that deliver clear, human and useful experiences - win.

We simplify, buy you time and provide real intrinsic value. .

We are **confident in the truth we are bringing, and doing it in a positive way. We are reinvigorating the market with satiety and old-school satisfaction.**

Life in 2019.

Status: It's complicated.

Fake news. Fake science. Fakebook.

Everyone is an expert. And everyone has a platform.

Fat is bad. Fat is good.

Are carbs still bad?

Eat regular snacks. Oh no wait. It's better to fast.

WTF? Which one is it?

We crave something.

Not just a snack.

We crave some old-school balance.

Where science and common sense meets.

Is dried fruit a healthy snack?

Yes, it is.

Why?

Because it's fresh fruit that's been dried in the sun.

It can live longer and it punches above its weight.

More fibre, more anti-oxidants, more micronutrients per gram.

And yes it has more calories.

But think healthy calories not "empty calories".

(yes, candy and potato chips, we are looking at you guys)

Dried fruit is a natural sweet treat.

And that is about as real as a snack is going to get.

Get Real

***Eat
Dried
Fruit***

Powered by

DriedFruitSA

SIMPLIFY CUSTOMER EXPERIENCE

Seamless, simpler, faster. In an age *where time is currency buy it for me.*

OFFER INTRINSIC VALUE

Give me bang for my buck so I can save time. *Offer me opportunities beyond the product.*

HELP ME FEEL IN CONTROL

Life is increasingly fast paced and I'm looking for ways to slow it down. ***Allow me to customise***

STAND FOR SOMETHING

A simple purpose streamlines communications, clarifies intent both internally and externally and helps define your path, your products and your place in the market.

The key is to not lose sight of that purpose.

BE CONSUMER CENTRIC

Give consumers what they want when they want it. Without the hassle.
Customer experience comes first and the simpler the experience the better

Thank you