



cracked.
FOODSERVICE MARKETING
CASE STUDY



Quorn™ Foodservice

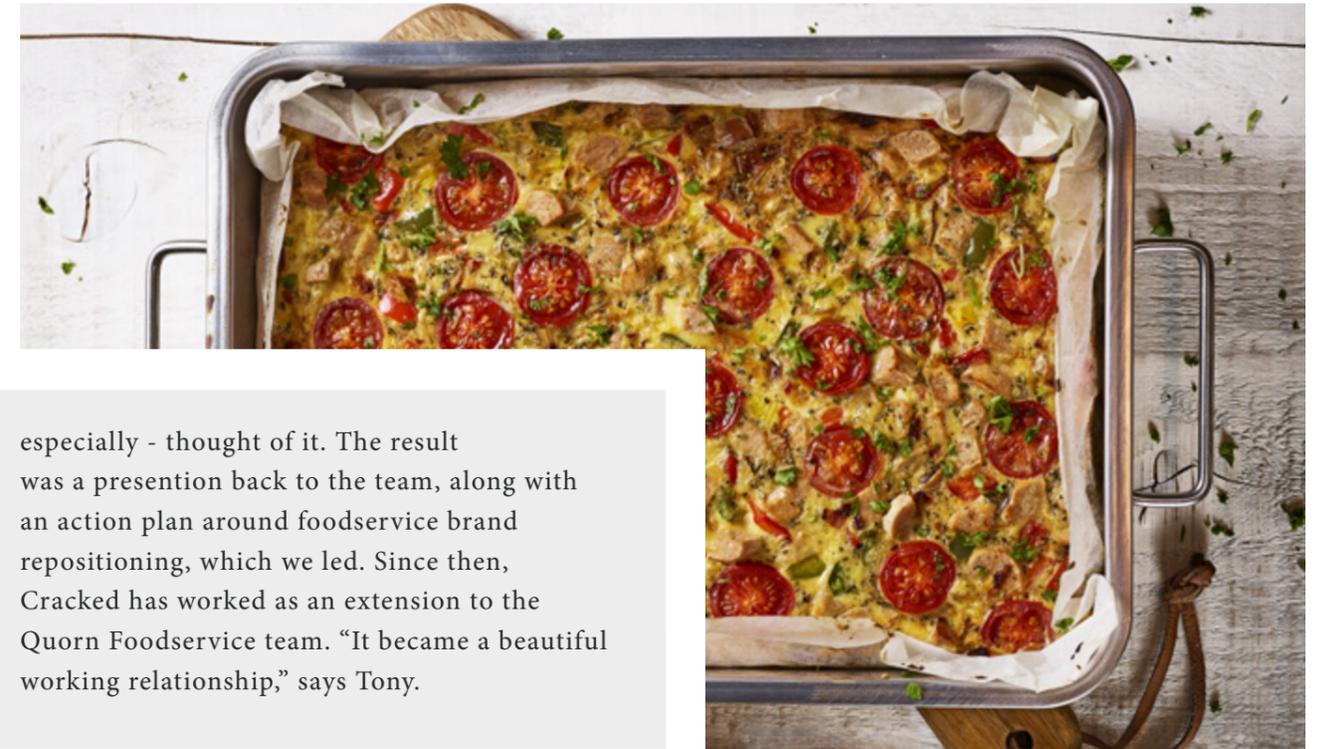
Repositioning a leading household food brand for the foodservice market

If you're not already a Quorn convert, you may think it's just a meat-free alternative for veggies. And that's one of the misconceptions Quorn's Global Head of Foodservice, Tony Davison wanted to address. Because Quorn is for everyone.

Tony wanted experienced foodservice support – someone who knew the marketplace and its landscape, opportunities and challenges - to look at Quorn's presence in the foodservice industry and advise on strategy. He knew he

needed some classic marketing initiatives and support with what, and how to go about it. He'd worked with our founding director Claire before, and he trusted her opinions.

Quorn's marketing function had traditionally always focused on brand and consumers, but Foodservice wanted to raise the bar for itself to support its growth aspirations. So our initial suggestion was for us to complete a deep dive into how the brand was communicated across foodservice and what key stakeholders – chefs



especially - thought of it. The result was a presentation back to the team, along with an action plan around foodservice brand repositioning, which we led. Since then, Cracked has worked as an extension to the Quorn Foodservice team. "It became a beautiful working relationship," says Tony.

Engagement and communication were big issues. Our research revealed that the brand was seen as old-fashioned and the messaging was off-target. What potential foodservice customers really wanted was a reason to believe in the brand and no reasons to refuse it. For any misconceptions and objections to be removed and to see the very real and exciting possibilities with Quorn.

"Cracked has managed to engage chefs and real foodies with their industry insight and creativity - all while making Quorn not just inspirational but also aspirational. Cracked even inspired us."

So, we threw on the comfy shoes and began pounding the pavement, visiting live street food events to scope out the latest trends. We summarised our findings into food development briefs and worked with Quorn's home economists to build seasonal recipe inspiration books for both adults and children in education.



Hands-on experience

We stand shoulder to shoulder with the team getting involved in everything

They went down a storm. “We wanted to change opinions. We wanted Quorn to be as appealing and valued at director level as at front-line operational level. For the styling and recipe themes to reflect the rich possibilities and versatility of Quorn for menu development teams and chefs,” said Tony. “We immediately got positive feedback. Chefs were asking us if they could visit, have taste testings and come to our recipe workshops and inspiration days. Cracked even inspired us!”

Attention and momentum gaining, we rewrote the Quorn story, creating targeted reasons to believe and features, advantages and benefits of using Quorn as an ingredient, specifically for each channel.

We stand shoulder to shoulder with the team, are part of the furniture at monthly team meetings and weekly team calls and get involved in everything from strategy and research to the development and activation of account plans.



“The Cracked team are very shrewd and they’ve taken our marketing activation to new levels. Communicating to chefs has always been a delicate exercise, especially discussing topics like health, wellbeing, sustainability and the growth and need for protein diversity. Cracked has managed to engage chefs and real foodies with their industry insight and creativity - all while making Quorn recipes not just inspirational but also aspirational.”

Our ongoing input includes:

- Working with the teams in their three-year strategic planning – market insight, contributing to SWOTs and mapping out each channel landscape.
- Supporting the delivery of the strategic plans.
- Researching new customer and channel opportunities.
- Creating monthly industry insight updates for the team to stay up to speed with what’s going on in the world of foodservice and meat-free.
- Developing and activating cross-channel campaigns.
- Automating communication with personalised, channel-specific e-marketing campaigns for better customer engagement.
- Creating adverts for the national account manager’s customer base.
- Developing foodservice-specific creative for events such as World Meat Free Day and National Vegetarian Week.
- Supporting trade shows and exhibitions with stand and material creation.
- Creating point-of-sale material and tools for all channels and specific customers.
- Copywriting, designing and managing / art directing photo shoots.
- Hosting and facilitating customer street food sessions.

Adding value day in, day out

“Nothing is too much trouble for the team at Cracked and they are a pleasure to work with”

“Working with Cracked is like a breath of fresh air. Rather than your typical marketing agency who need (and don't deviate from) a project / assignment brief, the Cracked team have integrated seamlessly into the business and they act and behave like our own internal specialist foodservice marketing department. They challenge, question and, better still, recommend solutions based on their years of experience in foodservice to ensure that the output produced is best in class. They support with building and delivering channel strategy, day-to-day activation of our plan and also with last-minute tactical, time-constrained requests with ease and professionalism.”

Phil Thornborrow, UK Head of Foodservice – Quorn



“Cracked are an outstanding team who have a very clear understanding of the foodservice marketplace. They are supportive and also help to question us on our real needs and the true value of some activity – something you don't often get with external support. They are responsive and they turn things around in a professional manner, to a high standard. Cracked has supported me with digital e-shots to my customers, bespoke customer presentations and relaunching our breakfast offering to the pubs, hotels and leisure channels – and they've done a brilliant job.”

Jen Wheildon, National Account Manager – Quorn

“Nothing is too much trouble for the team at Cracked and they are a pleasure to work with. They are not only extremely fast and efficient, they are very knowledgeable of foodservice too. I have worked with them to produce four recipe inspiration books so far and they have made the process run very smoothly - from briefing right through to recipe selection, photography and the creative design and approval process. The recipe books have driven enquiries and requests for tastings and engagement sessions from chefs who are interested in using Quorn on their menus – so the books have definitely achieved what we wanted them to.”

Kate Snow, Lead Home Economist – Quorn





To speak with us, give us a shout on
0203 026 7480 or send us an email with a few points about
your situation to hello@crackedmarketing.co.uk and we
can arrange a time with you that's good to talk it through.

