

World Egg Day Celebration

10th of October 2014

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1.Short about Hartmann

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Hartmann: Moulded fibre production and sales

- Established in 1917
- Market leader for moulded-fibre egg packaging in Europe
- Dual competence in packaging production and technology / machine building
- More than 1,500 customers in 50 countries around the world
- More than 1,500 employees



Hartmann around the world

- Production and sales
- Sales

Hartmann: Moulded fibre production and sales



Why should we celebrate it?



world
egg day

10 October 2014

Get the facts.

A man in a light blue and white striped shirt and a blue tie is holding a white rectangular sign. The sign contains the text 'Market Segmentation' in a bold, sans-serif font. The background is a solid light blue color.

Market Segmentation

Basics of Hartmann's study

- Segmentation of egg purchasing behaviour
- **Specific country** studies – Global (2012 – UK, FR, DE, IT, CA, PA), Germany (2013), Poland (2013), Croatia (2014)
- 25 minute questionnaire
- **Sample size = 1.000 buyers** of groceries per country performing the individual purchases or family purchases, and which have bought eggs in the last 3 months
- Study performed by **GfK**

Branding

Egg is an egg

- Right?



Egg categories – do they exist?



extra fresh



power egg



just for me



health and fitness



taste



special hens



campaigns



extra large



housing type



children



tradition and regions

Egg categories



Label and direct print possibilities



Egg brands



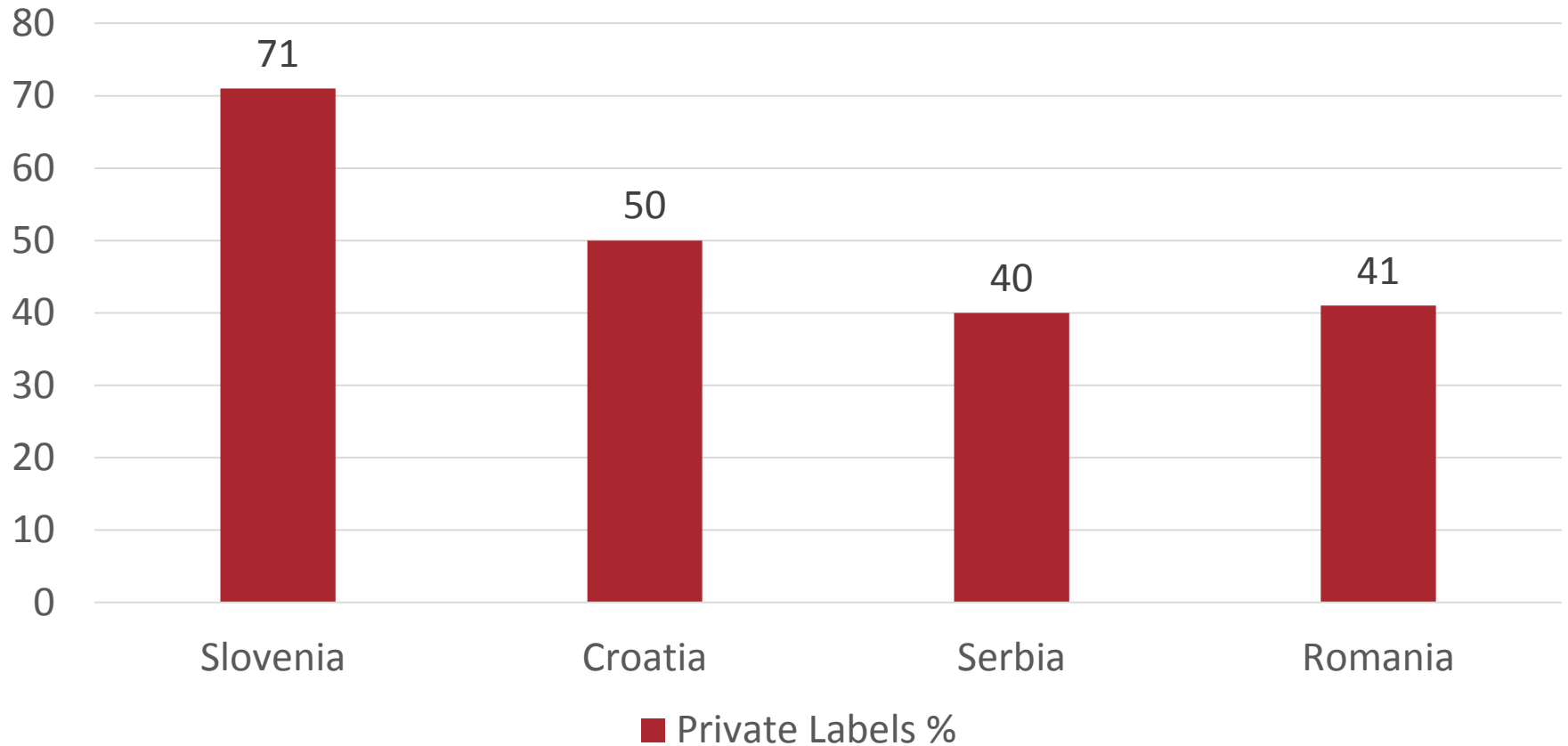
DESIGN YOUR BRANDS



Egg retail category private labels in neighbouring countries

in %

Private Labels %

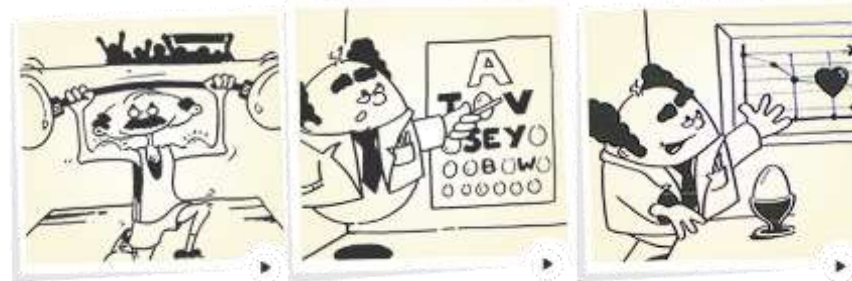


imagic²® ON THE SHELVES LOOKS GREAT



An egg is fantastic

- Specific
- Individual
- Full of stories
- Full of fascinating facts
- Full of nutrients
- Full of health
- So much meals you can do with an egg
- So many activities you can create with an egg



How to promote eggs?

- Promote World Egg Day

Promotion of the World Egg Day with Lidl, Croatia

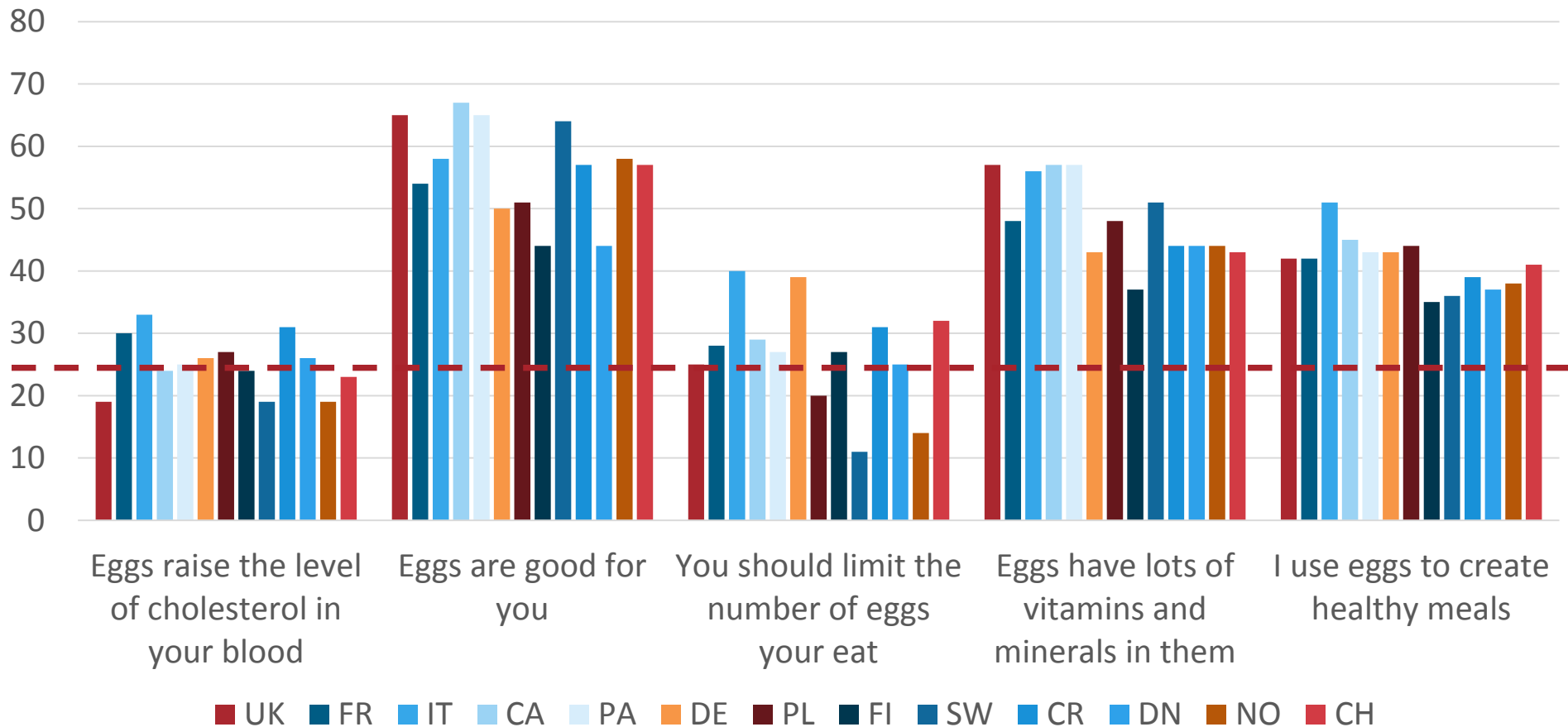


Local Community Promotion – Cooking Portals Product Placement



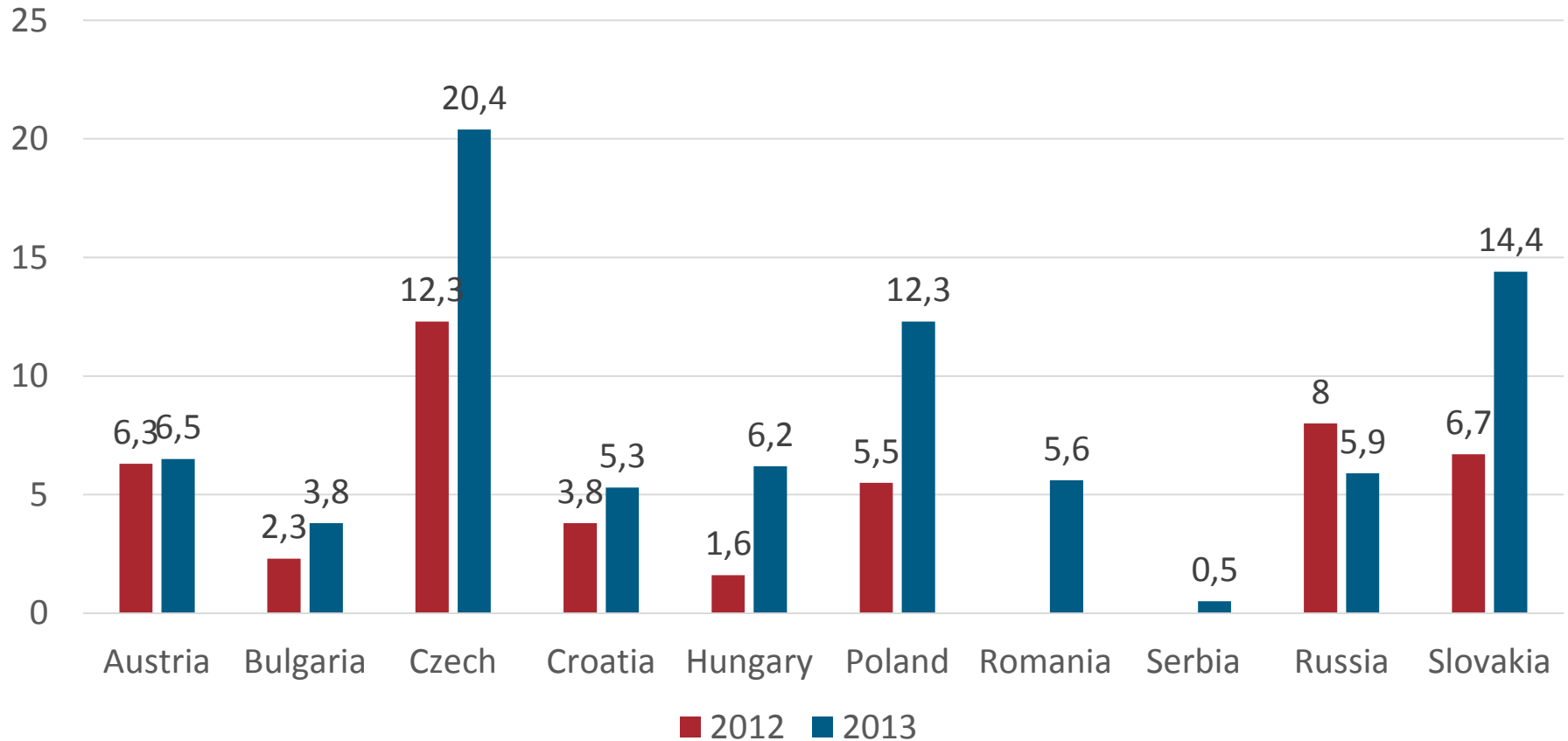
Are eggs healthy?

Eggs as a healthy option



The way we shop is (always) changing

Percentage of households buying FMCG online



The way we shop is (always) changing

13.09.2014

theguardian | TheObserver

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

Life & style > Shops and shopping

Series: Rachel Cooke on food Previous | Index

Supermarkets are past their sell-by date. They just don't know it yet

More people are shopping online or buying from their local grocer. Should the big stores be worried? I have a hunch that they should...

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[g+1](#) 5
[Share](#) 9
[Email](#)

 **Rachel Cooke**
The Observer, Saturday 13 September 2014 14.00 BST
[Jump to comments \(306\)](#)



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Business
Supermarkets

Society
Social trends

Series
Rachel Cooke on food

More from Rachel Cooke on food on

Life and style
Shops and shopping · Food & drink

Business
Supermarkets

Society
Social trends

More features

Shopping is changing

- Revolution of online sales - Retailers are interested !!



Shopping is changing

- Really interested !



Shopping is changing

- Really, really getting interested

English | Tesco.pl | Moje konto | Zaloguj lub zarejestruj | Opinie | Prywatność oraz pliki cookie | Pomoc

TESCO


Aby wyszukać produkt, podaj jego nazwę lub markę

Wyszukiwanie: Szukaj

Ezakupy | Ulubione | Promocje | Moje zamówienia

Warzywa, owoce | Pieczywo, cukiernia | Produkty świeże | Mrożonki | Art. spożywcze | Napoje | Chemia, kosmetyki | Dla dzieci | Dla zwierząt | Art. przemysłowe

Farmio Jaja świeże od kur karmionych paszą bez GMO M 6 sztuk



3,49 zł (0,58 zł/szt.)

Ilość: [Do koszyka](#)

[Opis produktu >](#)
[Przechowywanie i stosowanie >](#)
[Opakowanie >](#)

Koszyk

Prosimy się zalogować, aby rozpocząć zakupy

[Zaloguj się](#)

[Zarezerwuj termin dostawy](#)

[Zamów dostawę](#)

Wartość orientacyjna*: 0,00 zł
(Ilość produktów: 0)

Produkty	Cena*
Koszyk jest pusty	
* Informacja o cenie i wartości orientacyjnej	
Podgląd koszyka	

Opis produktu

Opis produktu

6 świeżych jaj od kur karmionych paszą zbożową wolną od składników modyfikowanych genetycznie

Cechy

Certyfikat „wolne od GMO” – jaja od kur karmionych wyłącznie certyfikowaną paszą wolną od GMO, Farmio – pierwsze jaja dodatkowo przebadane na antybiotyki

Shelf management



Final thoughts



 **HARTMANN** CHOOSE FIBRE. SAVE NATURE.®

Branding Conclusion

- Eggs are healthy and affordable food – make it loud
- Branding is a way to sustain your long-term success of the company
- Brand through the packaging but also think of online and networking
- Adopt to the change in the shopping: the way we shop was different 10 years ago, it will sure change in the next 10
- Use the best product for egg packaging **imagic²[®]**

Questions?

Thank you for your attention.