

**Hort
Innovation**
Strategic levy investment

**MUSHROOM
FUND**

Audience Sentiment Benchmark: Research Report - August 2019



Background:

Project Code: MU 17002

Project Name: Educating health professionals about Australian mushrooms

Project Leader: Dr Flavia Fayet-Moore

Delivery Partner: Nutrition Research Australia Pty Ltd (NRAUS)

Report Author: NRAUS; History Will be Kind (HWBK)

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Contents:

- Objectives and Audiences
- Approach
- Survey Results
- Learnings & Opportunities
- Setting Key Performance Indicators
- Next Steps

Objectives and audiences

August 2019



Overview:

This report describes the findings from the first of three waves of the audience sentiment research. It's purpose is to:

1. Help us to measure changes in attitudes, knowledge and propensity to act over time, by providing the baseline findings for our campaign.
2. Gather insights that will help us to tailor the communications program over the course of the project, in order to more strategically increase awareness of the nutritional and health benefits of mushrooms among HCPs.

Objectives:

To measure awareness and attitudes across 5 core areas:



Knowledge of the nutritional properties and health benefits of mushrooms.



Value placed on mushrooms for their properties.



Perception of mushrooms for health.



Behaviour around recommending mushrooms.



Frequency of recommendation or behaviour.

Audiences:

Core campaign audiences:

1. GPs
2. Dietitians
3. Nutritionists
4. Naturopaths

Secondary audiences:

5. Fitness professionals
6. Other (to be specified e.g. chef, home economist)



Approach

August 2019



Approach:

STEP 1:

HCP signup form created on the Australian Mushrooms website.

STEP 2:

Uploaded the former campaign database (n= 1,002 contacts) and combined this with the new NRAUS database.

STEP 3:

Introduction email created for our new NRAUS database, welcoming this audience to the new Australian Mushrooms nutrition and health project.

STEP 4:

Distributed our sentiment analysis questions to the NRAUS and Australian Mushrooms databases, as well as sending via third party organisations (RACPG, ASLM and the NSA).

STEP 5:

Distributed a second follow up email to the Australian Mushrooms and NRAUS databases, for those who had not yet completed the survey.

STEP 6:

Developed a paid social campaign targeting HCP audiences, to reach new audiences across Facebook and Instagram.

Distribution channels:

Australian
MUSHROOMS

Australian
Mushrooms
database:
1,002 contacts

NRAUS
NUTRITION RESEARCH

**NRAUS
Database:**
314 contacts



THE NUTRITION SOCIETY
OF AUSTRALIA (INC.)

NSA:
1,000 contacts



ALSM:
8,700 contacts



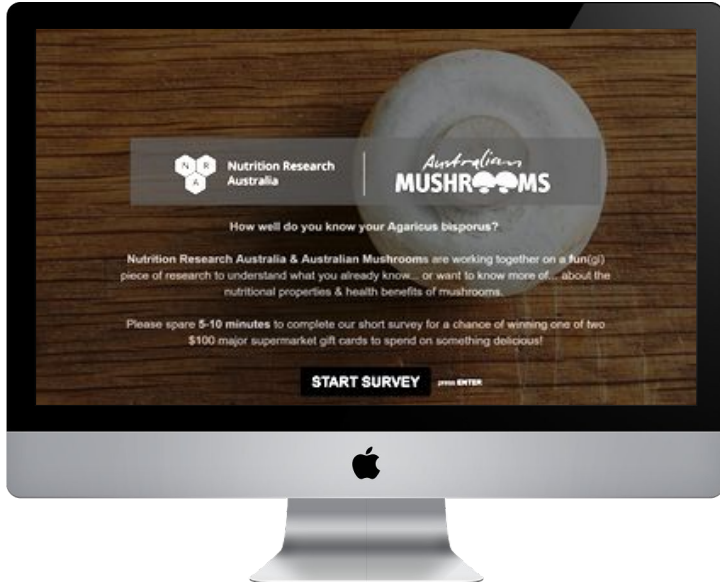
GPCE:
21,300 contacts



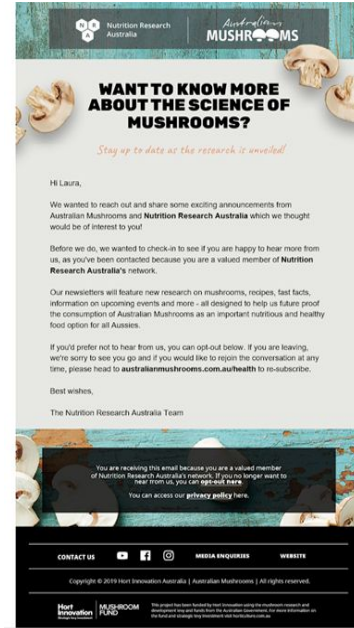
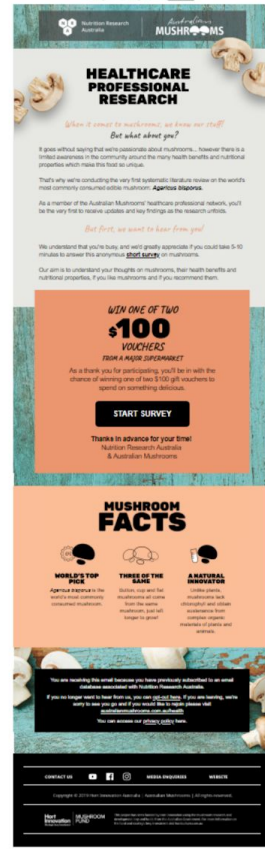
**Social
Campaign:**
17,500 reach

TOTAL COMBINED REACH OF: 49,816

Assets:



A state-of-the-art survey platform with a bespoke interface designed to maximise engagement.

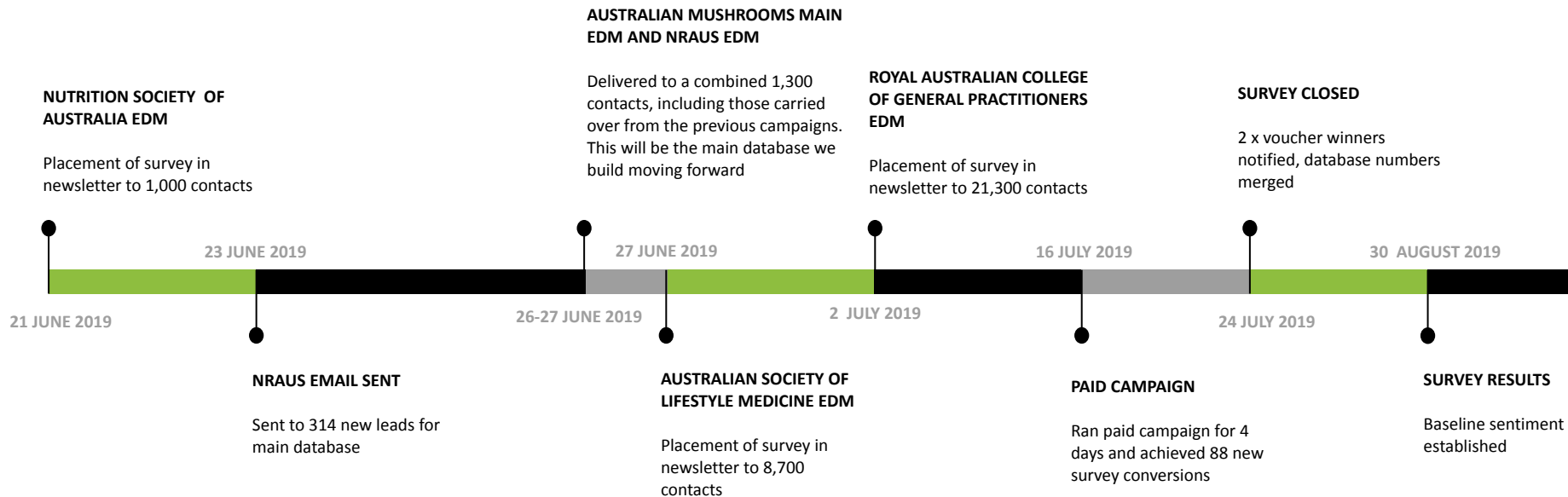


A series of compelling EDMs designed to reflect the new consumer look and feel.



Additional social ads and campaign visuals shared with third party organisations.

Timeline:



EDM and Paid Results

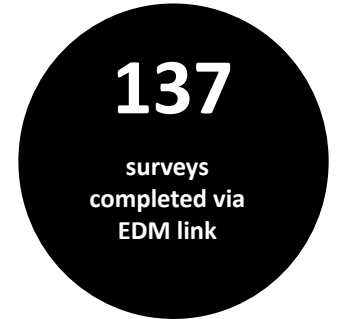
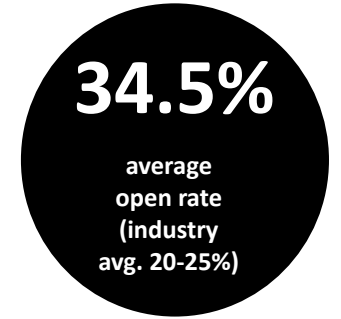
August 2019



EDM performance to existing databases

OBJECTIVE: To distribute the EDM to existing HORT and NRAUS databases.

EDM	Database Size	Unique Opens	Open Rate	Click Through Rate	Unsubscribe Rate	Not Opened	Clicked the survey link
Welcome - NRAUS Database	314	133	47.7%	16.5%	0%	146	N/A
Baseline Survey - Aus Mushrooms Database	1,002	244	27.5%	24.2%	1.8% (16 people)	645	63
Baseline Survey - NRAUS Database	298	97	34.4%	36.1%	3.9% (11 people)	185	45
Reminder - Aus Mushrooms Database	914	237	27.2%	20.7%	0.69% (6 people)	633	53
Reminder - NRAUS Database	287	97	35.5%	16.5%	1.1% (3 people)	176	14
TOTAL (average)	2,815 EDMs sent	808 unique opens	34.5% open rate	22.8% clicked a link	1% opting out	1,785 unopened EDMs	175



Paid social media

OBJECTIVE: To secure additional survey responses beyond the databases in order to reach the target of 200, a media spend burst was conducted via niche audience targeting.

Audience	Clicks to Site	Reach	Cost Per Click	Spend	Click Through Rate	Video Percentage Watched
General Practitioners	66	2,210	\$0.45	\$29.51	4.67%	36.4%
HCPs	254	14,861	\$1.75	\$444.93	1.20%	23.7%
Database Retargeting	9	383	\$2.84	\$25.56	1.73%	19.9%
TOTAL (average)	329	17,384	\$1.52	\$500.00	1.46%	24.4%

RESULTS:

- Campaign ran for 4 days, drove 329 new visitors to the survey, and converted an additional **88 survey responses**
- GP audience size on social media was small but the CTR was very high at 4.67% (industry average is 1%)
- Additional contacts from the social strategy were added to the master database

Australian Mushrooms
Sponsored · 🌐

We're conducting new research on the health and nutrition properties of the world's most popular mushroom. Enter the survey to tell us what you know + to join our community to stay up to date with the latest research.

HOW WELL DO YOU KNOW MUSHROOMS?

AUSTRALIANMUSHROOMS.TYPEFORM.COM

Australian Mushrooms needs you!
Take the survey for your chance to win one of five vouchers to spend on something delicious.

👍❤️👍 Majella Ryan, Rachel Sippel and 35 others

👍 Like 💬 Comment

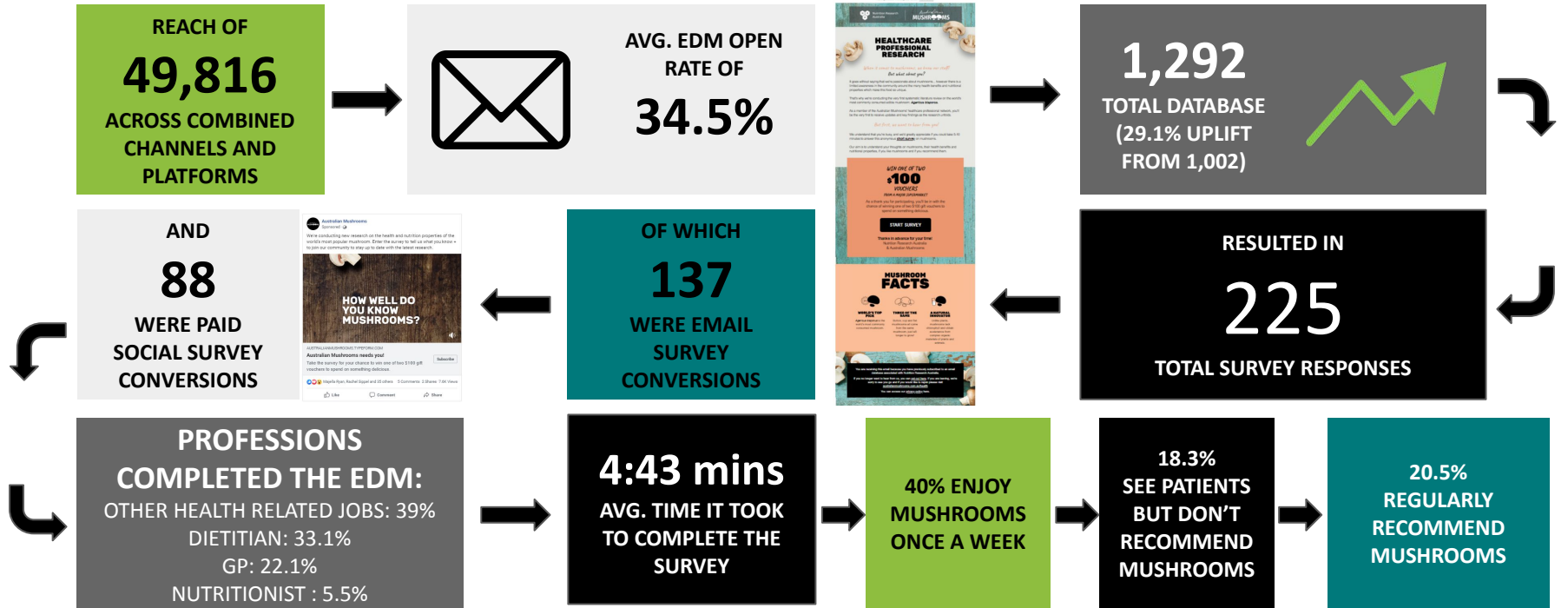
88
surveys
completed from
paid activity

Survey Results

August 2019



The story in a snapshot:



Survey Stats:

319

Unique visits of 433 total visits to the survey from all sources (email activity + paid)

70%

Completion rate of those that landed on the survey (n = 225)

99.5%

Of those that started the survey completed it (n=224/225)

61%

Took part from NRAUS and Partner EDMs (n = 139)

39%

Took part from paid media activities (n = 88)

Questions with secondary parts were non-mandatory and were often skipped. See results on individual questions

OF THE 225 PARTICIPANTS WHO COMPLETED, ENGAGEMENT EXCEEDED EXPECTATIONS

Survey structure:

The following results have been set out in accordance with the overall survey structure as outlined below:

- **Part 1** - Audience segmentation
- **Part 2** - Knowledge of the health and nutritional properties of mushrooms
- **Part 3** - Value of mushrooms to HCPs
- **Part 4** - Existing resources
- **Part 5** - Personal consumption habits
- **Part 6** - Frequency of mushroom recommendation to clients
- **Part 7** - What online resources do they use?

Part 1: Demographics and location

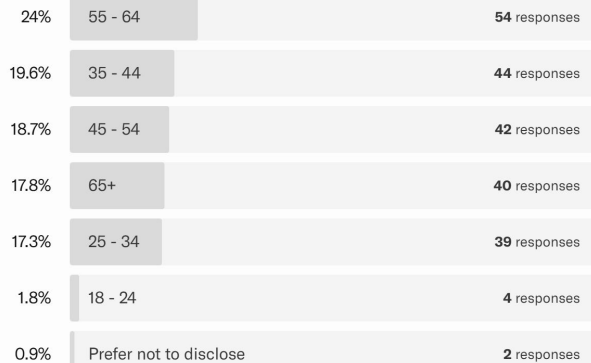
GENDER

83% of respondents were female



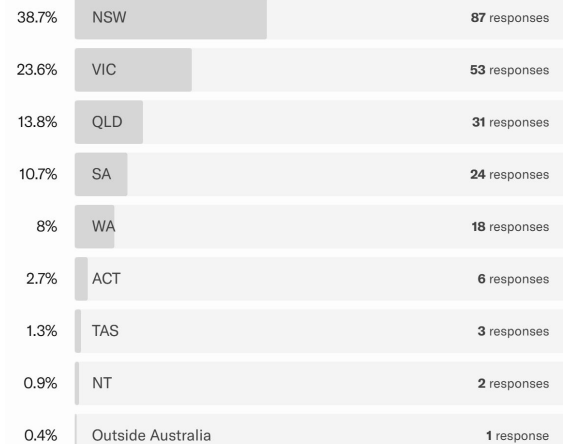
AGE

The age sample size was evenly split



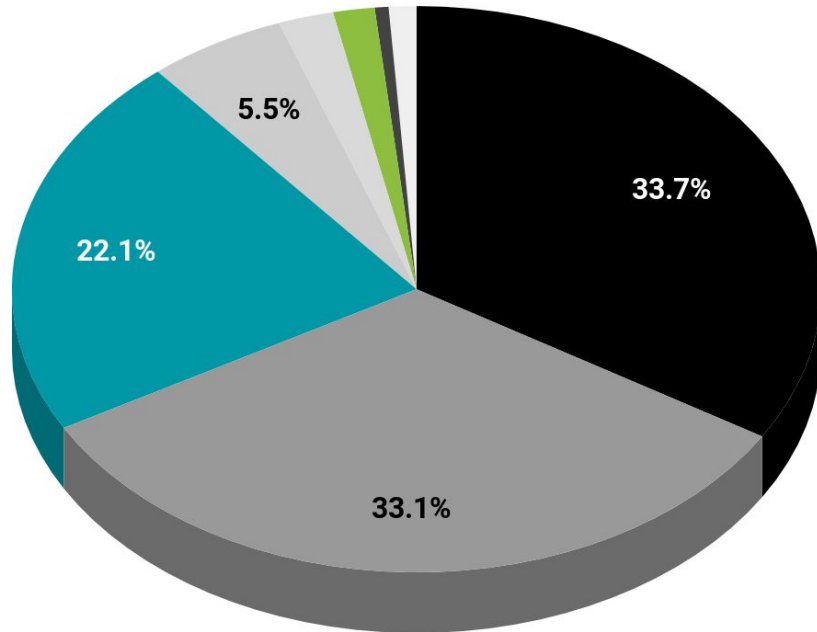
LOCATION

NSW was the most represented state



225/225 ANSWERED
MANDATORY

Part 1: Profession



- 33.7% Other health professional (e.g. nurse, physiotherapist, social worker)
- 33.1% Dietitian
- 22.1% General Practitioner
- 5.5% Nutritionist
- 2.2% Other food professional (e.g. chef, home economist)
- 1.7% Naturopath
- 0.6% Fitness Professional
- 1.1% Other - Farmer & VET Nurse

100%

OF THE NUTRITIONIST / NATUROPATH / DIETITIAN HAD A DEGREE

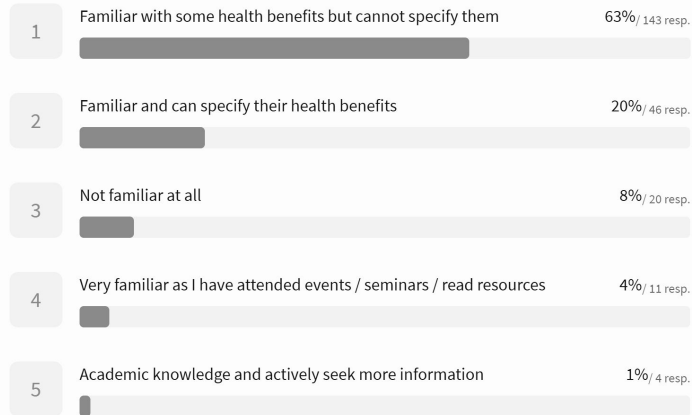
33.7%

OF THE RESPONDENTS WERE OTHER HEALTH PROFESSIONALS (E.G. NURSE, PHYSIO, SOCIAL WORKER)

224/225 ANSWERED
MANDATORY

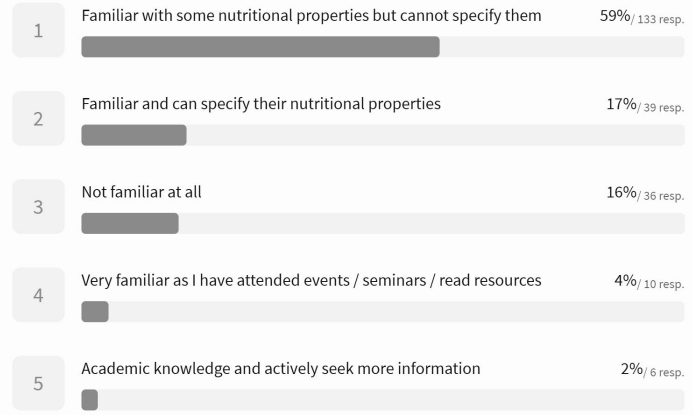
Part 2: Health benefits and nutritional properties

Q1. HOW FAMILIAR ARE YOU WITH THE HEALTH BENEFITS OF CONSUMING MUSHROOMS (E.G. BONE, GUT, HEART HEALTH)?



224/225 ANSWERED
MANDATORY

Q2. HOW FAMILIAR ARE YOU WITH THE KEY NUTRITIONAL PROPERTIES OF MUSHROOMS (E.G. NUTRIENT CONTENT)?



224/225 ANSWERED
MANDATORY

FINDINGS:

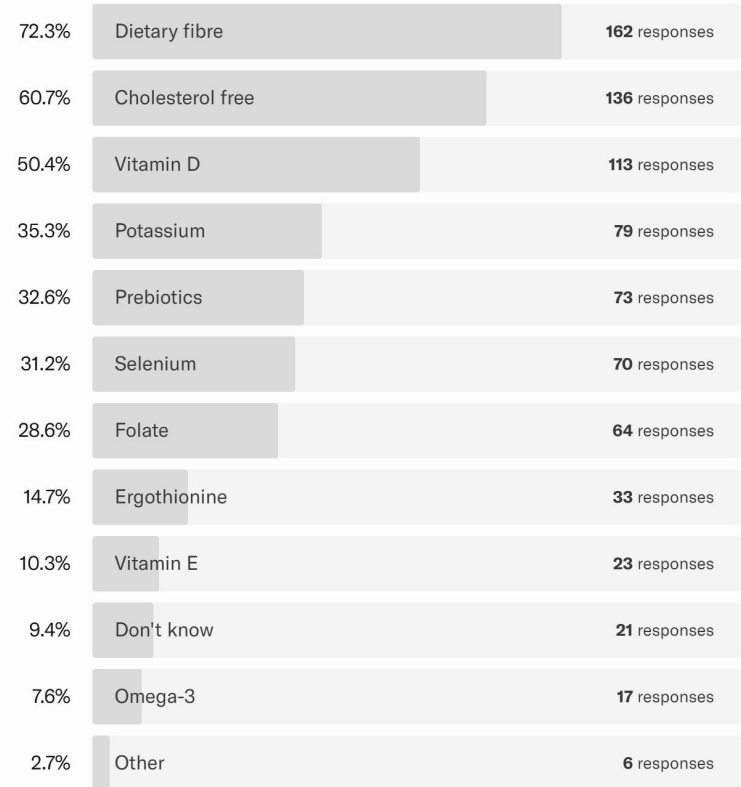
- 63% of respondents were **familiar with 'some'** of the health benefits, **but cannot specify** what they are
- A large proportion (8%, 20 respondents) respondents were **'not familiar at all'** with the health benefits - 9 were 'Other health professionals' and 6 were 'GPs'
- **Dietitians** and **'Other healthcare professionals'** were the most familiar group with 'some' of the health and nutritional benefits of mushrooms

Part 2: Specifying the nutritional properties

Q3. IN YOUR OPINION, WHAT ARE THE KEY NUTRITIONAL PROPERTIES OF MUSHROOMS (E.G. NUTRIENT CONTENT)?

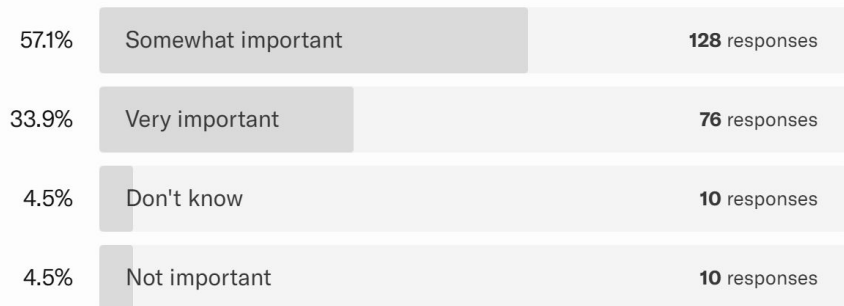
FINDINGS:

- **72%** of the 224 respondents were **able to specify at least one nutritional property**
- Nearly 10% **could not select** a nutritional property
- **Dietary fibre, cholesterol free and vitamin D** were the **most common** nutritional properties selected, respectively
- Only **half of** the respondents **selected vitamin D**
- Few (2.7%) who listed 'Other' and manually entered vitamin B12, iron, vitamin B, and a single respondent said 'choline and some other minerals and vitamin C'



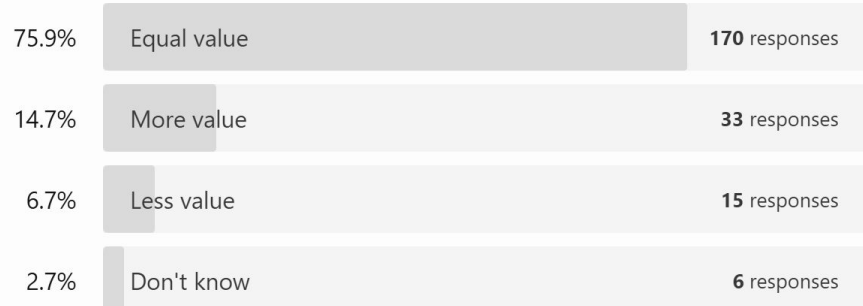
Part 3: How valuable are mushrooms to HCPs?

Q4. HOW IMPORTANT DO YOU THINK MUSHROOMS ARE IN SUPPORTING OVERALL HEALTH?



224/225 ANSWERED
MANDATORY

Q5. HOW MUCH VALUE DO YOU PLACE ON MUSHROOMS COMPARED TO VEGETABLES?



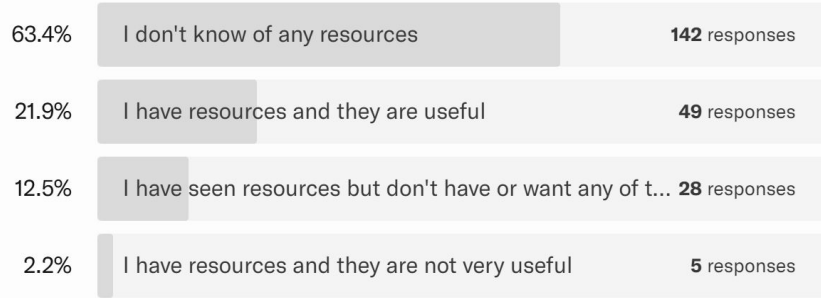
224/225 ANSWERED
MANDATORY

FINDINGS:

- Mushrooms are **most commonly seen as 'somewhat important'** for overall health (57.1%), with a lower proportion viewing mushrooms as 'very important' (33.9%)
- **Approx. 9%** in both of the above two questions respondents **'didn't know/not important'** or placed **'less value/didn't know'** on mushrooms being as important as vegetables, showing a large opportunity to showcase their differential nutritional and health properties
- An outstanding 75.9% of the respondents put **equal value on mushrooms to other vegetables**. HCP's told us that trying to get their patients to even eat vegetables is a challenge

Part 4: What are the resources like?

Q6. WHICH STATEMENT BEST DESCRIBES YOUR OPINION ON THE AVAILABILITY OF RESOURCES TO HEALTHCARE PROFESSIONALS ON THE HEALTH BENEFITS AND NUTRITIONAL PROPERTIES OF MUSHROOMS?



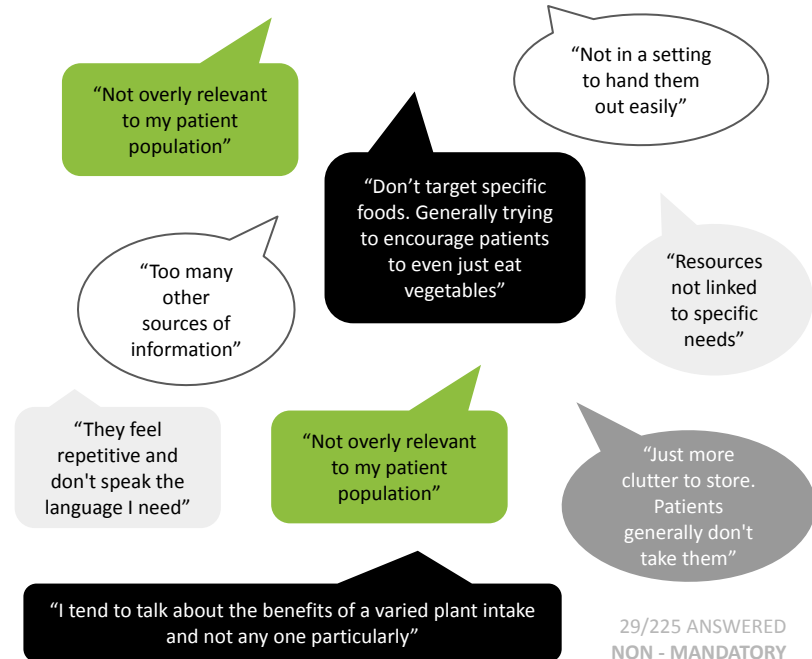
224/225 ANSWERED
MANDATORY

FINDINGS:

- Almost two-thirds reported **they did not know of any resources**
- Among those who did not have or want resources, they:
 - Did not need them
 - Were not targeting specific foods but rather encouraging consumption of all vegetables
 - Had a surplus of information leading
 - Had no time to consume multiple resources.

OPEN ENDED RESULTS

Q6a. WHY ARE THEY NOT USEFUL?



Part 5: Personal consumption of mushrooms

Q7. HOW OFTEN DO YOU PERSONALLY CONSUME MUSHROOMS?



224/225 ANSWERED
MANDATORY

Q8. IF NEVER, WHY DON'T YOU CONSUME MUSHROOMS?



4/225 ANSWERED
NON-MANDATORY

FINDINGS:

- Nearly all (98%) of HCP eat mushrooms, and do so **at least once a week**
 - 40.2% ate it once per week and 37.9% ate it several times per week
- Less than 3% had it **daily**
- **Taste and/or texture** were the only reasons for never consuming mushrooms

Part 6: Mushroom recommendations to clients

Q9. HOW OFTEN DO YOU SPECIFICALLY RECOMMEND MUSHROOMS TO YOUR CLIENTS OR PATIENTS?

33.9%	Does not apply as I don't see patients/clients	76 responses
20.5%	Regularly recommend	46 responses
18.3%	Don't recommend, but I do see patients/clients	41 responses
18.3%	Occasionally recommend	41 responses
8.9%	Rarely recommend	20 responses

224/225 ANSWERED
MANDATORY

Q10. IF NOT, WHY DON'T YOU RECOMMEND MUSHROOMS?

50%	I do not think about mushrooms specifically	18 responses
44.4%	Not familiar with their health benefits	16 responses
33.3%	I have no time to discuss mushrooms specifically	12 responses
33.3%	Not familiar with their nutritional properties	12 responses
5.6%	Clients or patients do not have cooking skills	2 responses
5.6%	I do not believe mushrooms are unique	2 responses
2.8%	Clients or patients do not like mushrooms	1 response
5.6%	Other	2 responses

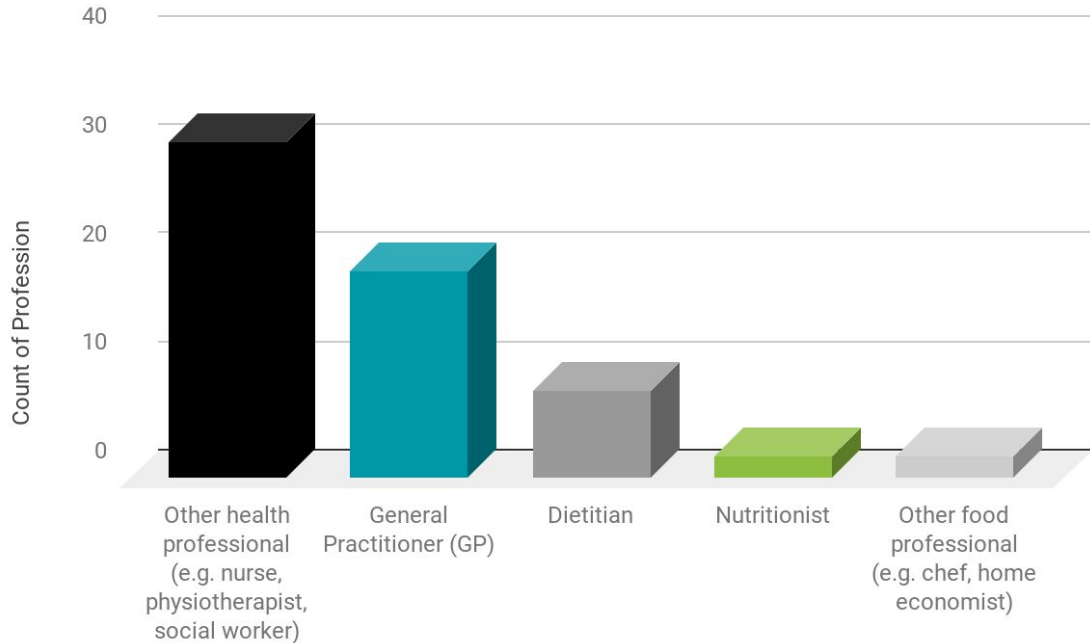
36/225 ANSWERED
NON-MANDATORY

FINDINGS:

- A third (33.9%) of respondents **do not see patients/clients**
- Among those that recommend, **20.5% regularly recommend**
- Top reason for not recommending was **not familiar with health or nutritional properties** (45% of respondents)
- **18% do see patients, but don't recommend** mushrooms.
- 'Other' reason for not recommending included not being relevant in their field of practice eg: working in an operating theatre

Part 6: Mushroom recommendations to clients

Q10. PROFESSION AMONG THOSE THAT DO NOT RECOMMEND MUSHROOMS



FINDINGS:

- 81% of respondents that don't recommend or rarely recommend mushroom were 'Other healthcare professionals' + 'GP's'
- HCP's other than nutritionist /dietitian were less likely to recommend mushrooms and place less value on mushrooms as an individual food - yet place great value on vegetables and a healthy diet i.e. trying to get their patients to get patients to eat a vegetable altogether can be a challenge

Part 6: Mushroom recommendations to clients

Q11. FOR THOSE WHO SELECTED 'OCCASIONALLY RECOMMEND' AND 'REGULARLY RECOMMEND' - WHY?



FINDINGS:

- **Nutritional properties and health benefits combined** (49 responses) were valuable factors to recommend mushrooms
- **Adding extra flavour** was the top **single top reason** to recommend mushrooms (29 responses)
- Of the 2 respondents who selected 'other' for why they recommend mushrooms, they said that they are a filling vegetable and help to add texture to meals

OPEN ENDED RESULTS

"This also depends on the circumstances of the patient."

"Get your fiber and Vitamin D! Mushrooms are filling and add texture to dishes"

43/225 ANSWERED
NON-MANDATORY

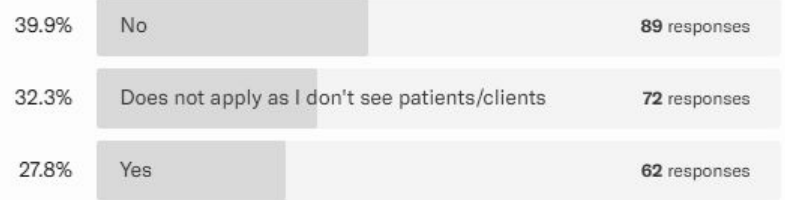
Part 7: Online resources?

Q12. HAVE YOU VISITED THE AUSTRALIAN MUSHROOMS WEBSITE FOR HEALTH OR NUTRITIONAL INFORMATION?



223/225 ANSWERED
MANDATORY

Q13. DO YOU GIVE YOUR CLIENTS OR PATIENTS RECIPES OR COOKING MATERIALS?



223/225 ANSWERED
MANDATORY

FINDINGS:

- **Knowledge of the Australian Mushrooms website is low** (74% have never visited the website)
- **Recipe sharing is not popular** among respondents who see patients/clients (nearly 60% do not give recipes or cooking materials)

Part 7: Online resources?

Q14. IF YES, WHERE DO YOU GENERALLY FIND INSPIRATION FOR RECIPES TO GIVE TO YOUR CLIENTS OR PATIENTS?

FINDINGS:

- **59.3% visit industry websites for inspiration**, showing a broader approach which is perhaps not specific to one vegetable may be effective
- Beyond industry websites, HCPs turn to google, magazines, blogs and social media (35 respondents)
- Of the 4 respondents who selected 'other', they named cookbooks, their own website and their own recipe ideas, rather than seeking it from external online resources



27/225 ANSWERED
NON-MANDATORY

OPEN ENDED
RESULTS

“Nutrition Books”
(Dietitian)

“My own website as i
post recipes”
(Dietitian)

“My own cooking
ideas” (Dietitian)

Findings summarised + Recommendations

SLIDE	SUMMARY FINDINGS	RECOMMENDATIONS
<p>EDM and Paid social media Slide 14/15</p>	<ul style="list-style-type: none"> ● Paid social was needed to boost numbers to reach targets ● Low engagement with partner distribution ● Difficult to track survey completions from which database or placement they came from. Majority came from the Australian Mushrooms, NRAUS databases and the Social Paid media campaign 	<ul style="list-style-type: none"> ● EDM placement and distributions with partner organisations needs to be managed more tightly with for optimum viewing and engagement. For example, one link to the survey in a partner EDM was at the bottom of a very long newsletter and could have been easily missed ● Each partner placement to have its own unique link - we however will not be able to track completions inside the survey from the various sources. The data will be indicative so we can track success.
<p>Part 1 Demographics and location Slide 20 / 21</p>	<ul style="list-style-type: none"> ● Low proportion of males to females ● High proportion of respondents from NSW and VIC ● Large proportion of 'Other healthcare professionals' ● All nutritionists were degree qualified 	<ul style="list-style-type: none"> ● Build up other Australian states and male quota ● Split up 'Other healthcare professional' into subgroups in the survey ● Other professions could indicate a strong new group to target that have access to patients to become advocates for Australian Mushrooms
<p>Part 2: Health benefits and nutritional properties Slide 22</p>	<ul style="list-style-type: none"> ● Despite familiarity by many, most could specify some properties and benefits but not many ● Almost 10% of HCPs were not familiar at all with health or nutritional benefits ● Dietitians and 'Other healthcare professionals' were the most familiar group with 'some' of the health and nutritional benefits of mushrooms 	<ul style="list-style-type: none"> ● If results continue to be familiar between nutritional and health benefits, and the SLR results don't show much difference between them, then questions may be merged ● Need to target GPs, naturopaths with education ● Target 'Other healthcare professionals' to 'recommend' as most familiar but least likely to recommend mushrooms

Findings summarised + Recommendations

SLIDE	FINDINGS	RECOMMENDATIONS
<p>Part 2: Health benefits and nutritional properties Slide 23</p>	<ul style="list-style-type: none"> • The vast majority (90.5%) of the 224 respondents were able to specify one nutritional property • Nearly 10% could not select a nutritional property • Dietary fibre, cholesterol free and vitamin D were the most commonly listed nutritional properties, respectively • Only half of the respondents selected vitamin D 	<ul style="list-style-type: none"> • Create visual and interesting resources and info for GPs and Naturopaths as these were the least familiar with the nutritional properties i.e. Omega-3 • Continue the focus the campaign year 1 on vitamin D being the most unique property of mushrooms • Need to educate HCPs on other nutritional properties not selected
<p>Part 3: How valuable are mushrooms to HCPs? Slide 24</p>	<ul style="list-style-type: none"> • Almost 10% put none, or lower value on mushrooms compared to vegetables • HCP's trying to get their patients to even eat vegetables is a challenge 	<ul style="list-style-type: none"> • Showcase the unique nutritional properties of mushrooms through scientific and educational material for GP's and healthcare professionals to show its importance • Focus on mushrooms as a 'super' and 'unique' vegetable and communicate ways to consume them
<p>Part 4: What are the resources like? Slide 25</p>	<ul style="list-style-type: none"> • Resources were not well known • Reasons for not wanting or having were around time restraints, needing to encourage all vegetables, too much info and too many resources to manage 	<ul style="list-style-type: none"> • Develop resources in conjunction with the overarching message of 'vegetables' where possible • Make resources easy to read, clear and readily available

Findings summarised + Recommendations

SLIDE	FINDINGS	RECOMMENDATIONS
Part 6: Mushroom recommendations to clients Slide 27	<ul style="list-style-type: none"> • Among those who see patients/clients, many do not give out recipes • 40% recommend mushrooms regularly or occasionally • Main reason for not recommending was unfamiliar with all the nutritional properties 	<ul style="list-style-type: none"> • Determine what area of work HCPs they are in (i.e. research, public health etc) to understand environment or how we would communicate materials • Materials and education specifically for GP's and other healthcare professionals are needed
Part 7: Online resources? Slide 30	<ul style="list-style-type: none"> • HCPs are not familiar with the Australian Mushrooms website (74% have never visited the website) • Recipe sharing is not popular among respondents who see patients/clients (nearly 60% do not give recipes or cooking materials) 	<ul style="list-style-type: none"> • Need to drive more traffic to the Australian Mushrooms Health section of the website • Lean into paid media to create awareness and educate on Australian Mushrooms as we reached significant amount of GP's via this tactic
Part 7: Online resources? Slide 31	<ul style="list-style-type: none"> • Among those who use recipes, inspiration is found online: industry websites, google, etc. 	<ul style="list-style-type: none"> • Develop partnerships with other vegetables and place recipe content on industry websites to either have links back to Australian Mushrooms or place content on these sites for increased amplification and coverage

Sentiment results against objectives



Knowledge of the nutritional properties and health benefits of mushrooms



Some good knowledge established
59%

Ref: Q2. Result 1
(Slide 22)



Value placed on mushrooms for their properties



Somewhat value placed on mushrooms
57%

Ref: Q4. Result 1
(Slide 24)



Perception of mushrooms for health



Med-low perception of mushrooms as very important for health
33%

Ref: Q4. Result 2
(Slide 24)



Behaviour around recommending mushrooms



24% of the respondents were undecided if mushrooms were as important as other vegetables

Ref: Q5. Result 2/3/4 added
(Slide 24)



Frequency of recommendation or behaviour



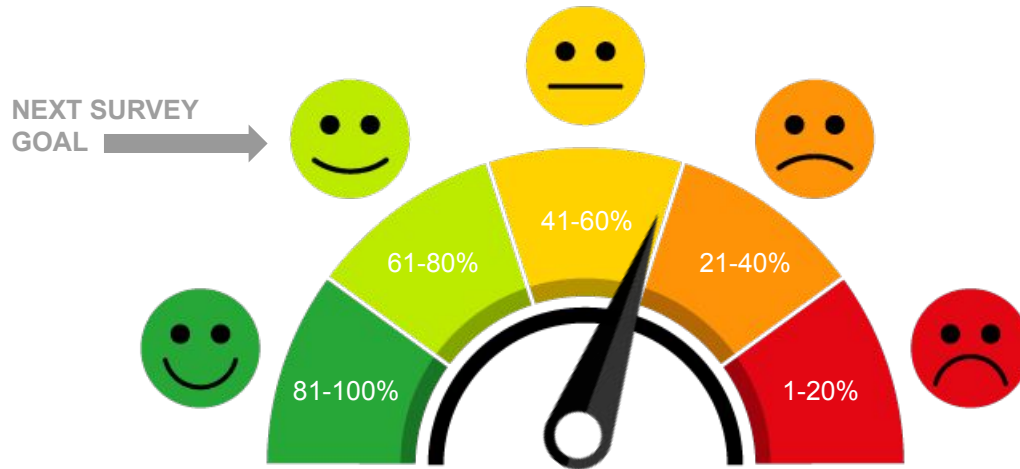
38% Regularly or occasionally recommend mushrooms

Ref: Q9. Result 2/4 added
(Slide 27)

Average sentiment KPI

Based on current research findings, we believe that we can use the campaign activity to improve knowledge levels and create more accessible and engaging resources to help shift the dial on a national scale.

The below scale indicates where we believe current knowledge levels and attitudes are currently sitting (41% sentiment), and our target for the 2020 survey so shift into the 61-80% sentiment band.



* This has been calculated based on the percentages captured in slide 35 as an average value.

Learnings & Opportunities

August 2019



Strategy + Planning: What worked well

DETAILED DISTRIBUTION PLAN

We considered timings, reminder emails and third party opportunities to maximise exposure

A NIMBLE APPROACH

Allowed us to pivot and add the social paid element to ensure we collected a strong baseline sample

TAILORED EDMS

Designed for the NRAUS and Hort Innovation database meant we could individualise and track performance across each database

ATTENTION GRABBING DESIGN

Aligned with the consumer campaign look and feel was key for capturing attention and encouraging audiences to click through

Strategy + Planning: Even better if we...

PLAN THIRD PARTY EDMS

Are planned 4 weeks in advance.

This was all managed within the timeframes but should be built into planning for future EDMs

COMBINE OUR EDMS

Now we have welcomed the NRAUS database, we recommend sending combined EDMs to maximise efficiencies

USE PAID MEDIA

Given the small recognised number of GPs on Facebook, this is a limited job title to target. Consider upweighting future spend towards other HCPs

Research Questions: What worked well

QUICK COMPLETION

The research took just 4 minutes to complete and had an average completion rate of 70.5%

SCREENING QUESTIONS

Have providing segmented data unique to each profession and region

\$100 VOUCHERS

Was a cost effective way of incentivising the survey, whilst giving us a friendly reason to send the reminder email

FLAV'S FUN FACTS

Provided interesting bitesize content to ensure all of our EDM content was engaging and useful, as well as serving to drive traffic to the research

Research Questions: Even better if we...

REMOVE OPEN ENDED Q'S

Did not provide quality responses. Recommend adjusting for phase 2

STREAMLINE AMENDS

Streamlining the final changes to the questions would have helped build efficiencies into our ways of working

MANDATORIES

Where possible, ensure it's a mandatory to give an answer when selecting 'other' in the survey, such as manually entering job titles

Distribution plan: What worked well

SOCIAL AD CAMPAIGN

Enabled us to reach new audiences quickly.
Recommend using this as a key channel for upcoming campaigns

REMINDER EDM

Generated a second wave of entries, allowing us to maximise opportunities with our hyper-engaged audience. Should be built into all EDM timelines

SUNDAY DISTRIBUTION

Resulted in a particularly high open rate, showing this is a peak time for HCPs responding to their emails

EVENING EMAILS

Tended result in more click throughs to the survey than morning emails. Recommend using this insight for upcoming EDMs

Distribution plan: Even better if we...

THIRD PARTY EDMS

Formats were information heavy, and did not drive traffic. Recommend working with them to post on their social channels in future and used tracked links

TIMINGS FOR AD CAMPAIGN

This was a great way to bolster our respondents. We recommend using this mechanic from the start to maximise the opportunity

LEVERAGING OUR ADVOCATES

Consider NRAUS and Flavia sharing the link from their owned assets and accounts to help reach new audiences

GROWING OUR DATABASE

Consider using paid ads to promote upcoming activity - such as the webinar - to facilitate more sign ups to the database

Takeaways: strategy + planning

TAKEAWAY

**FOCUS ON BITESIZE,
DIGESTIBLE
CONTENT**

FINDING

HCPs are time-poor and they want easy to understand, practical content and recipes which can be easily shared with patients.

**DRIVE TRAFFIC TO
THE AUSTRALIAN
MUSHROOMS
WEBSITE**

74% of respondents have not visited the Australian Mushrooms website. Let's maximise opportunities to direct them to this platform.

**IDENTIFY
OPPORTUNITIES TO
WORK WITH THIRD
PARTY PLATFORMS
TO SHOWCASE OUR
FINDINGS**

Industry websites, Google, magazines, blogs and social media were the top channels for finding inspiration and recipes.

**DIETARY FIBRE IS
KNOWN - LET'S
FOCUS ON OTHER
PROPERTIES AND
BIOACTIVES LESS
KNOWN**

The general knowledge of Vitamin D in mushrooms was lower than expected, with dietary fibre rated as the most well known nutritional property.

Takeaways: distribution plan

TAKEAWAY

LEVERAGE PAID SOCIAL ADS

ACTION

Promote upcoming activity, including the webinar and GPCE events.

This will develop new potential audiences and enable us to retarget with new material developed.

ALTERNATE THE EDM TIMINGS

Send our EDMs first thing in the morning, after work and on a Sunday enabled us to reach a broader audience. We should maintain this for next round of communications.

INDUSTRY ORGANISATIONS

Sending our survey via key industry newsletters added credibility and exposure to the research, but did not drive a high volume of click throughs.

Recommend placement and leveraging their social channels where possible in future.

OPEN ENDED QUESTIONS

Provided some data, however questions which offered a menu of options to select provided richer insight.

Recommend we use only quantitative style questions for the second wave of research.

Setting Key Performance Indicators (KPIs)

August 2019



Setting KPIs

ITEM year on year (YoY)	BENCHMARK SURVEY	KPI 2020 SURVEY			KPI 2021 SURVEY		
		MEETING	EXCEEDING	SMASHING	MEETING	EXCEEDING	SMASHING
Survey respondents	225	250	350	450	300	400	500
Database Growth YoY	1,292	1500	1700	2000	1500	1800	2500
Increase GP subscribers (of the pool)	22%	25%	30%	40%	28%	35%	45%
Increase Male subscribers/respondents	16%	20%	30%	35%	25%	30%	35%
SURVEY KPIs							
Q1. Can specify health benefits of mushrooms	20%	23%	26%	30%	25%	28%	32%
Q2. Can specify nutritional benefits of mushrooms	17%	20%	25%	30%	23%	28%	32%
Q3. Knowledge of Vitamin D as a nutritional property increases	50%	55%	60%	65%	TBC	TBC	TBC
Q4&5. Importance of mushrooms - Very Important	33%	38%	42%	46%	40%	44%	48%
Q6. Using resources and place value on them	22%	25%	26%	28%	28%	30%	34%

Setting campaign goals

SURVEY KPIs	BENCHMARK SURVEY	KPI 2020 SURVEY			KPI 2021 SURVEY		
		MEETING	EXCEEDING	SMASHING	MEETING	EXCEEDING	SMASHING
Q7. Increase in 'Once per week' personal mushroom consumption	40%	43%	45%	50%	46%	50%	55%
Q9. Decrease in 'not recommending mushrooms'	18%	16%	14%	12%	14%	12%	10%
Q10. Decrease in 'I don't think about mushrooms'	50%	48%	46%	44%	45%	43	40%
Q11. Increase in recommending 'mushrooms for their nutritional properties	65%	68%	70%	75%	70%	75%	80%
Q12. Increase in respondents who have visited website	26%	30%	32%	34%	35%	40%	45%
Q13. Increase in offering patients healthy recipe materials	27%	30%	33%	35%	33%	35%	40%

* These KPI's have been kept reasonably conservative and would be seen as 'Meeting Expectations'. We have also supplied a set of numbers for 'Exceeding Expectations' and 'Smashing Expectations' for stretch goals and inspiration.

Next Steps

August 2019



What's next?

- HORT Innovation to review and provide feedback or any additional requests
- Implement learnings into upcoming activity across webinar and GPCE activity for 2019
- Refine questions based on learnings for the next phase of the audience sentiment research in 2020
- Agree on KPI's for the next roll-out

Thank you!

August, 2019

