

# George Weston Foods Limited

## How the George Weston Foods' bakery business found growth in a mature category

### About George Weston Foods Limited

George Weston Food's bakery business, Tip Top®, is the leading bakery provider across Australia and New Zealand. With a history that spans over 50 years, Tip Top has grown to produce over one million bakery products every day to be distributed across Australia alone and is committed to developing products that can be enjoyed by generations of Australians. Bakery is a mature market in Australia, and with limited growth

potential, Tip Top needed a way to deliver value to consumers and outpace the competition. By tracking insight over time and responding to specific consumer needs, Tip Top has delivered consumer-first solutions to see incremental revenue growth for the brand.

New products are  
**2X**  
more likely to  
succeed than  
industry standard

Over  
**52X ROI**  
for Tip Top  
Sandwich Thins

**\$104m**  
in retail sales from  
NPD over two  
years

**23%**  
uplift in Purchase  
Frequency for  
Golden bakery

### Why is Platform One George Weston Foods' secret weapon?

In Australia, there is limited growth potential in the mature bakery segments. With a wide portfolio, Tip Top needed a way to enrich their data stores to understand consumer behaviours, attitudes and emotions to ensure they met consumer needs.

### Engaging the right market with Bakery Conversations

In order to engage consumers with products relevant to them, Tip Top launched Bakery Conversations, an insight community segmented based on interests and purchase behaviour. By profiling members based on behaviour over demographics, Tip Top delivered a depth to their data not previously possible, demonstrating the vast differences in consumption despite similar demographic traits. Since its inception in 2014, Bakery Conversations has been used to support innovation, test products, evaluate marketing

campaigns, and fine tune messaging based on specific target markets. By tracking consumer insight over time, Tip Top has been able to identify and track emerging shopping trends, and importantly, pinpoint white space for potential innovation.

### Safeguarding success in a new market with Tip Top Sandwich Thins

Continuously looking to expand its portfolio, Tip Top identified white space within the market from Bakery Conversations that informed the development of Tip Top Sandwich Thins, a light and thin bread alternative. From the insight gathered, internal product teams developed a prototype product that they hypothesised would succeed in market. On first iteration, the product concept did not perform well with consumers, outlining its launch as a 'risky' investment. However, by continually testing, iterating feedback and engaging specific consumer segments across the entire product development cycle, Tip Top was able to validate the company's biggest NPD investment

## Why is Platform One GWF's secret weapon?

- Innovate in a secure testing environment, prior to product launch
- Build authentic consumer relationships through two-way, ongoing conversations
- Contextualise insight and identify patterns in data to understand consumers as they evolve



to date with consumer backing.

Fast forward six months post launch, Tip Top Sandwich Thins is now driving growth in sandwich alternatives, delivering a return on research investment of over 5200%.

## Unleash the Golden Crumpet: Increasing loyalty and purchase frequency in a mature market

With no significant advertising efforts on a key Tip Top brand 'Golden' for over a decade, Bakery Conversations was engaged to understand how best to target a disengaged market in the right way. With community segmentation, Tip Top identified key purchase behaviours among Bakery Conversations members and asked the right questions, to the right people, around their relationship with Golden Crumpets, a classic Australian breakfast bakery item. With the goal to increase the purchase frequency and share of wallet of Golden Crumpet buyers, Tip Top aimed to expand the consumption of Golden Crumpets beyond the 'butter and honey' classic into a more holistic and crosseason meal with various savoury toppings.

## How could Tip Top change the consumption mindset of an Australian classic in a way that resonated with its consumers?

In order to validate the marketing spend and develop a

confident goto-market campaign, Bakery Conversations was integral in the development and validation of the final "Unleash the Golden Crumpet" campaign. There was uncertainty around how the campaign would be perceived in market, and how consumers would react to a shift in mindset around an Australian family favourite. After working with the community to fine tune and improve the campaign with storyboard developments, live chats on perception and likelihood to buy, it is now one of the most successful TV commercials for the Tip Top brand. The "Unleash the Golden Crumpet Campaign" generated the best volume uplift across all products in the company's history. With \$3.6 million of business value from the increased volume, the campaign contribution to sales was above the international average.

"Access to consumers like what we have in Bakery Conversations is essential given all the competitive pressures on marketing in today's environment."

**Justine Cotter**, Head of Brands & Communications

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