

## Marketing and Communication Report YE24

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Coeliac New Zealand's vision is to support people with coeliac disease live healthy lives every day. Our aim is to develop a relevant and accessible organisation that raises awareness, provides support, information, and resources to people with coeliac disease, their whanau, and the wider community. We also support research, education, and resources for those working in the health sector; and provide an accreditation programme and training to improve the standard and availability of gluten free food for manufacturers and the hospitality industry.

This report provides a summary of the key marketing activities that Coeliac New Zealand has undertaken in the year 1 April 2023 to 31 March 2024 to enhance our brand awareness and maintain relationships to optimise revenue growth from our Crossed Grain Logo (CGL) licensee's. We continue to strive to achieve a strong market presence and establish strategic partnerships to enhance the impact of our work, and to provide more reasons for members to join and maintain their membership throughout their journey with coeliac disease.

### THE GF CONSUMER MARKET

The rising prevalence of consumers following a gluten-free diet due to a diagnosis of coeliac disease or non-coeliac gluten sensitivity, or for other lifestyle reasons has been a key driver to the increase in the category growth of gluten-free products. This surge can be attributed in part to a post pandemic environment where more consumers are choosing to prepare food at home and an overall increase in health and wellness concerns.

This has resulted in an increase in the number of products seeking CGL accreditation as well as demand for our GF Food Safety Training. It has also resulted in an increased interest in industry sponsorship and media attention during our annual Coeliac Awareness Week in June and enabled the Coeliac NZ Conference to be delivered to budget.

In the longer term however as more gluten-free foods enter the market the requirement for third party endorsement may reduce over time, particularly with the introduction of PEAL (Plain English Allergen Labelling) which has been introduced to make food allergen declarations clearer and more consistent for consumers.

**See link for more detailed information about: [Allergen declarations, warnings statements, and advisory statements on food labels | NZ Government \(mpi.govt.nz\)](#)**

*These rules took effect February 2024. Any food packaged and labelled prior to this may be sold for a further 2 years (February 2026).*

Coincidentally however some premium branded gluten-free products that were accredited with the CGL have been negatively impacted by economic uncertainty and a challenging retail environment that has caused a sharp decline in sales and resulting business closure. This has been particularly so for small home-based gluten-free product manufactures, and other larger companies choosing to remove the CGL to reduce costs.

To combat this decline Coeliac NZ will continue to invest in building equity of the CGL brand to improve the value proposition of these endorsements and enhance our training resources for professional development. We will also focus our attention on enhancing relationships with organisations across several retail channels including supermarkets (particularly Woolworths), speciality food stores like Bin Inn, with the launch of GF Champion training for staff, as well as online businesses such as Gluten Free Shop and GF meal kit services, such

as myFoodBag. We will also seek to establish innovative ways to communicate with a broader range of gluten free consumers beyond our membership. The new relationship with Synergy Health and clinical trial companies are two examples of this.

## **COMMUNICATION AND MARKETING STRATEGY**

The focus for the year's marketing and communication activities were to:

- Build a stronger more engaged community with regular newsletters that keep members and volunteers updated about local activities  
Regular communication via our monthly member newsletter and social media which include regular updates about
  - member get-togethers, webinars for newly diagnosed members and community events
  - updates about new Crossed Grain Logo licensees and new gluten free products and on occasion exclusive member discounts and product sampling
  - regular health promotion articles and sharing of new resources
  - gluten-free recipes from Coeliac NZ Ambassadors
- Source a range of contributors to the twice-yearly Coeliac Link magazine, including sharing lived experience of coeliac disease
- Improve consumer knowledge of gluten free product labelling and standards
- Educate retailers to improve in-store labelling and shopping navigation of gluten-free food
- Continue to build trust and industry credibility of our Crossed Grain Logo (CGL) and Dining Out Program (DOP) accreditation programmes and the GF Food Safety training
- Increase the number and quality of Licensees
- Promote attendance to our Coeliac NZ Conference and seek sponsorship to support delivery of a high-quality event
- Increase media coverage, during Coeliac Awareness Week and throughout the year

Coeliac NZ has also continued to identify new Food Ambassadors this year working with Mark Southon and Buffy Ellen Gill who provided a range of inspirational recipes for inclusion in Coeliac Link and the Wellbeing Journal. The relationship with influencers is key to broadening our media impact, particularly during Coeliac Awareness Week with articles in NZ Hospitality, Contact Magazine (NZ Pharmacy Guild); NZ Nutrition Foundation; NZ Doctor; Diabetes New Zealand; Auckland Down Syndrome Association; TANI and other not for profits.

We will continue to use these contacts to enhance the value to our members and to attract more industry brands to support our marketing initiatives.

## **COELIAC AWARENESS WEEK**

Date: 12-18<sup>th</sup> June 2023

Campaign theme My Coeliac Challenge – Take Charge, Get Diagnosed and Find Help

Consumer promotion focused on a media relationship established between Coeliac NZ and GoodePR in 2019 that delivered \$232,270 in printed media and \$67,519 in social media.

The key deliverables included a

- Double page spread in Woman's Day sharing a real-life journey of CNZ board member Corinne Cameron and her daughter
- Double page health feature in NZ Woman's Weekly, educating readers on coeliac disease and some of its challenges

- Four-page recipe feature in Woman's Weekly including a page dedicated to Coeliac Awareness Week and four Lee Kum Kee recipes
- Double page editorial including two Nicole Percy gluten-free recipes in regional newspapers including Northern Advocate, Hawkes Bay Today, Bay of Plenty Times, Rotorua Daily Post, Kapiti News & Horowhenua Chronicle
- Editorial media giveaway in:
  - MiNDFOOD (online)
  - NZME Regionals (print)
  - Tots to Teens (online)
  - My Everyday Wellbeing (eDM & online)
- 11 influencers sharing posts and stories about the creative delivery they received and Coeliac Awareness Week without payment
- 3 were targeted for radio mentions (Robert Scott, Paul Flynn and Nici Wickes)

To further extend the social coverage of CAW we also launched a range of social tiles to share #MyCoeliacChallenge.

## COELIAC NZ CONFERENCE

A record number of people attended our first in person Conference since the pandemic on Saturday 18 November at the Due Drop Centre in Auckland. The purpose of the event was to provide members and the wider coeliac community with the opportunity to attend an engaging Conference that covered a range of topics and speakers and provided attendees with the opportunity to socialise and sample coeliac safe gluten-free food. Coeliac NZ also invited the GF Food Festival to exhibit alongside the Conference to enable attendees to sample and purchase GF food, and for awareness building across a wider range of GF consumers.

The partnership with GFFF also provided an affordable way for artisan GF businesses (including some that we CGL accredited) to exhibit in Auckland and encouraged larger industry brands to support this initiative.

We were fortunate to have a range of expert speakers including Professor Jason Tye-Din and Bob Anderson as international speakers, as well as members of our Medical Advisory Panel and specialist professional's including Karen Faisandier and Tania Clifton Smith present.

This event was made possible by the financial support from the following sponsors including

- **Platinum supporters** FreshLife, LKK, Marcells, Arnott's, Angel Bay
- **Gold supporters** Hubbards, Hi Chew, Optimal Clinical Trials, and Pacific Research Trials
- **Bronze supporters** Windcave, Mama Amore and Cosmo's

Coeliac NZ will continue to be adaptive, and responsive to emerging opportunities, ensuring our continued financial sustainability. We continuously review and expand our member services and marketing initiatives based on member feedback from surveys and are happy to respond to any questions you might have. Please email [dana@coeliac.org.nz](mailto:dana@coeliac.org.nz)