

# LITTLE PIGGY AND THE FARMER AUSTRIA

CATEGORY **FOOD** | AGENCY **DEMNER, MERLICEK & BERGMANN** | CLIENT **JA!NATÜRLICH NATURPRODUKTE G.M.B.H**



**PRESENTER**  
**DR. HARRY BERGMANN**  
 Managing Partner of the advertising agency Demner, Merlicek & Bergmann, Vienna

Harry started out as a copywriter and client services executive at Demner & Merlicek, later being promoted to Creative Director and finally partner. He has collected 3 Platinum and 20 Gold EFFIES in the course of his career as well as numerous awards at national and international competitions.



**PRESENTER**  
**MARTINA HÖRMER**  
 Managing Director Ja!Natürlich Naturprodukte G.m.b.H

A Business Administration graduate, Martina has many years experience in the branded goods industry both at home and abroad. She spent time in Europe before applying her know-how in the food industry with the management of REWE Group Austria's private brands.

## CAMPAIGN SUMMARY

Ja!Natürlich, Austria's leading food brand, and pioneer brand in organic products, had been stagnating in growth due to competitive 'near-natural' products on the market. The need to reignite interest in the range meant focusing on a target group with greater spending power and nutritional awareness.

The agency introduced an emotionally loaded symbol to depict a harmonic relationship between humans and nature. 'Little Piggy and the Organic Farmer' being the stars in a TV multi spot series, maximised campaign impact by achieving an emotional connection between consumer and brand. Underlining the authenticity and credibility of their organic claims through product relevant stories, 'Ja!Natürlich' was the on-going answer.

Integrated execution of the concept in all media resulted in Ja!Natürlich significantly building on its No1 position as the leading food brand in Austria. The campaign impact increased three-fold, boosting awareness and generating 27.7% more sales per Euro than in the pre-period.

## CLIENT CREDITS

**MARTINA HÖRMER**  
**REWE Group Austria,**  
 Managing Director  
**Ja!Natürlich**  
**MARIA LAUBREITER**  
**REWE Group Austria,**  
 Marketing Manager  
**Ja!Natürlich**

## AGENCY CREDITS

**HARRY BERGMANN**  
**Managing Partner**  
**Agency**  
**IMKE LEPPER**  
**Account Supervisor**  
**FRANZ MERLICEK**  
**Creative Director**  
**ROSA HAIDER**  
**Creative Director**



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