

STRATEGY AND CAMPAIGN KEY MESSAGES

Performance Strategy

For years we've talked about why you *can* eat potatoes. From now on we're talking about why you *should*— because *potatoes fuel performance*.

- Extensive research led us to conclude that this is the best possible positioning to pursue.
- Most people don't consider the potato a performance food and are surprised when they learn it is. That surprising truth is our big opportunity.
- The point is to deliver a nutrition-based lifestyle benefit that positively challenges consumers' preconceived notions about potatoes.
- Moving from "*you can*" to "*you should*" is a huge marketing shift for us that can fundamentally change how people perceive potatoes.

Potato Nutrition

Potatoes contain the complex carbohydrate, potassium, and energy people need to perform at their best.

- Potatoes are a naturally nutrient-dense complex carbohydrate. (26 gm/5.3 ounce skin-on potato)
 - ✓ Carbohydrate is the primary fuel for your brain and a key source of energy for muscles.
 - ✓ Our body's own stores of carbohydrate are limited and may be depleted, even in a single session of intense and/or prolonged exercise. It's important to replenish them.
- Potatoes with skin on have more potassium than a medium-sized banana and more than any other 20 top-selling fruits and vegetables. (620 mg/5.3 ounce skin-on potato)
 - ✓ Potassium is an important electrolyte that aids in muscle, cardiovascular and nervous system function.
- Potatoes are more energy-packed than any other popular vegetable. (110 cal./5.3 ounce skin-on potato)
 - ✓ It's critical to take in enough quality calories to match the demands of your day.
- Potatoes contain many other important nutrients that athletes seek, including vitamin C (27 mg), fiber (2g), and complete protein (3g).

What Are You Eating? Campaign

The performance strategy is coming to life in a new campaign that shows how potatoes fuel athletic performance and poses the question: "What are *you* eating?"

- The campaign is based on the idea that consistently beating your personal best isn't just about how you train; it's about what you eat.
- It is designed to provoke a "moment of re-evaluation," among consumers with a clear message: If potatoes can fuel elite athletes, they can fuel your active life too.
- The campaign is NOT about marketing only to athletes. It IS about using athletes to illustrate the power of the potato, to influence consumers to think about potatoes differently, and to amplify our message to all audiences.
 - ✓ For its first year, the campaign will come to life through social media, advertising, influencer marketing, industry engagement and events (Rock 'n Roll Marathon, Shape America, Collegiate & Professional Sports Dietician Association, Produce for Better Health, etc.).

Call to Action

Every member of the potato industry can — and should — get involved.

- Visit PotatoesUSA.com/grower and look for the "What are you eating?" portal to buy gear, download an event toolkit or request activation equipment and materials.

USE THE PRIMARY MESSAGES IN SEQUENCE FOR AN "ELEVATOR SPEECH"

Start by "headlining the headlines" and then put the primary (bolded) messages together in your own words. You can use one or two of the "proof points" (those bullets under the bolded messages that help flesh things out) if you like. This will result in a conversational "elevator speech" that fits your personal style but also ensures the industry speaks with one voice. Here's an example:

"Potatoes USA is undertaking a major marketing shift based on our new 'performance strategy.' It's rooted in nutrition facts, of course, and it comes to life in a cool new campaign.

"In a nutshell, for years we've talked about why you can eat potatoes. But from now on we're talking about why you should — because potatoes fuel performance. That's the strategy, and it's a bit of a surprising truth for some people, but it's based in sound nutrition science. It's pretty simple actually: Potatoes contain the energy, potassium, and complex carbohydrate people need to perform at their best. With that in mind, the strategy is coming to life in a new campaign that shows how potatoes fuel athletic performance and poses the question: 'What are you eating?' This is a big deal and I think it's a smart move every member of the industry can get behind — and, in my opinion, should get directly involved with."

BRING OUR MESSAGES TO LIFE WITH REAL-WORLD STORIES

Anytime you get the chance, try to bring our messages to life with stories about things you've experienced first hand or examples from other people's lives that you've heard or read about. Potatoes USA will share particularly strong stories with the industry as they become available, but be on the lookout for your own.