



Garden Gourmet x bgood Pilot

Project Manager: Andreia Vaz & Sofia Martins

IBTC Platform: Beyond Portfolio

IBTC Strategic Platform: Meaningful Exchange & Shared Experiences

Investment Category Y1: Experimental

Date Kick Off: May 2021

Date Test Launch: POC April-July 2022

Estimated 5yr SOP: POC April-July 2022

Pre/Post MVP Budget: 9,75k (Production + Design)

Investment Category Y5: Big Bet





Garden Gourmet x bgood Pilot

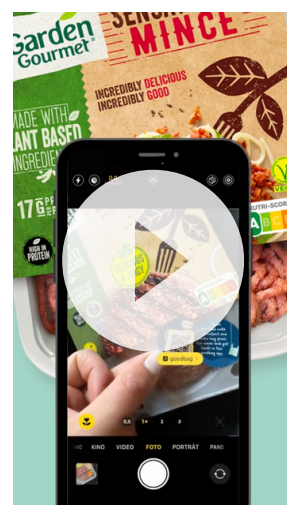
click to see how it works

Challenge

88% of consumers want to companies to help them make a difference. As a result sustainability is now becoming a key competitive factor that drives the customer buying decisions. Brands need to adopt to these changes and support customers in their social and environmental responsible purchasing behavior.

Solution

goodbuy rewards customers for buying sustainable products while communicating its benefits. By buying and scanning such products, customers learn more about why these products are good for our planet and collect Seeds as a reward. After collecting they can use their Seeds to support different environmental projects (e.g. plant trees or remove plastic from the oceans).

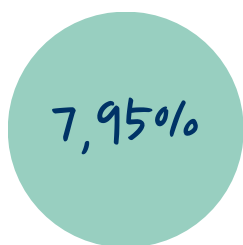


Scope of the Pilot

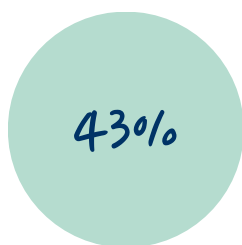
With the Garden Gourmet Sensational Burger, the first goodbuy product has been launched in April 2022 throughout Portugal. The project targeted at **15,000 products** in the market during a time period of four months. The goal was to test how this solution is perceived by the customers, increase the awareness about the environmental benefits of the product and sell more products.

First Results

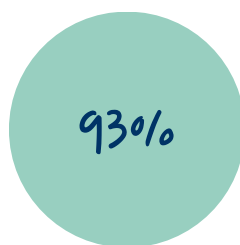
Analyzing the Garden Gourmet x bgood Pilot Survey, said targets have been exceeded and following key figures can be drawn:



of sold products were scanned



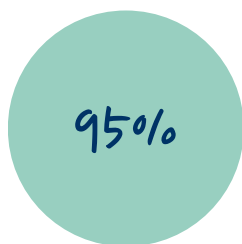
of scans happened in the app



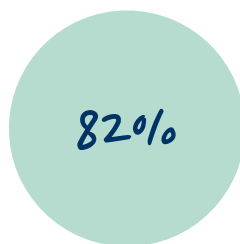
of consumers donated their Seeds to projects



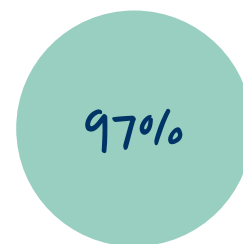
donated Seeds



like it to support initiatives with every project



said they will buy more products if it supports an initiative



want to earn Seeds on more products





Garden Gourmet x bgood Pilot

Demographics

Our customers were mainly female (64.6 %) and between 30 and 55 years old. Most of them would describe themselves as Omnivore but 18,8 % refer to themselves als Flexitarians. They do like meat but want to do something for the environment with their purchases. They do think that GG cares about the environment but didn't know anything (52,9%) about any of their initiatives – incredible 90% of them read the information on the packaging and that is where we come in handy.

Social Media Traction

During the pilot we have posted more than six posts on Facebook and Instagram as well as various stories, a newsletter & four ads on both Garden Gourmet PT's and goodbags Instagram and Facebook channel and reached approx. a number of **1.606.433** consumers & users.

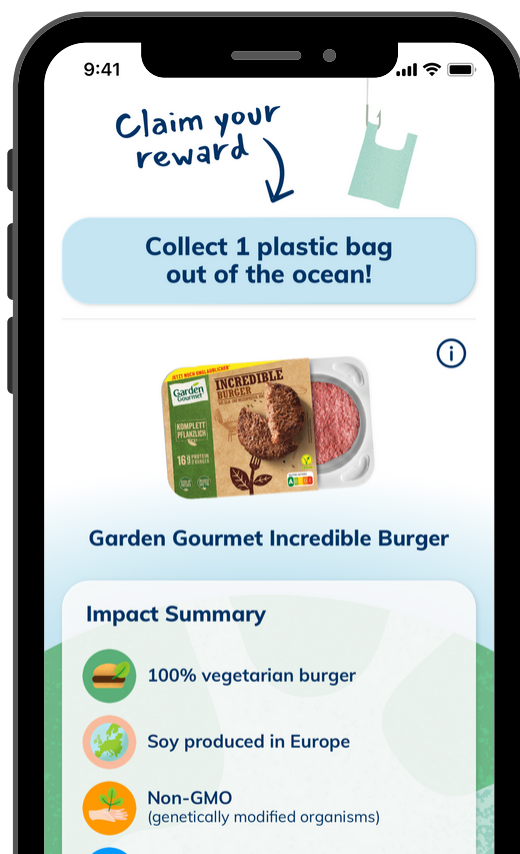
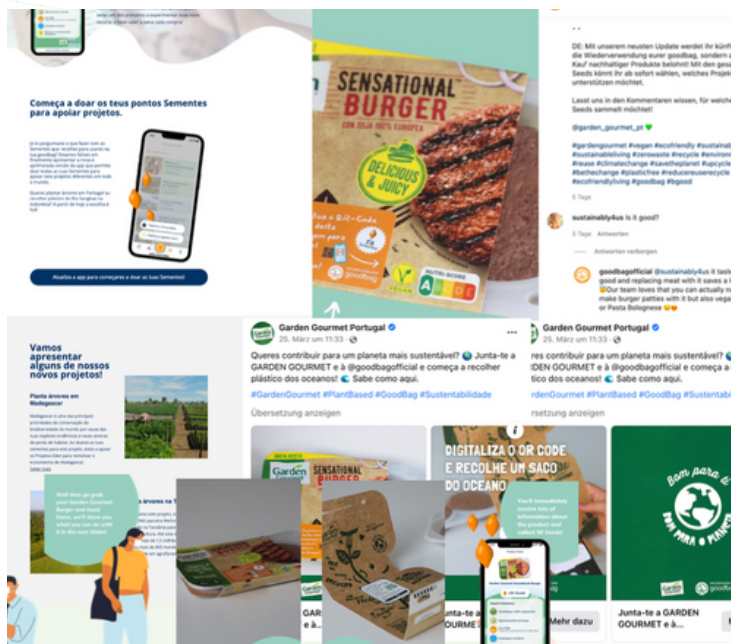
For us as a brand sustainability is now more important than ever. Seeds are a great way to strengthen the connection with our consumers. They can support environmental initiatives with every purchase while they enjoy a great experience that lets them interact with the product in a playful way. Together with our consumers we are planting change for a better tomorrow."

Ana Pais, Brand Manager Garden Gourmet



Footage

Some Snapshots from marketing activities during the launch of our pilot phase:





Garden Gourmet x bgood Timeline

After the Pilot

The successful pilot led to a larger rollout with the full-range (11 SKUs) of the Garden Gourmet brand and a partnership with the Pensal brand from Nestlé. In total the solution has now been rolled out with 3 SKUs from Pensal and 11 SKUs from Garden Gourmet totalling **900,000 units** per quarter.

After a successful pilot following with a larger roll-out in Portugal the next step is to increase the number of brands and countries that use our platform to reward consumers for buying sustainable products!

Product Development

Together with the Nestlé Start and Co. Program we developed a solution based on Nestlé's goals to increase customer loyalty, promote sustainable purchasing behaviour and sell more sustainable products

Larger roll out

After a successful pilot the project was rolled out among the full Garden Gourmet range with 11 SKUs and the Pensal brand with all 3 SKUs

