

# The British love affair with Spain



# The challenges

- understand and engaging the British consumer
- getting the right insights & data

# The challenges

- getting your brand positioning right for the UK
- getting the right marketing mix
  - PR, promotions, digital, media, advertising, etc
- using the right media effectively

# The challenges

- distribution
  - engaging the main supermarkets
  - engaging CTNs, corner shops, specialist shops, online retailers, distributors, wholesalers, etc
- focus on **quality** (a passion for excellence)

# What the British like

Understanding the British consumer



# Reality TV

- the British are a complex mix





# We love magazines and newspapers



# ...and the internet



# We love shopping - offline & online

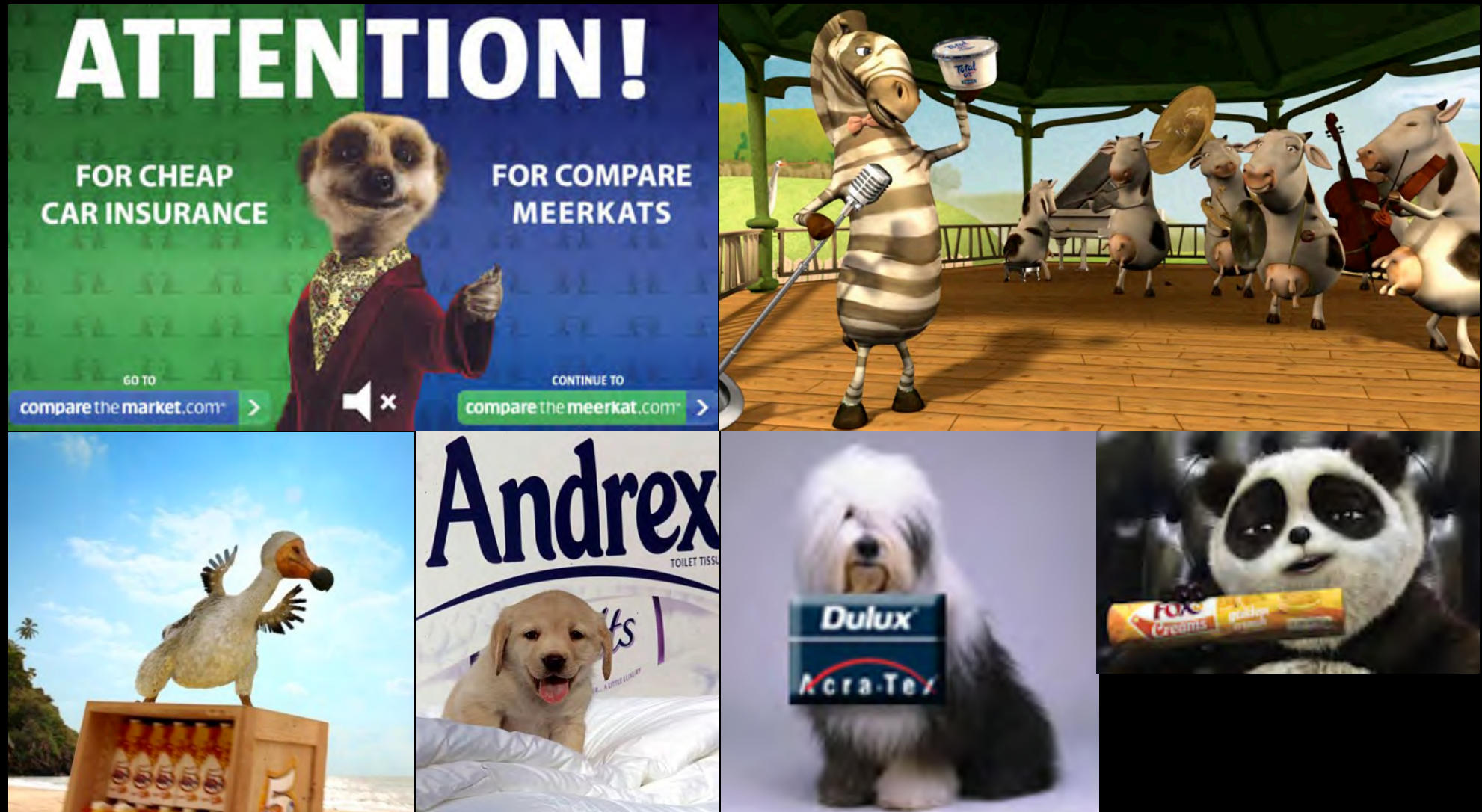


Supermarkets are a great opportunity.  
Women – 85% of consumer spend.





# British consumers like animals, characters





British consumers like funny, clever, emotive, quirky... never boring!



Britain consumers hate hard sell, dull, predictable or patronising ads.



Be emotional not rational



# We love buying good fashion











## Revolution: Spanish shops invade the high street

By STEPHANIE RAFANELLI

*As Spanish shops invade the British High Street, STEPHANIE RAFANELLI reviews the best and why we're going mad for Mediterranean style:*

Until recently Spain has been the underrated, undiscovered style icon of Europe. But while France and Italy were taking a siesta, an army of Spanish retail companies and shoe designers have revolutionised the world of fashion and ? most notably - colonised the British High Street.

Promenade London's Avenida Regente (formerly known as Regent Street) and ? bar the weather and the pasty complexions - you could be in Madrid with ten Spanish-owned retail giants dominating the storescape.

Recently Disigual ? Spain's answer to Diesel ? opened its flagship store there joining Zara, Zara Home, Mango, Bershka, Massimo Dutti, Camper and Hoss Intropia as the newest member of the Spanish W1 Club.

The Spanish have led a revolution on the high street bringing chic European dressing to the masses that was never



Lily Cole the face of Hoss









□

# We hate rain...



# We love holidays in the sun



Over 15m will  
visit Spain



Britain's No 1 holiday destination – a taste of Spanish





We love good food (we are all aspiring foodies)





# We love TV chefs

The British have a  
love affair with food  
and TV chefs and are  
willing to explore  
new tastes and styles

# RICK STEIN'S SPAIN

*140 new recipes  
inspired by my journey  
off the beaten track*



**BBC**  
BOOKS



We love  
cooking



Post recession we are  
demanding better  
quality foods & drinks.

OPPORTUNITY: To sell  
the best quality Spain  
has to offer.



# We love olive oil

We now buy more olive oil than other oils for cooking & salads.

OPPORTUNITY: to sell quality olive oils



# We love beer



British consumers are buying more beer from supermarkets than bars.

Women are buying more beer than men.

OPPORTUNITY: Growth in the low alcohol area.

# MarketingWeek

home news opinion trends strategies & tactics get involved

Home | News

## Spanish beer eyes UK growth with TV push



## Britain raises a glass to Spanish success



Boost: Holiday nostalgia and the success of Spanish sportsmen like Rafael Nadal have led to a boost in Spanish wine sales

1 of 3

# We love wine



The UK is one of Spain's  
main export destinations



Fashion, food, wine,  
beer, cars, holidays  
and more...

# Telecoms & banking





# Green technologies



# The opportunities



What the British want is

# The Spanish



# The Spanish passion for

# The Spanish passion for quality & excellence



**A new mark in food & drink.  
A new mark in quality.  
A new opportunity for Spanish brands  
in the UK. (June 2015 launch)**



# The Quality of Spain mark – food & drink





THANK YOU

