

Indaily, 6 April 2020

Time is right for SA businesses to increase local share

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Kris Lloyd is urging South Australian businesses to collaborate through the I Choose SA campaign to help consumers buy local.



The state brand can be adapted to highlight any business

Lloyd, the owner of Woodside Cheese Wrights in the Adelaide Hills, says consumers are more and more conscious of where their products come from and that businesses should take advantage of this awareness by marketing themselves as locals.

“When you choose South Australian products you know where it comes from, you know it’s clean and safe,” says Lloyd.

To help consumers make this choice she says that businesses should not only be using the state brand and the I Choose SA logos but also working with each other to offer consumers what they want and need.



Kris Lloyd of Woodside Cheese Wrights is an Ambassador for the I Choose SA campaign.
Photo: James Knowler

“People at the moment want solutions,” says Lloyd.

“They just don’t want a piece of cheese to turn up on their doorstep, they want a piece of cheese with the crackers... and a bottle of booze!

“I make cheese but I don’t make crackers and I don’t do dried fruit, so I work with those who do.

“The consumers want a one stop shop and all of the people that I’m collaborating with are using the state brand assets or the I Choose SA logos.”

Her observations are also backed by consumer research.

According to McGregor Tan Research, 84 per cent of the general public are aware of the I Choose SA campaign and 78 per cent of consumers are likely to choose a product if they see an I Choose SA message alongside it.

Lloyd says that this willingness to help out and buy local was also evident during the #BookThemOut campaign after the summer bushfires.

“The campaign after the bushfires really worked,” says Lloyd.

“We had people deliberately coming into the cellar door to support us and they would actually say ‘You know we’ve driven all the way up here because we just want to support you’.

“So it was quite incredible and it went on and on and on for weeks. We had the best January and February in the cellar door that we’ve ever had.”

Lloyd says that even before these events there was real interest from people to understand where their products are made.

“And for us here in South Australia you probably personally know the company that makes the products,” she says.