

## **EcoKick**

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### **Abstract**

*Ekokick is a marketing concept aiming at helping Swedish supermarkets to seriously take advantage of the organic market's great potential. This is achieved by eliminating two central bottlenecks in the supermarkets: (1) availability and exposure of an organic assortment, and (2) knowledge of, and commitment to, organic food among the supermarket personnel.*

*The emphasis of the concept is on education and a campaign week.*

*Ekokick improves the knowledge of the organic assortment and leads to a markedly increased commitment to organic food. This in turn is transformed into significantly improved display, labeling, and placement of the organic products.*

*Ekokick provides the supermarket with a clear profile. But, most important, Ekokick leads to a significant increase of the sales of organic food.*