



COPAS

External Research Report



Bianca Abello, Aurora Gonzalez, Rosie Martin, Jaelyn Pocholec
JCOM 476 | Fall 2024



Table of Contents

- I. Introduction
- II. Listening and Monitoring
- III. Competitive Analysis
- IV. Influencer Identification
- V. Conclusion

Meet Our Team



Jaelyn Pocholec is a senior majoring in Public Relations with a minor in Anthropology. She is particularly interested in analytical work with evaluating consumer trends. Jaelyn is most passionate about social media management and planning, in order to improve brand image. Professionally, Jaelyn aspires to work on a skincare brand team after college and use the skills acquired through this course and experience at the University of Oregon to improve the field.



Rosie Martin, a senior public relations major from California, has served as a communications associate for the University of Oregon's Advancement Marketing & Communications team since 2023, where she has written and edited numerous published articles. She was drawn to PR because it combined her love of writing with the ability to craft strategic, impactful stories.



Bianca Abello is a senior majoring in Public Relations with a minor in Sports Business. She is looking to work in roles in the fields of influencer marketing or social media strategy, which aligns with her previous experiences. After graduation, Bianca hopes to find herself working at a PR agency in the Pacific Northwest or Southern California.



Aurora Gonzalez is a senior majoring in public relations with a minor in legal studies. Aurora is currently VP of DEIA for her sorority. After graduation, Aurora hopes to continue working in the beauty industry focusing on public relations and consumerism.

I. Listening & Monitoring



About

COPAS Turkeys is a family-owned poultry business based in the U.K. that has specialized in premium, traditional turkeys since 1957. The company has been sustained by ethical farming practices and providing quality products. Now managed by the third generation of the COPAS family, COPAS Turkeys are raised in the British countryside. COPAS is known for its dedication to traditional methods, which is especially important to ethical and quality product. It is important to note that their turkeys are popular for special occasions like Christmas.



Statement of Purpose

To effectively manage its brand image, COPAS should actively monitor online conversations about its products, especially around the Christmas season when demand and interest peak. Social media platforms play a crucial role in analyzing consumer feedback, serving as medians that can greatly impact the brand's reputation and success. By tracking these conversations, we are able to gain valuable insights and feedback that can be utilized to prompt growth.

The primary purpose of this analysis is to understand how customers perceive COPAS Turkeys, helping the brand identify any issues or concerns that might arise. Additionally, this allows us to identify what customers value most in the product so COPAS can continue to exceed expectations. In an effort to maintain a strong, positive reputation, COPAS will take in this information and respond effectively. This approach enables COPAS Turkeys to retain loyal customers while also attracting new ones during its most crucial season.



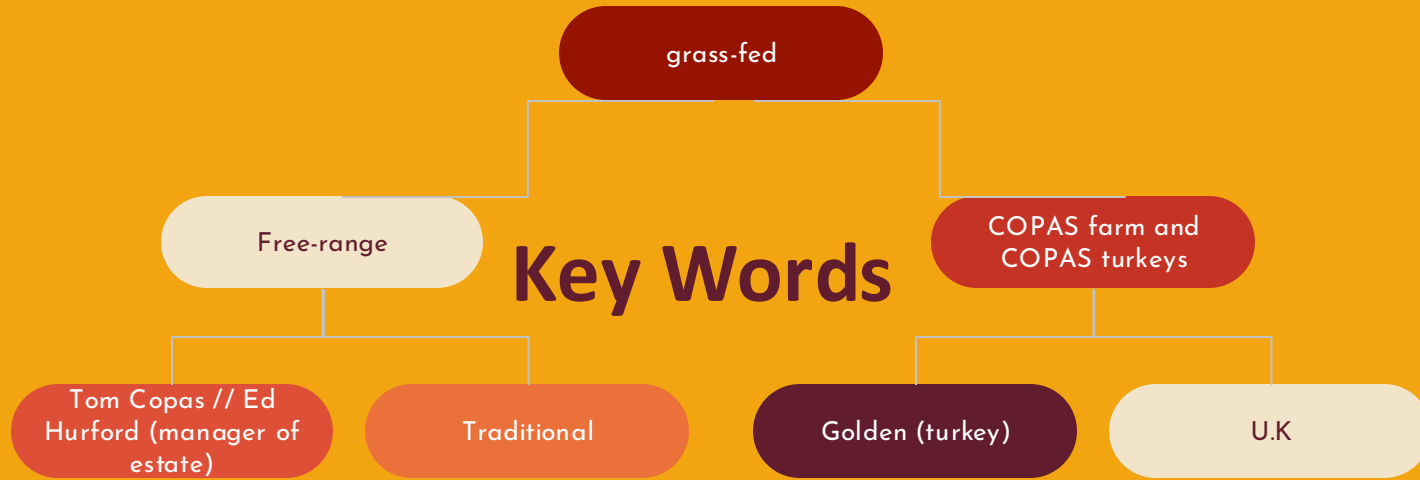
Methodology

In our research, we visited Facebook and Instagram to search for relevant content through photos and hashtags mentioning COPAS. We searched for content posted predominately within the last year, so it the most updated. Finally, we used a blog search and scanned the web.

Search terms included hashtags such as #COPASfarmshop. We also used Google to see if there were any recent articles highlighting the brand.

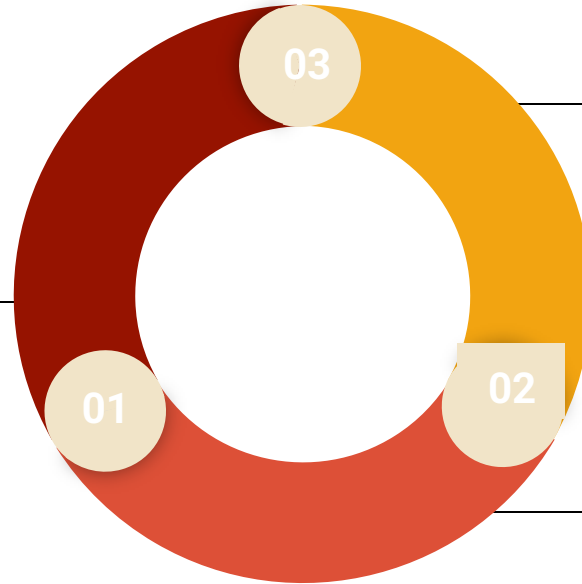
We monitored consumer conversations by looking at reviews of the brand on Yelp and Google Reviews. We also looked at social media comments to gain insight into consumer satisfaction.

Key Words



Levels

**Level 1: specific to, or
about our company**



Level 3: Lifestyle-related

**Level 2: Point of need or
closely related**

Source	Source Credibility	Date/Time	Content	Comments
Facebook: Wycombe Food Hub	Medium Source has 2.5k followers, and actively posts content.	November 8, 2024	Post was about how volunteers joined together at COPAS in Iver, UK for food recovery efforts.	0 comments 4 likes 12 shares
Facebook: Marlow FM 97.7	Medium Source has 4.2k followers, and actively posts content.	October 20, 2024	Post highlights how Tom COPAS was a returning guest, and provided insights on organic turkey farming.	0 comments 11 likes 0 shares

Source	Source Credibility	Date/Time	Content	Comments
Facebook: Golden Turkey Farmers	Medium Source has 1.2k followers, and actively posts content.	October 23, 2024	Post mentions COPAS as a great option for a Christmas turkey while describing the quality.	0 comments 1 like 0 shares
Facebook: West Berkshire Family Life	Medium Source has 4.2k followers and is actively posting content.	September 11, 2024	Post lists COPAS as a great option for pumpkin picking along with other pumpkin patches.	6 comments 12 likes 3 shares


Source	Source Credibility	Date/Time	Content	Comments
<p>LinkedIn: Martin Carnaby</p>	<p>Low-Medium 500+ connections on LinkedIn</p>	<p>November 8th, 2024</p>	<p>Step by step video explaining how to cook COPAS Turkey using specific barbeque Note: Featured Post on individual's account</p>	<p>5 comments 2 reposts 32 post reactions</p>
<p>Good to Know // Parenting Blog</p>	<p>Moderate Seemingly well establish with a steady amount of organic reach</p>	<p>December 6th, 2023</p>	<p>Listed on the suggested top 10 brands to purchase turkey from. COPAS was ranked 4th.</p>	<p>N/A</p>


Source	Source Credibility	Date/Time	Content	Comments
Website: Great British Food Awards	High Although there is not a direct number of "followers", there is reportedly over 2 million interactions on the website	October 28th, 2024	Highlights Bronze award for COPAS poultry	N/A
Instagram: foodandtravelhq	Medium 22k followers on Instagram, actively posts content.	November 1st, 2024	Link in bio for COPAS purchase, COPAS endorsement	28 likes 2 comments


Source	Source Credibility	Date/Time	Content	Comments
Instagram: willsgrillshack	Medium 13.9k followers <div>Note this is significant because it shows consistency</div>	November 14, 2020	Post revealing how “juicy” the turkey was along tagging COPAS and the grill used as well.	159 likes 44 comments
Instagram: lavenderandlovage	High 42.k followers, actively posts content.	December 29, 2023	Post highlighting recipes for leftovers, specifically COPAS turkey leftovers ...	306 likes 7 comments 3 shares





As seen on...


**Cup of
BRITISH
FOOD
AWARDS**

Stories ▾ Meet Britain's Best Recipes Downloads Win Connect With Us ▾ Awards ▾ 

 BBQ box set download **DISCOVER**

 Join our newsletter **CLICK HERE**



Judged by:
Stuart Gillies

GOLD AWARD
Packington Free Range
Free Range Cockerel


SILVER AWARD
Packington Free Range Free Range Whole Chicken
Copas Farm Shop Free Range Whole Bronze Turkey

BRONZE AWARD
Adlington Stuffed Chicken Cushion
Copas Farm Shop The Thoughtful Producer Whole Free Range Chicken
Lidl CornFed Free Range Whole Chicken
DukesHill Turkey Paupiettes


goodie.com/food/best-turkey-423764

goodie.com/food/best-turkey-423764

• DukesHill Free Range Bronze Turkey - £135- DukesHill

**4. Copas Free Range Whole Bronze Turkey, 6kg - [View at Copas](#) "OUT OF STOCK"**
Best for feeding a crowd
RRP: £138 | Delivery: December 23rd | Available: Pre-order available
Much like the KellyBronze this turkey is a Bronze variety that has been game-hung to improve the flavour and texture of the meat. It arrives in a box with the giblets as well as detailed cooking instructions and a pop-up timer. We found this easy to cook and that the meat stayed impressively juicy once cooked. Copas have turkeys in a variety of sizes, from 4-10kg which could feed as many as 22 people.
Deputy Food Editor Rose Fooks says: "A majestic bird - we used a Copas turkey for our Christmas spread in Woman & Home magazine and it looked spectacular."

• Copas Free Range Whole Bronze Turkey - £138 - Copas

**5. Capestone Turkey Breast with Panettone Stuffing & Muscovado Glaze, 1.4kg - [View at Ocado](#)**
Best easy-cook turkey
RRP: £60 (if £28.53/ml 1 Delivery: Available on Ocado)





Conclusion

To summarize, the conversations around COPAS tend to be positive. There is a strong brand image and reliable sources endorsing the company. It is important to have various methods of reach, and the scale from micro-influencers to news articles being published about COPAS highlights they have efficient publicity. COPAS shared they use Facebook and Instagram most, which our research reflects the most conversation there. Yet, it is significant that COPAS is becoming a topic of conversation beyond their preferred platforms of Facebook and Instagram. We believe utilizing Meta tools could be useful and closely assessing other platforms can help reach customers that demonstrate interest.

II. Competitive Analysis

Summary & Purpose

A competitive analysis of COPAS Turkeys and its key UK-based competitors—Kelly Bronze, Flower and Field, Bernard Matthews, and Galloway Turkeys—provides valuable insights into what these brands are and are not doing on their social media platforms. By examining their content strategies and audience engagement, we can better understand how these competitors communicate their unique value propositions. This analysis will also inspire fresh ideas and strategies to position COPAS Turkeys effectively in the online conversation, in order to highlight its strengths and differentiators in the market.



Methodology

To conduct our research, we analyzed the social media channels of COPAS Turkey's primary competitors: Kelly Bronze, Flower and Field, Bernard Matthews, and Galloway Turkey. This analysis focused on metrics, visual and written content, audience engagement. We identified the official accounts for each company on major social media platforms, thoroughly reviewed their content, and examined how they interact with their audiences.

Competitor - Kelly Bronze

Instagram

6,285 Followers
728 Posts



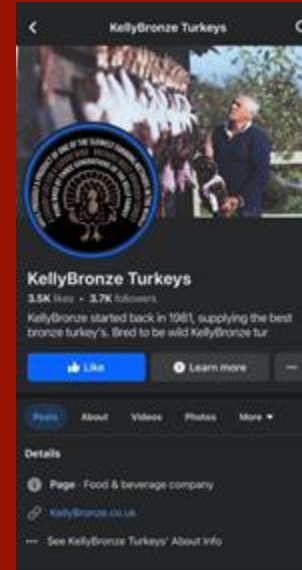
Twitter/X

2.4K Followers
1.5K Posts



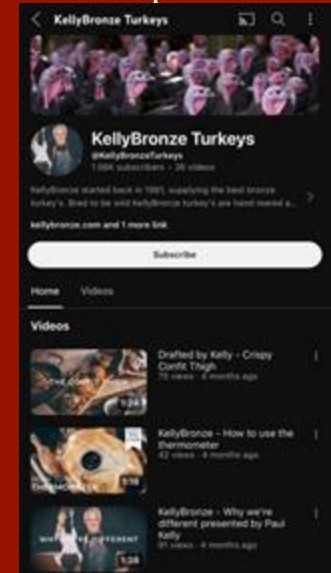
Facebook

3.5K Likes
3.7K Followers



Youtube

1.6K Subscribers
26 Uploads



Competitor 1: Kelly Bronze



- Kelly Bronze usually posts once a week but with the holiday season kicking in it looks like they are aiming for a post a day
- Posts have a preset filter to make their post more aesthetically pleasing
- Comments are generally positive and Kelly Bronze tends to engage back with comments



- Kelly Bronze has not been active on Twitter/X since 2021
- When they were active on X they would post minimally



- The posts mirror post from Instagram
- Engagement is way higher than Instagram but Kelly Bronze does not reply to comments on Facebook



- The most recent post was uploaded 4 months ago

Competitor - Field & Flower

Instagram

31.5K Followers
2,225 Posts



Twitter/ X

N/A

Facebook

10K Likes
11K Followers



Youtube

144 Subscribers
71 Videos

Last upload was on
December 23, 2023

Competitor 2: Field & Flower



- 1-2 Posts per week
- Most of their story highlights are posts from 2023
- Small engagement when it comes to comments
- 28.2K Views on their most watched Reel but it was a collaboration



- Mirrors posts from Instagram
- Tends to post promotional posts with "shop on website"
- Average of 5-10 likes per posts and very minimal comments



- Not very active on this platform
- Most recent video was uploaded 11 months ago with 153 views
- 3.8K views on most watched video

Competitor - Bernard Matthews

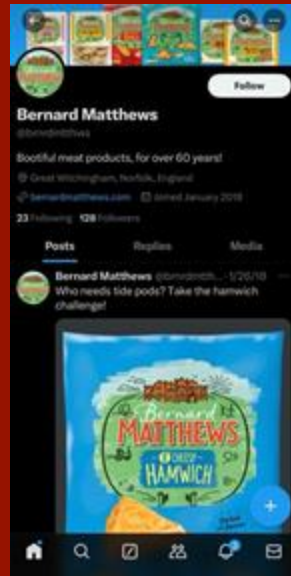
Instagram

1,883 Followers
102 Posts



Twitter/ X

128 Followers



Facebook

5.5 Likes
5.7 Followers



Youtube

262 Subscribers
52 Videos

Competitor 3: Bernard Matthews



- Very minimal posting and engagement is weak
- Will post once a year during the holidays or to promote a new product



- Have not been active since 2018
- Only two posts created





- Social media strategy and posts are identical to Instagram



- Has not uploaded videos since 2016

Competitor - Galloway Turkey

Website	Twitter/ X	Facebook	Youtube
	N/A	<p>1.1K Likes 1.2K Followers</p> 	N/A

Competitor 4: Galloway Turkeys



- Galloway Turkeys has VERY minimal content on social media.
- They are only active on their website and Facebook



- Most recent posts are promoting that they are hiring

Analysis

COPAS can implement some new ideas and continue with certain things they've already implemented.

1) **Maintain a consistent visual style, voice, and strategy across all platforms.**

Kelly Bronze has a preset to make their Instagram more visually appealing to their consumers. They also have a friendly face that is posted often.

2) **Customize material for every platform.**

Competitors often only do well on one or two platforms when they merely reuse the same material across all of them. In addition to keeping material interesting, knowing and utilizing the advantages and disadvantages of each media outlet boosts engagement.

3) **Videos!**

With TikTok and Instagram Reels on the rise, creating fun new content will help with engagement. This could help consumers get to know the organization on more of a personal level.

III. Influencer Identification

Summary & Purpose



COPAS Turkey's should aim to connect with targeted audiences through niche influencers focused on homesteading, holiday cooking, and quality. We wanted to identify influencers that have loyal followers who possess values that align with COPAS' mission. Through partnering with influencers that prioritize premium culinary products, over mass appeal, COPAS can reach clients looking for high quality products for their holiday feasts, which supports their B2C approach. Influencers are able to create authentic content that can be utilized by both the company and for influencer. This idea helps establish ongoing relationships, and aims to increase total revenue.

Methodology

How We Chose Influencer Types

To find influencers that align with the COPAS brand, we focused on finding family-oriented and lifestyle influencers. We chose 4 social media micro and mid-tier influencers, due to their niche audiences. The influencers we chose have previously mentioned COPAS and/or we believe align with the brand's key audiences.

Tools We Used

Google
Instagram
Facebook

How We Determined Influence

When sourcing and vetting influencers on social media, we tried to find food influencers whose audience may overlap with COPAS. UK-based influencers were preferred to help increase engagement with the local community. We took into account the number of followers, amount of engagement, and if they post frequently.

Name	Platform & Specs	Rationale	Recommendation
Annie Mae Herring (@theculinarybee)	Instagram, 211k TikTok, 4495	Annie is a recipe writer and photographer based in the Sprowston, UK. She makes food from her family's culture. With strong family values, that aligns with COPAS business values and a seamless addition to her content.	COPAS should reach out to this influencer, and ask if she would like to create a comfort food recipe using COPAS turkeys. She can be sent over a sampler to see if she is interested.
Karen S. Burns (@lavenderandlovage)	Instagram, 42.4k Facebook, 20k Pinterest, 23.8k Twitter, 17.8k Blog lavenderandlovage.com	Karen is a food writer and photographer based in North Yorkshire, England. She has previously used COPAS in a few IG recipe posts , and it would be easy to integrate their ingredients.	This influencer doesn't typically do partnerships, but COPAS should establish a connection with her. She has experience with using COPAS turkeys in her recipes, which could lead to a partnership.

Annie Mae Herring



[@theculinarybee](#)
211k followers



[@theculinarybee](#)
4495 followers

- Annie's brand is all about making comfort food through family recipes and simple eats
- Based in the UK
- Recent partnership with [@isignyuk](#)
- Her target audience includes those that love making comfort meals and different cuisines

Annie's current feed:



Karen S. Burns



[@lavenderandlovage](#)
42.4k followers



[Lavender and Lovage](#)
20k followers



- Karen's blog, Lavender and Lovage, is about food and travel
- Based in the UK
- Creates posts mentioning [@elsiesvintage7](#), a vintage store
- Her target audience includes other recipe writers, food and travel creators, and people who love the cottage life

Karen's current feed:



Name	Platform & Specs	Rationale	Recommendation
@AllaboutkidsUK	Instagram, 28k	<p>Chloe's brand is focused on healthy, wholesome recipes that moms can make for their kids or families. She is based in the UK. Because her content focuses on healthy, family-friendly meals, I think incorporating COPAS turkeys into her content would be seamless.</p>	<p>COPAS should collaborate with this influencer and create a lunch or dinner recipe using COPAS turkeys. The influencer has made previous pies, so maybe they could create a turkey pot pie with COPAS turkeys.</p>
@chloeandleox	Instagram, 158k	<p>Her target audience appears to be moms who want to make healthy lunches and dinners for their kids. She is based in the UK. Her feed has a variety of family-friendly recipes. COPAS turkeys could be easily incorporated</p>	<p>COPAS should collaborate with this influencer and create a healthy, family-friendly meal using COPAS turkeys. The leftovers could be used to prepare the kids' lunch for the next day.</p> <p>Create 1 recipe for dinner using COPAS turkeys</p> <p>Create 1 recipe for the next day's lunch using leftovers.</p>

Jen - Kids Food, Family & Fun



[@allaboutkids_uk](#)
28.7k followers



[@AllAboutKids](#)
2.8k followers

- “All About Kids is a blog aiming to showcase fun ideas, creative food, healthy recipes and food inspiration from babies to teenagers.”
- The mum of 3 is based out of Lincolnshire, UK. Her posts are mostly lunch/snack ideas for mums to prepare for their kids.
- A current partnership with Jen is [@bearsnacksuk](#) (22.3k)

Jen's current feed:



Chloeandleox

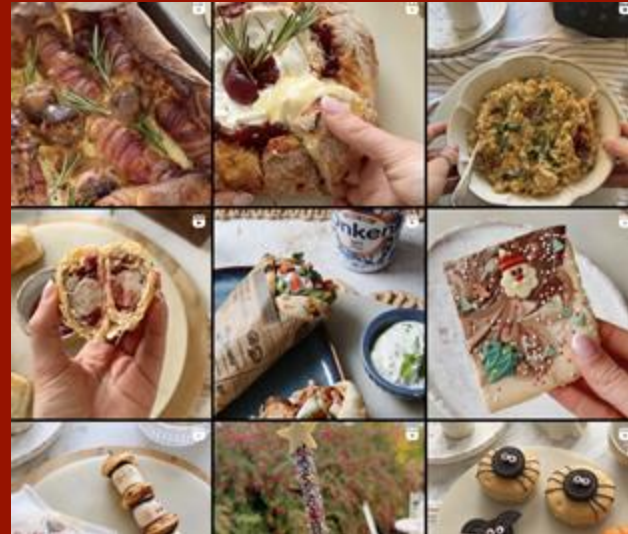


@chloeandleox
158k

Jemma@reformationmanagement.co.uk

- Chloe's brand is focused on quick and easy recipes for families.
- Her target audience appears to be moms who want to make healthy lunches and dinners for their kids.
- She is based in the UK.
- Her feed has a variety of family-friendly recipes, including pigs in a blanket, christmas chocolate bark, and air fried oats.

Chloe's current feed:





Conclusion

COPAS has built a successful brand with a reputation for farm-raised turkeys. The influencers we found can help to expand the brand's audience and align with COPAS values. By finding influencers whose audiences overlap with COPAS (families, chefs, lifestyle), the brand could easily acquire more social engagement.

We recommend that COPAS creates partnerships with these individuals and builds relationships with them to boost COPAS' social media presence.

Resources

https://www.google.com/search?sca_esv=5c8da1462f10d2e2&sxsrf=ADLYWILdRrk_8yXYLWsZB6bYRQLlIzgZA:1730675069507&q=COPAS+turkeys&udm=2&fbs=AEQNm0Aa4sjWe7Rqy32pFwRjOUkWxyMMuf0D-HOMEpzq2zertRy7G-dme1ONMLTCBvZzSlhEjTPx-bvxK8WZAYFqhMlnq_reTE_W8mWnH8Ji-Sb_nnxgfr7WPGpfT8cc9thOes_o2JXSqdzFyM-4ndXwlmm50TL4aCMmo0SmjuYYzkBC8W4qnMcls5558iNbdYD1UJvyi0biOZZUico3HHTW-PVzzg9gtA&sa=X&ved=2ahUKEwjLjfWFo8GJAXW_KzQIHYYHQJf8QtKgLegQIDRAB&biw=1920&bih=945&dpr=1#vhid=Laws9Q93ps2p4M&vssid=mosaic