



# NATIONAL BBQ ASSOCIATION CONSUMER CAMPAIGN

## CONSUMER CAMPAIGN

### OBJECTIVE

With a hugely successful trade PR campaign already underway with Storm, the National BBQ Association approached Storm to roll out the campaign to incorporate consumer media. In addition to positioning The National BBQ Association as the authority in the industry, the campaign aimed to make barbecuing look attractive, despite it being the wettest summer on record, while also generating coverage for the association's sponsors or BarbiPartners.

### SOLUTION

Storm wasn't appointed to implement the consumer the campaign until May, traditionally the start of the BBQ season. These time restraints, coupled with a limited budget, meant a hard working media relations programme, with an immediate start, was the best course of action.

Storm compiled a database of BBQ recipes, including recipes provided by the sponsors, and issued them to the national, consumer and regional media, along with information about National BBQ Week to provide a news hook. Feature desks were also approached, selling in BBQ feature ideas, and Storm provided statistics, quotes and background material to journalists to encourage them to feature a BBQ story.



- ▶ To target broadcast media, the BarbiBus, a fully rigged BBQ vehicle, was taken for a tour of key London and national radio stations, which created interest in interviewing the Association about the campaign.

### RESULTS

Despite the soggy summer the media relations campaign generated a lot of interest in barbecuing: 136 pieces of coverage were achieved, with almost 18 million opportunities to see and delivered an impressive 14.6 times return on investment.

Highlights included a double page spread in Sunday Star, and a full page in the Daily Star, a barbecue feature and interview with the Association on BBC2's Ready Steady Cook, and a three page and double page spread recipe feature in Hello and Fresh magazine respectively.

