



## TRADE CAMPAIGN

### OBJECTIVE

The National BBQ Association approached Storm to create awareness of its annual summer-long campaign, with a particular focus on National BBQ Week at the end of May, in the retail and foodservice trade media.

The secondary objective was to also generate coverage, within National BBQ features, on the association's 'BarbiPartners' as well as help recruit new sponsors for the 2008 campaign.

### SOLUTION

The National BBQ Association wanted to be positioned as the industry experts on barbecuing so Storm produced an authoritative market report, which included market data, information on all the BarbiPartners and a fact file. To provide a platform to launch the report, Storm arranged for the association's BarbiBus (a fully rigged mobile BBQ vehicle) to visit William Reed publishing house, and cater for the editorial teams at The Grocer, British Baker, Drinks International, Morning Advertiser, Food Manufacture, MBR, Convenience Store, Forecourt Trader and Meat Trades Journal. As well as being a great awareness raising activity it provided the BarbiPartners with an

# NATIONAL BBQ ASSOCIATION TRADE CAMPAIGN



- ▶ opportunity to establish good contacts, as they were invited to the event and their products were served at the BBQ.

Following this, Storm tenaciously followed up with all the publications to secure BBQ Association coverage in all relevant BBQ features as well as set up a series of competitions, giving away BarbiBoxes, filled with BarbiPartner products, providing exposure for the brands in their key media.

### RESULTS

The BBQ Association received the most trade coverage it has experienced in its 11-year history. Without exception the Association was featured in blanket trade BBQ features, in part because of the relationships built with the 42 journalists who attended the BBQ at William Reed. This coverage, in addition to ad-hoc columns that featured the BBQ Association or BBQ Week, generated 1,159,051 opportunities to see and achieved a 7.9 return on investment.

