



McDOUGALLS LET'S COOK ACTIVITY

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OBJECTIVE

Storm was appointed by RHM Culinary Brands to launch the new McDougalls baking kits for kids, Let's Cook, which aimed to inspire children aged 8 – 11 years old to get into the kitchen and teach them how to cook as well as educate them about real food. The campaign was to talk to both trade and consumer audiences and tap into the wider healthy eating debate rather than just focus on the product launch itself.

SOLUTION

The Let's Cook range was created to provide parents and children with a fun, educational activity to share and teach kids about real food. To really bring these messages home, Storm invited ten key journalists and their kids to attend an informal and entertaining baking workshop in central London, which was attended by the likes of Daily Mail, Good Housekeeping and Easy Living.

For added impact during February half term, Storm commissioned a survey looking at how important it is for kids to learn about real, wholesome food at an early age. To champion this message, TV chef and mum, Lesley Waters, was brought on board to comment on the research and represent McDougalls in the media adding credibility to the launch and endorsing the benefits of the product.



- ▶ A robust media relations programme underpinned the campaign, and was supported by a raft of media promotional activities ranging from advertorials in key titles to low cost competitions giving away cooking parties and kids' baking kits.

RESULTS

The campaign successfully introduced McDougalls Let's Cook to both consumer and trade media audiences, and helped establish a new market for baking kits, which have traditionally targeted younger pre-school children.

The survey gave McDougalls a national voice in the debate about getting children back into the kitchen and real food, achieving coverage in papers such as the Daily Mail. Lesley Walters added value and credibility and was used extensively on national and regional radio during the February half term period to encourage parents to spend time and bond with their kids in the kitchen, as well as being quoted in the editorial launch coverage.

In total 97 pieces of coverage were achieved in titles range from Daily Mail to Ideal Home and Bella. The campaign achieved an advertising equivalent value of £132,870 and delivered over 24 million OTS.



