

RHM



Frozen Foods

RHM FROZEN REGIONAL ACTIVITIES

REGIONAL ACTIVITIES

OBJECTIVE

Storm was appointed by RHM Frozen to implement a communications programme to introduce key new ranges for the McDougalls, Bisto and Sharwood's brands, to the trade media. Additionally, Storm was tasked with relaunching the reformulated McDougalls Upper Crust pies to consumer media, focussing on the food and cookery pages.

SOLUTION

A robust trade press office introduced all new and reformulated products to key media and secured several news pieces for each of the ranges. Copy contributions and client interviews with the media also secured a strong presence for RHM Frozen in all relevant trade features and in ad hoc columns.

McDougalls Upper Crust pies were reformulated to make them look and taste more home-made and premium. To really bring the "as if you made it yourself" message home to consumer media audiences, Storm invited journalists to the GHI for a pie-making demonstration and competitor taste testing.

A solid media relations programme underpinned the consumer campaign, and was supported by a raft of media promotional activities



- ▶ ranging from advertorials in Delicious and Sainsbury's magazines, to low cost competitions giving away cosy cottage weekends in the English countryside.

RESULTS

The campaign successfully introduced RHM Frozen's new products to the trade media, resulting in 29 pieces of coverage with an EAV of over £22,000.

The consumer campaign was highly successful in changing media perceptions about frozen food and many consumer journalists who would never have considered writing about frozen food, used the pies in taste tests and 'kitchen helper' tips. 31 pieces of consumer coverage was achieved with an EAV of nearly £60,000 and over seven million opportunities to see.

In total 60 pieces of coverage were achieved in titles range from Celebs on Sunday to Prima and Bella. The campaign achieved an advertising equivalent value of £80,500 (three times return on investment) and delivered nearly 9 million opportunities to see.

Bella best

Easy as pie

This scrumptious McDougalls Uppercrust Aberdeen Angus Steak & Kentish Ale Pie (£20-eq, £2.79) is perfect for two people to share.

Filled with generous chunks of lean steak and a rich Bishop's Finger Ale gravy, the pie is frozen unbaked. Just pop it in the oven for home-baking freshness straight from the freezer.



COOK'S notebook

with Tamsin Burnett-Hall

READY MEAL OF THE WEEK

The new McDougalls Uppercrust pies are generously sized – so perfect for the family. Choose from Steak And Mushroom, Chicken And Asparagus, Steak And Baby Onion, Chicken And Button Mushroom, and Chicken And Bacon. Available from supermarkets, for £2.79 each.

celebs

Co Op McDougalls Uppercrust Aberdeen Angus Steak & Kentish Ale Pie, £2.75 for 550g

Per 1/2 pie: 663 cals, 37.5g fat. Reasonable quality steak. Lots of gravy too, so it's ideal to use the pastry to mop it up. It's good value as you'll get two servings from it, unless you're greedy, of course.



essentials

Luxury weekend break

McDougalls Upper Crust, makers of scrumptious frozen pies that taste homemade, are offering two lucky readers the chance to win a weekend break for two in a country cottage of their choice, courtesy of Country Holidays 10870 197 6895; country-holidays.co.uk. Look for McDougalls Upper Crust pies in supermarkets, £2.99.



To enter call 0901 553 0069 Text ESSTREAT14

McDougalls Upper Crust Aberdeen Angus Steak & Kentish Ale Pie (£2.79 for 550g, from leading supermarkets) Tender chunky steak in a dark, rich, traditional gravy. Great value, too!



prima

Making life simple

An Easy Meal For Two

McDougalls' new Upper Crust indulgent range of deep-filled pies is perfect for two people to share on a mid-week treat. Choose from Roasted Chicken with Chobli, Aberdeen Angus Steak with Kentish Ale or Peppercorn Aberdeen Angus. All family-sized and frozen, not pre-baked. Find them in major supermarkets, price £2.79.



woman



With a "make-it-yourself" look, these new frozen pies could fool anyone! McDougalls Upper Crust Pies, from £1.99 Available nationwide

Escape to the country

Fancy putting a spring back into your step with a cosy cottage break? McDougalls Upper Crust is giving away a seven-night luxury break for two people in a gorgeous country cottage, courtesy of www.country-holidays.co.uk.

Scrumptious McDougalls Pies are freshly taken from frozen and look like a real home-made – perfect for tucking into in front of a roaring fire after a long day in the hills. All the pies have no additives, herbs or hydrogenated fats and are available in most supermarkets from £2.29 for a family pie.

For more information on Country Holidays, see www.country-holidays.co.uk or call 0870 197 6895.

UPPER CRUST RANGE FROM RHM

RHM Frozen's McDougalls Upper Crust pie range, which has recently been relaunched in a healthier format, has been extended with an indulgent £2.99 offering, including a 400g Aberdeen Angus steak variant with sauce made from Shepherd Neame's Bishop's Finger Ale.

Checkout

Chocolate Trip 155g, all starting at £1.49 – from ready-meals – This Red Curry (£1.99 for 300g), Creamy Chicken Tarragon (£1.99 for 300g) and Chili con Carne (£1.69 for 300g). Also, under the Aunt Bessie's banner are two new mashed potato and potato hash options. The cheddar & onion and cheddar & leek potato hashes retail at £1.79 for 500g and the mashed potato with cheese and with spring onion at £1.99 for 600g.



Sharwood's frozen stir-fry range

FOOD manufacture

Wholesome home-made appearance is as nice as pie

The research of RHM's McDougalls Upper Crust provides family and individual pie ranges to be no more just a pie-in-the-sky idea.

Following on from the success of the new range of frozen pies, the company has reformulated its existing range with just two 'hidden' ingredients and removed all trans fats.

"The whole idea behind the move was to see ingredients that people recognized," said Christina Birchmore, brand manager at RHM Frozen. "For example, we wouldn't want to use modified maize starch, so we replaced it with cornflour."

"There is an E-number on the ingredients

The big freeze

Comments on RHM's new diet 100% whole grain bread and the 'healthy' ingredients...

FOOD CHAIN

The Business of Food & Drink



Bisto expands family meals

RHM Frozen is expanding its Bisto frozen ready meals to include family size portions

Pies have the upper hand

RHM Frozen is aiming to

ity back into fro-pies, with the RHM's McDougalls brand, formulated recipe packaging for

The Grocer

homemade image and arid. Sharwood's hitches ride on nutrition claims bandwagon



Family size Bisto ready meals

Sharwood's hitches ride on nutrition claims bandwagon



RHM Frozen is targeting the Sharwood's brand as health-conscious consumers are increasingly keen to eat what makes stronger nutrition claims.

Sharwood's launch of Stir Fry and Steam to Steam ranges

PICK OF THE BUNCH

Bisto launches into frozen meal sector

Bisto, the market leader in gravy, is launching its first range of frozen ready meals under the Bisto brand.

All stars are true recipes – Chicken Dumplings, Beef Dumplings and Cumberland Pie – which contain no artificial



Bisto frozen ready meals



Simple supper

The new McDougalls Upper Crust range includes family size pies, indulgent pies for two, individual and dessert pies – that all look and taste just like you've made them yourself!

delicious.

GOOD COOKS ARE A TURN ON

Show us your hob

thelondonpaper

the London Paper revealed in a poll for your set life. A new survey has revealed nearly 70 per cent of women find a man who is handy in the kitchen a turn-on. Half of those interviewed admitted to having tried to get some... Alain Chua, marketing manager at RHM Frozen (part of Premier Foods), which manufactures the Cadbury cakes and McDougalls' Upper Crust brands, says: "There is a general trend towards premiumisation. If consumers want a dessert, they want to be treated. Premium desserts account for 15% of the frozen dessert category and this figure is growing."

"There are now more than 12 brands fighting for 33% of the market," he adds. "At the moment we are looking at how consumers shop the frozen desserts fixture. The category is quite fragmented and we have to understand why consumers are buying different products. The category is currently broken down into three sectors – family, individual, and hot desserts – but we don't think that's quite right."

Frozen desserts haven't escaped the healthy eating drive and, as such, many brands are reformulating recipes. RHM Frozen's revamped

Independent retail news

at £2.99 01634 311000



Bisto frozen ready meals

convenience STORE

and apple, plum & cinnamon lattice. Both have a rrp of £2.99.