



WORLD CHEESE AWARDS

OBJECTIVE

The World Cheese Awards are run by the UK Cheese Guild every year and in 2006 they were held at the consumer exhibition, Taste of London. Storm was briefed by the Guild to generate awareness of the UK's only international cheese event, to encourage consumers to visit while at the show and also build the reputation of both the Guild and the Awards within the retail and restaurant sectors.

SOLUTION

On a limited budget, Storm undertook a three month media relations based campaign for the UK Cheese Guild. Pre-event coverage was generated in the diary columns of the national food sections, what's on guides and key trade titles, while competitions were run in London consumer titles to have the chance of being a judge at the Awards. Key consumer and trade journalists were invited to judge at the event, and the winning cheeses were used to generate high-profile taste tests both during and after the show on key TV and radio programming. The national activity was also followed up with coverage around each winner in their local press, and also in key trade titles such as Restaurant Magazine.



RESULTS

During the three month campaign, Storm generated over 80 items of coverage, achieving 12 million opportunities to see and delivering coverage with an EAV of £282,694. Highlights included reviews of the winning cheeses on ITV's Sunday Feast, a six minute item on Colin & Edith's Show on Radio One, and a feature on UKTV's Food Uncut programme. Restaurant Magazine also ran a three page feature on the awards and The Independent covered it on-line.



