



LONDON FOOD FESTIVAL

OBJECTIVE

Storm was appointed by Dew Events to handle the launch PR for a brand new consumer show, the London Food Festival that was held at the Islington Design Centre in September 2007. Storm was briefed to help recruit exhibitors by publicising this new event in the regional and speciality food calendar through the trade press, and then excite and encourage visitors to come along through a high profile consumer campaign.

SOLUTION

With just four months to the show taking place, Storm implemented a high profile trade and consumer media relations campaign that would look to maximise coverage in the key titles in the run up to the event.

The trade activity focused on showcasing the event, its celebrity chef involvement and highlighting the companies already signed up to attend, through news releases, interviews with the Show Director, and features. While the consumer campaign looked to generate 'what's on' news coverage in the key food and lifestyle magazines and on-line sites, in the July, August and September issues, through exhibitor product drops, news releases and ticket give-aways.

To complement this activity, Storm also negotiated interviews with key nationals and broadcast media with the three celebrity chefs – Aldo Zilli, Lesley Walters and James Tanner, which all promoted their involvement at the show.



- ▶ This provided high profile coverage in the weeks immediately leading up to the event in titles such as Daily Express, S Express magazine, London Lite and LBC Radio, BBC London and BBC Breakfast.

RESULTS

The campaign successfully introduced the London Food Festival to over 8 million consumers during the four-month campaign.

The pre-show activity generated over 50 pieces of consumer coverage and 24 pieces of trade coverage from June through to September, in titles as diverse as Fresh magazine and the Evening Standard to The Grocer and Caterer & Hotelkeeper. In addition over 20 food and drink journalists attended the launch reception on the first day to sample the new and exciting products on show for follow up pieces on the exhibitors in publications such as Delicious, BBC online, Fresh, Evening Standard, Financial Times and the Ham & High series.

In total, the campaign achieved coverage with a value of £85,000, representing a six times return on investment against the PR budget.

