

pro2pac

for the food and drinks industry

PRO2PAC

OBJECTIVE

Storm was appointed by Fresh RM to raise awareness of Pro2Pac, a brand new packaging and processing exhibition, to generate exhibitor and visitor interest. Running adjacent to market leading IFE, part of Storm's role was to demonstrate the benefit of the two shows offering a 360 degree perspective of the industry, as well as attracting dedicated visitors specifically to Pro2Pac.

SOLUTION

An intense media relations campaign was put into operation by Storm targeting the packaging and processing industry, as well as retail management. Communication with a wide number of publications, from grocery and vertical food and drink titles, to technology and manufacturing media, was essential in order to maximise coverage.

Storm launched the show and followed up by drip-feeding information to the media ensuring Pro2Pac was included in diary date sections and news sections in the run up to the show.

Preview features were secured throughout the key media giving an overview of the exhibition, showcasing companies exhibiting, and detailing specialists presenting on topical issues.



RESULTS

Attendance at the exhibition exceeded expectations with around 15,000 visitors over the four day show, which the media coverage helped achieved. More than 130 pieces of coverage appeared across key publications, including 23 preview features, 41 news articles and 11 reviews - reaching a total audience of 3,327,842.

The equivalent advertising value was more than £160,000, creating an ROI for Fresh RM of 12 times their initial investment.

