



## YEO VALLEY ORGANIC

### OBJECTIVE

The media has increasingly been devoting significant column inches to 'green' products, encouraging consumers to think carefully when purchasing goods and, where possible, buy ethically.

Yeo Valley Organic, manufacturer of organic dairy products, appointed Storm Communications to run a consumer media relations campaign to ensure that the media became familiar with the brand, its beliefs and its products. As a result of the initial awareness-raising campaign, Storm also needed to secure strong coverage for Yeo Valley Organic's products.

### SOLUTION

The consumer media had very little knowledge of the brand and its products so a back-to-basics approach was needed. To kick-start the campaign, an organic breakfast was held at the two leading consumer publishing houses to introduce the range to relevant media. This enabled Storm to have one-to-one briefings with the journalists and educate them on the brand and its principles.

Following the success of the initial launch event, Storm has kept up a regular dialogue with the journalists to ensure that all new product launches are covered, branded competitions are included, recipes containing Yeo Valley Organic produce are featured and the brand's



- ▶ core product range is included in taste tests. On a more ad-hoc basis, Storm supported Yeo Valley's sponsorship and marketing activities to communicate the brand's CSR initiatives.

### RESULTS

At the start of the campaign, 12-month key performance indicators (KPIs) were agreed with client. At the end of the year all the KPIs were exceeded: 140 pieces of coverage were achieved generating an EAV of £362,488 (target was £213,900) and a return on investment of 4.59 (a 3 times return was agreed).

As per the brief, the media now has a much higher awareness of the brand's products, providing the perfect platform to start phase two of the PR campaign: promoting the brand as a whole, moving away from just the food pages and generating coverage on the news and feature pages.

