



Brand objectives

Peter's Yard is the UK's premium producer of sourdough crispbreads and it is widely regarded as best in class. Great British Chefs has partnered with Peter's Yard since 2014, and helped to establish the brand as the foodie's choice (particularly as a partner for cheese).

Great British Chefs was asked to help Peter's Yard position themselves as an expert in the artisan and premium cheese sector and thereby build a strong association with the UK's current obsession with cheese. The goal was to develop a conversation about the great cheeses being produced in the UK and get foodies to experiment, try new cheeses and talk about different varieties.

The campaign

Great British Chefs created the **Great British Cheese Awards** as an ownable vehicle to place Peter's Yard at the heart of premium cheese. We achieved this by developing an integrated, cross-channel content and marketing campaign to inspire foodies to buy the brand.



Awards

The Great British Cheese awards was designed to encourage the public, producers and retailers to nominate and vote for artisanal cheese produced in the UK. A series of high quality editorial content with Peter's Yard contextual product placement/reference was commissioned and published to promote the awards and differentiate it as the premium brand in market. More than 500 nominations were received in 2017 and over 9,000 votes were cast. An expert panel of top chefs (Chantelle Nicholson and Galton Blackiston) and TV personalities (Brian Turner and Adam Woodyatt) was established to choose the final winners.



Editorial

Great British Chefs is the destination for foodies looking for advice and inspiration. We commissioned a series of editorial pieces about great cheese producers, guides to cheese varieties, stories about how to become a cheesemaker, Michelin-starred chefs' favourite cheeses and more. This content placed Peter's Yard at the heart of the cheese conversation and was promoted via social media and advertising.

High impact advertising

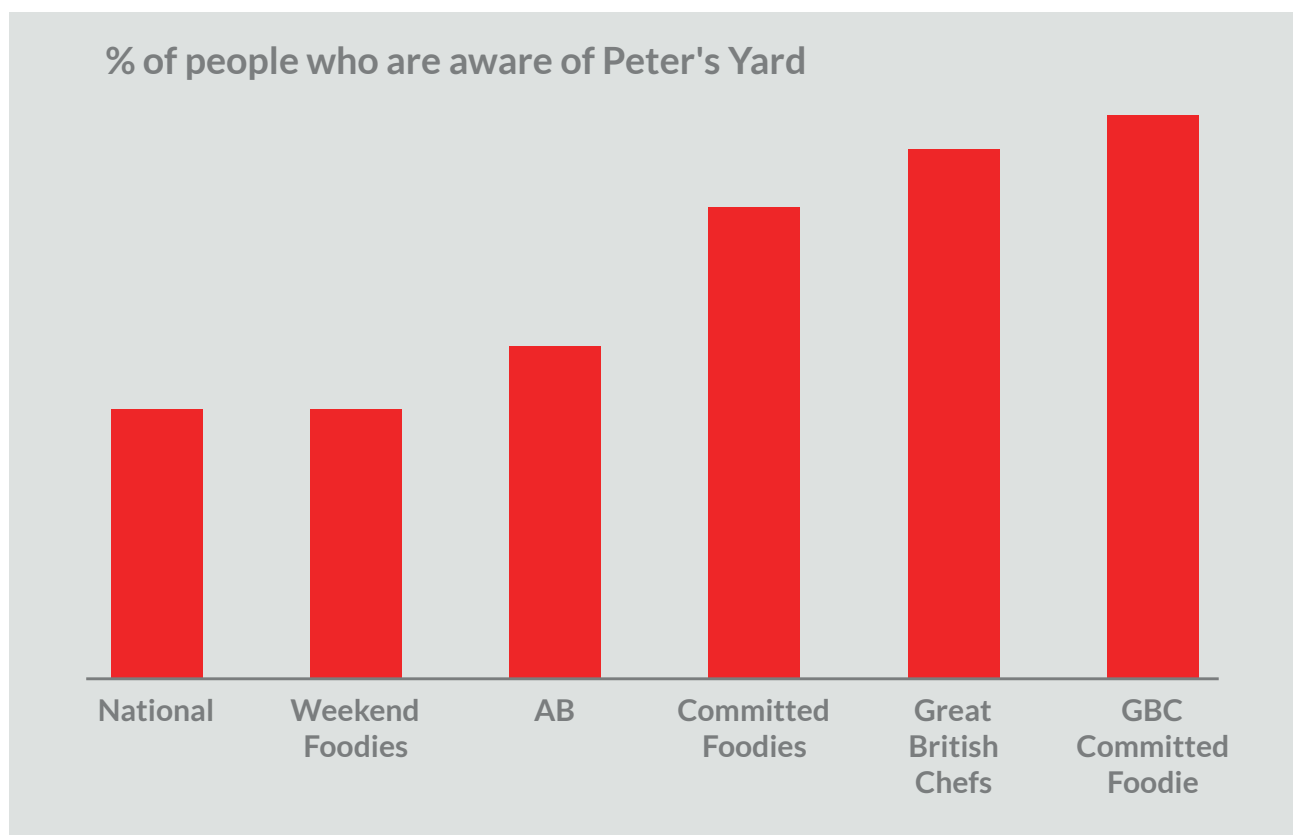
As part of the campaign, Great British Chefs delivered significant targeted advertising promoting Peter's Yard and the awards. Tenanted advertising was placed on all existing cheese content on the site, newly commissioned Peter's Yard content and high traffic pages. The advertising campaign also included a series of tenanted homepage takeovers themed around cheese.



Results

The Great British Chefs and Peter's Yard partnership is an ongoing relationship that started in 2014. The campaign's impact has been measured by comparing the results of a national survey delivered via a third party (SSI) and a similar piece of research conducted with the Great British Chefs audience.

By comparing the results of the two surveys, it is clear that the Great British Chefs audience has a far higher awareness of Peter's Yard than any other group. This shows how the campaign has resonated with Great British Chefs' audience and foodies in general and this has also been seen in claimed purchasing behaviour.



Source: National food survey (SSI), Great British Chefs Research (April 2017)



Roasted onion dip



Roasted cauliflower and tahini dip