



GREAT
BRITISH
CHEFS



Tomato Growers Case Study

BRAND OBJECTIVE

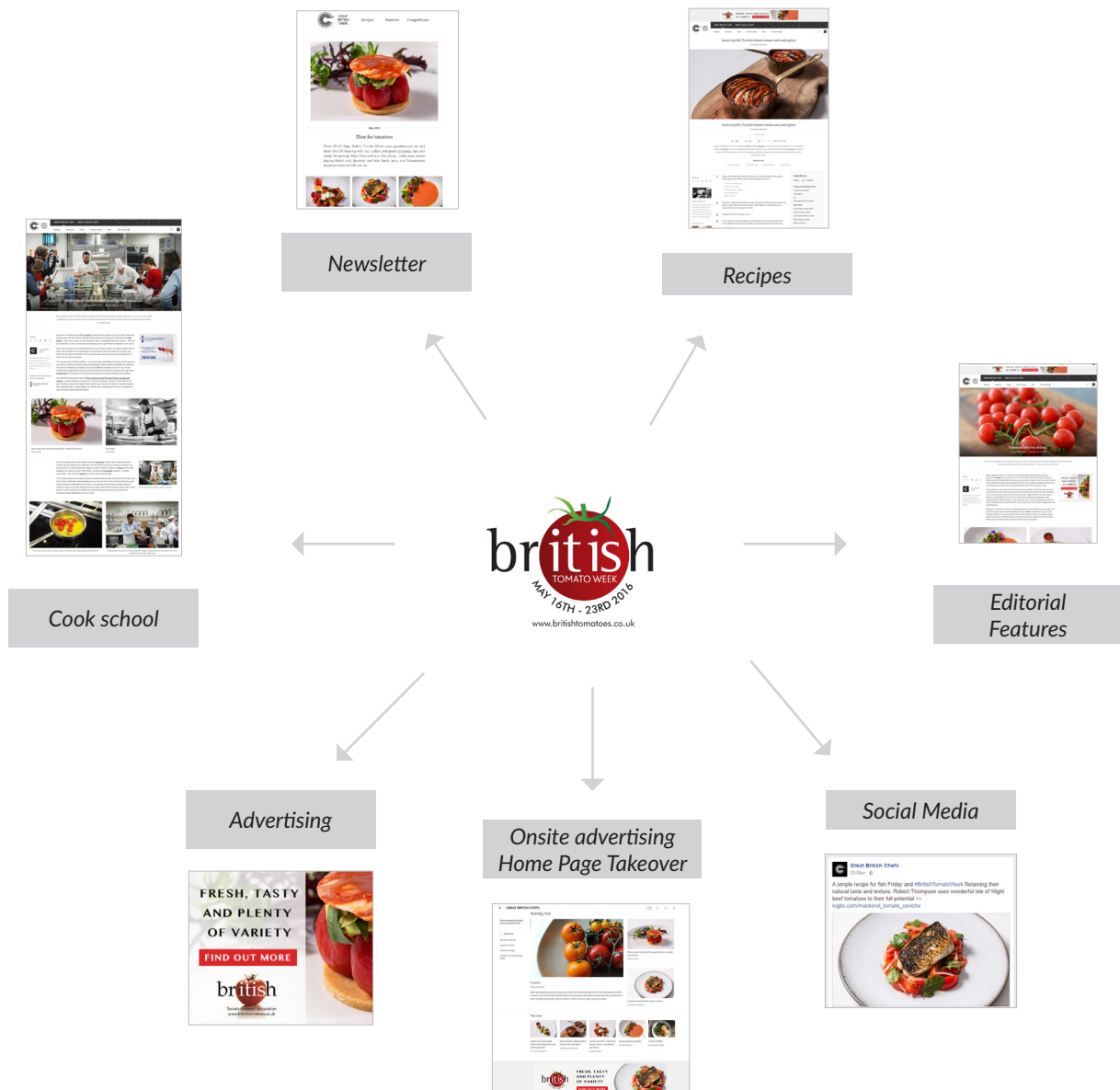
93% of the UK population purchase fresh tomatoes every year but only 25% of this the tomatoes are grown in Britain. To grow British Tomatoes, the key is to inspire premium food lovers to seek out and choose British tomatoes based on a clear understanding of why they are better and to cook with tomatoes more often.

THE CHALLENGE

The British Tomato Growers Association (BTGA) were keen to tell a story about how British tomatoes spend longer on the vine and therefore taste better than imported tomatoes. The challenge was to find a series of channels that would allow this message to be landed in a cost effective way and that gives tomato growers the impact they were looking for.

THE CAMPAIGN

To deliver against this objective, Great British Chefs created a campaign that included a range of inspirational content that inspired consumers to cook with British tomatoes more often. This content was promoted via high profile targeted advertising, social media outreach and via our newsletter. In addition, we ran a cook school to inspire influencers to experience the quality of British Tomatoes first hand.



INSPIRATIONAL CONTENT

For this campaign, we commissioned 6 inspirational tomato recipes from some of the UK's most renowned chefs who are champions of British produce. The recipes were hosted on GBC with tenancy advertising for the duration of the campaign that directed people to the feature about why British tomatoes are different and better. The recipes were designed to be different and to inspire foodies to cook with British tomatoes more often. We also created a feature about the story of British tomatoes that dramatised their superior flavour and explained how this was driven by the process by which they are grown (i.e. spending longer on the vine).



IMAM BAYILDI (TURKISH BAKED TOMATO AND AUBERGINE) BY ANDREW MACKENZIE



TOMATO AND MOZZARELLA SALAD WITH LOVAGE PESTO AND SPICED GAZPACHO BY JAMES MACKENZIE

COOK SCHOOL

We ran a cook school in London where one of our chefs (Paul Foster) showed select press, bloggers and influencers how to create great recipes that show off the flavour of British tomatoes. We worked with BTGA to invite select journalists, food writers and bloggers to come and learn how to create these beautiful dishes. GBC covered the event in a feature and via a Live Facebook stream. Attendees were encouraged to cover the event via articles, blog posts and through social media (e.g. live tweeting).

MEDIA SUPPORT

The campaign included significant media exposure that encouraged people to buy British tomatoes, when a recipe called for tomatoes, and to look at the great newly commissioned BTGA recipes.

For the BTGA campaign we dedicated the lead feature on our recipe landing page [one of the highest single destinations pages on the site] to British Tomatoes on a number of occasions, timed to coincide with key drive periods.



Tomato Growers' Association
www.britishtomatoes.co.uk

**FRESH, TASTY
AND PLENTY
OF VARIETY**

FIND OUT MORE



COMMUNITY OUTREACH

As part of this campaign, we promoted each of the newly commissioned British tomato recipes to our community via Facebook (157,500) and Twitter (60,000). We also created a Pinterest board dedicated to the beautiful British tomato in order to reach our 600,000+ followers. We hosted a Twitter Q&A to give our followers the chance to engage with the British tomato story.

RESULTS

The campaign delivered one of the best "tomato weeks" ever and brought more people into the category during this period. A further campaign is being developed for 2017.