



## Cawston Press Case Study



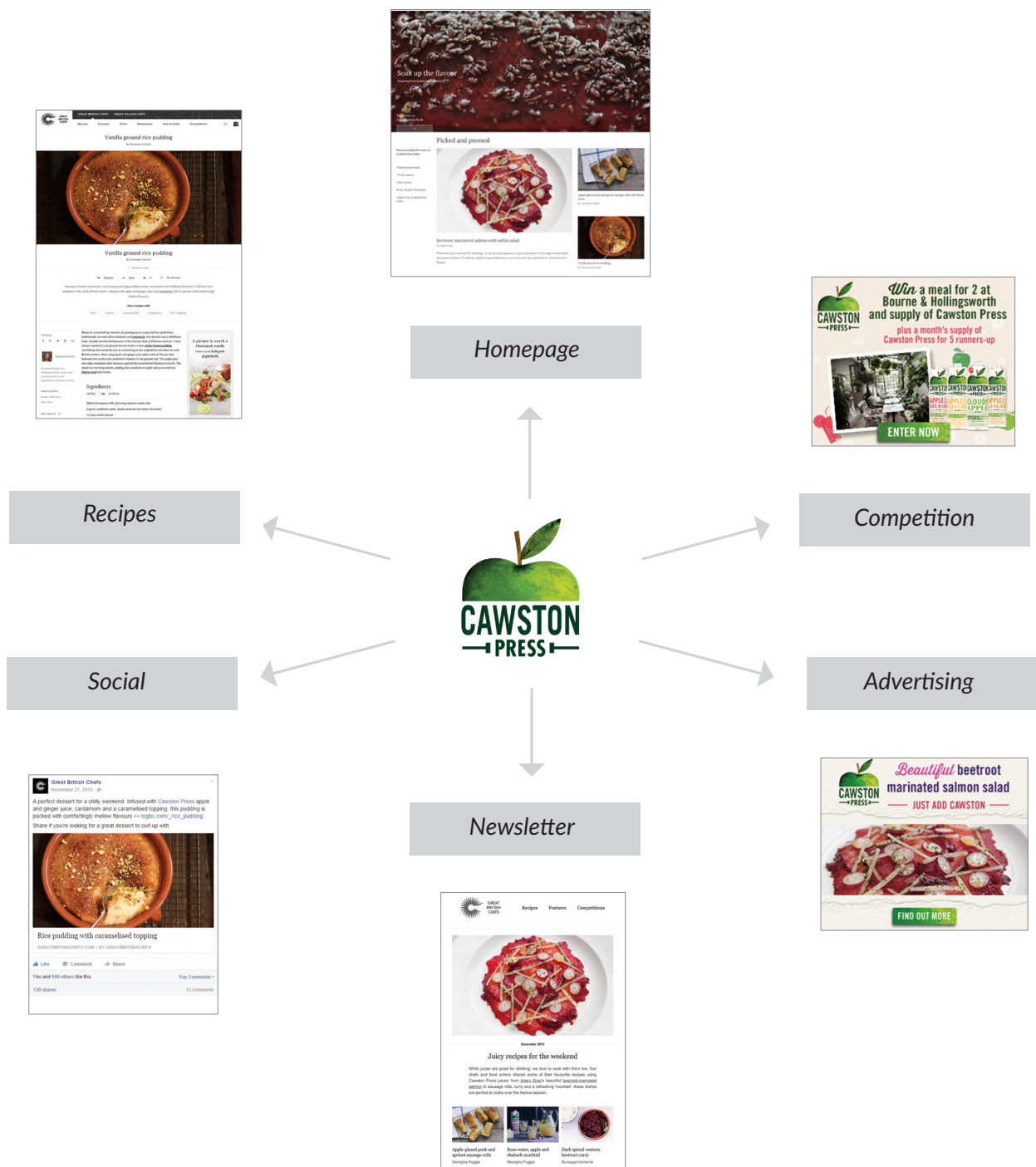
## BRAND OBJECTIVE

'Just Add Cawston' is a campaign that Cawston Press have been running to inspire people to both drink Cawston Press and, more innovatively, use it in recipes.

## THE CHALLENGE

Great British Chefs was challenged to engage our foodie audience in this campaign with the ambition of improving brand awareness and inspiring more people to purchase Cawston Press.

## THE CAMPAIGN





## INSPIRATIONAL RECIPE CONTENT

For this campaign, we exclusively commissioned 5 recipes that used Cawston Press as a core ingredient and inspired people to 'Just Add Cawston.' We worked with a range of chefs and bloggers and produced a series of fantastic recipes including: Adam Gray's Beetroot-marinated salmon with radish salad; Georgina Fuggle's Rose water, apple and rhubarb mocktail and Sumayya Usmani's Venison beetroot curry.



ROSE WATER, APPLE AND RHUBARB MOCKTAIL  
BY GEORGINA FUGGLE



DARK SPICED VENISON BEETROOT CURRY  
BY SUMAYYA USMANI

## MEDIA SUPPORT

We then amplified this content to our audience via highly targeted advertising on relevant recipes (e.g. cocktails, venison recipes, salmon recipes), sections of the site that would go well with Cawston Press (breakfast/brunch) and high traffic areas such as the homepage. In addition, there was a weeklong homepage takeover with a commissioned video specifically themed to tie in with the campaign.



## COMPETITION

Great British Chefs ran a competition for Cawston Press, which performed well and received almost 10,000 entries and a 26% 3rd party opt in rate.

## COMMUNITY OUTREACH

To amplify the campaign, we shared the newly commissioned recipes with our community via newsletter features (135,000 subscribers), Facebook posts (166,000), Twitter tweets (66,000) and a Pinterest board (600,000 followers). The total outreach for the social exceeded ½ million people across our channels.

## IMPACT OF THE CAMPAIGN

We conducted pre and post research to understand the impact of the campaign which showed that the campaign delivered impressive results. This included a significant increase in purchase intent (25% increase) and brand awareness (40% increase).