



GREAT  
BRITISH  
CHEFS

**NYETIMBER**  
PRODUCT OF ENGLAND

## Nyetimber Case Study

## BRAND OBJECTIVE

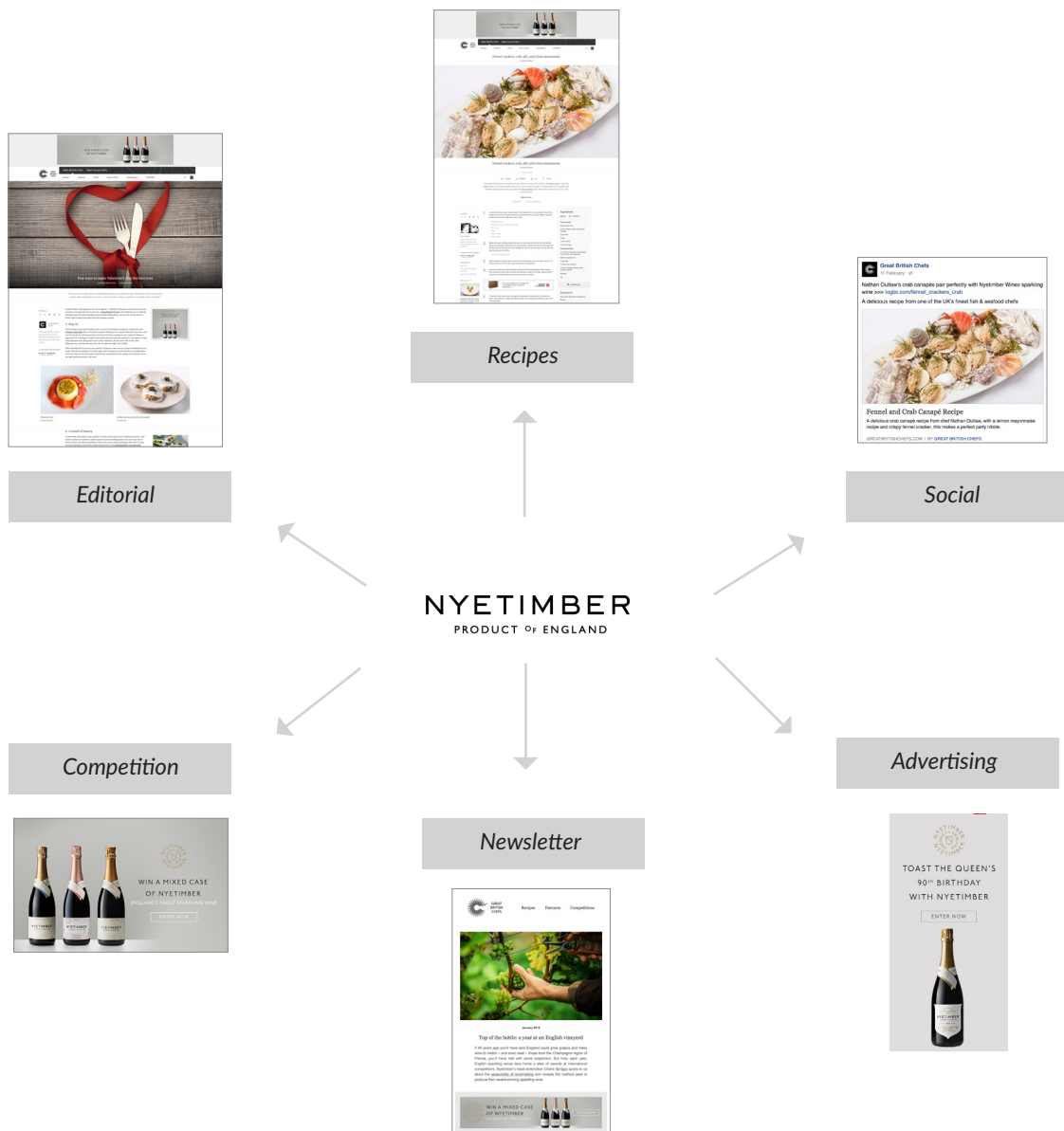
Nyetimber is regarded as England's finest sparkling wine and has won numerous awards over the last decade. Their target audience are discerning foodies who are attracted to brands with authentic stories that are different. Nyetimber were keen to raise brand awareness amongst their target audience and also increase the audience's understanding of the range of wines that Nyetimber offered.

## THE CHALLENGE

Nyetimber challenged Great British Chefs to take them into the world of digital and devise a campaign that got our audience to engage with the Nyetimber story. The brand was also keen to grow their database, as part of this campaign, as they have an extensive summer event programme that they were keen to be able to communicate.

## THE CAMPAIGN

We developed an integrated campaign that revolved around a series of inspirational canapé recipes which paired perfectly with Nyetimber's range of wines and a range of articles about the brand. The content was amplified through Great British Chefs channels and a competition was delivered in order to grow Nyetimber's database.





## INSPIRATIONAL REC CONTENT

For this campaign, we specially commissioned three canapé recipes that paired with three different Nyetimber wines. We worked with Nyetimber's pairing experts to ensure that the flavours all matched perfectly.



NATHAN OUTLAW  
'CRISPY FOCACCIA OYSTER WITH OYSTER MAYONNAISE'  
THIS WAS PAIRED WITH NYETIMBER CLASSIC CUVÉE



ROBIN GILL  
'SMOKED SALMON, NORI AND MOOLI'  
THIS WAS PAIRED WITH NYETIMBER CLASSIC CUVÉE

## EDITORIAL CONTENT

We also developed a number of pieces of editorial that dramatised Nyetimber's brand story. One piece revolved around an in-depth interview with their Head winegrower, who spoke of the seasonality of winemaking and the method she employs for producing world-class sparkling wine. The second piece was a light-hearted guide on how to create the perfect Valentine's Day dinner at home, which included weaving the commissioned recipes into the story. The articles were read by a large number of people, had tenanted advertising for the duration of the campaign and were sponsored by Nyetimber.

## MEDIA SUPPORT

This content was then amplified to our audience via highly targeted advertising on relevant recipes (e.g. canapé recipes, dinner party recipes, salmon recipes) and high traffic areas such as the homepage. The creative was developed by Great British Chefs.



## COMMUNITY OUTREACH

To amplify the campaign further, we shared the newly commissioned recipes and features with our community via newsletter features (135,000 subscribers), Facebook posts (166,000) and Twitter (66,000). The total outreach for the social campaign exceeded 100,000 people across our channels.

## COMPETITION

In order to deliver on the brand objective of growing the database, Great British Chefs ran a competition for Nyetimber, which received over 16,000 entries and a 26% third party data opt in.