



GREAT
BRITISH
CHEFS

**URBAN
FRUIT**
just fruit, gently baked

Urban Fruit Case Study

December 2014

The Challenge

Great British Chefs were challenged to engage their food loving audience in Urban Fruit's unique story, with objectives of raising awareness of Urban Fruit and helping their audience understand the versatility of the product.

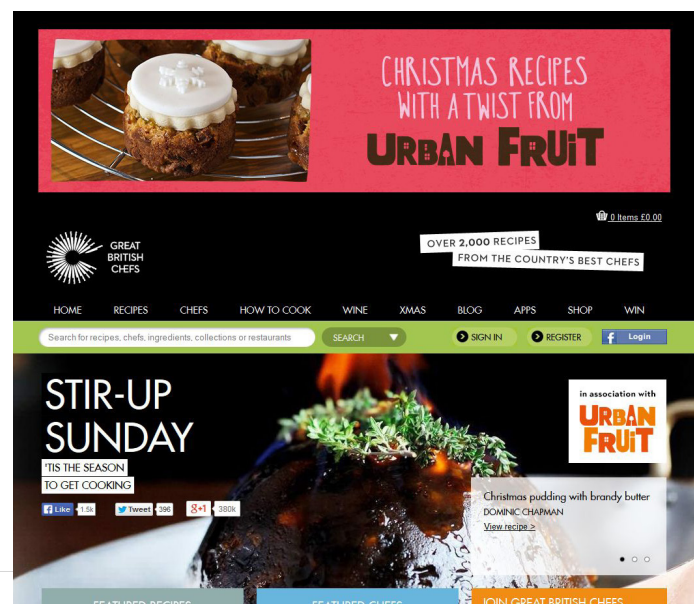
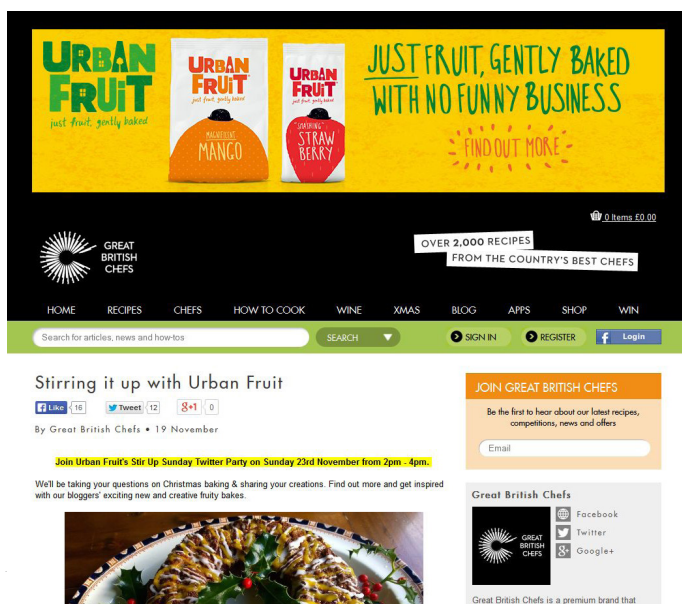
The Solution

The idea was to create a sense of excitement about using fruit in a delicious (and unexpected) way by creating a series of recipes as part of a Great British Chefs blogger outreach programme. The release of the recipes was timed to coincide and build towards Stir-up Sunday (23rd November) - the day traditionally associated with baking Christmas cake.

These beautiful recipes were promoted to our community using high impact advertising, home page takeover, social media across Facebook, Twitter and Google+ as well as being featured in our newsletters.

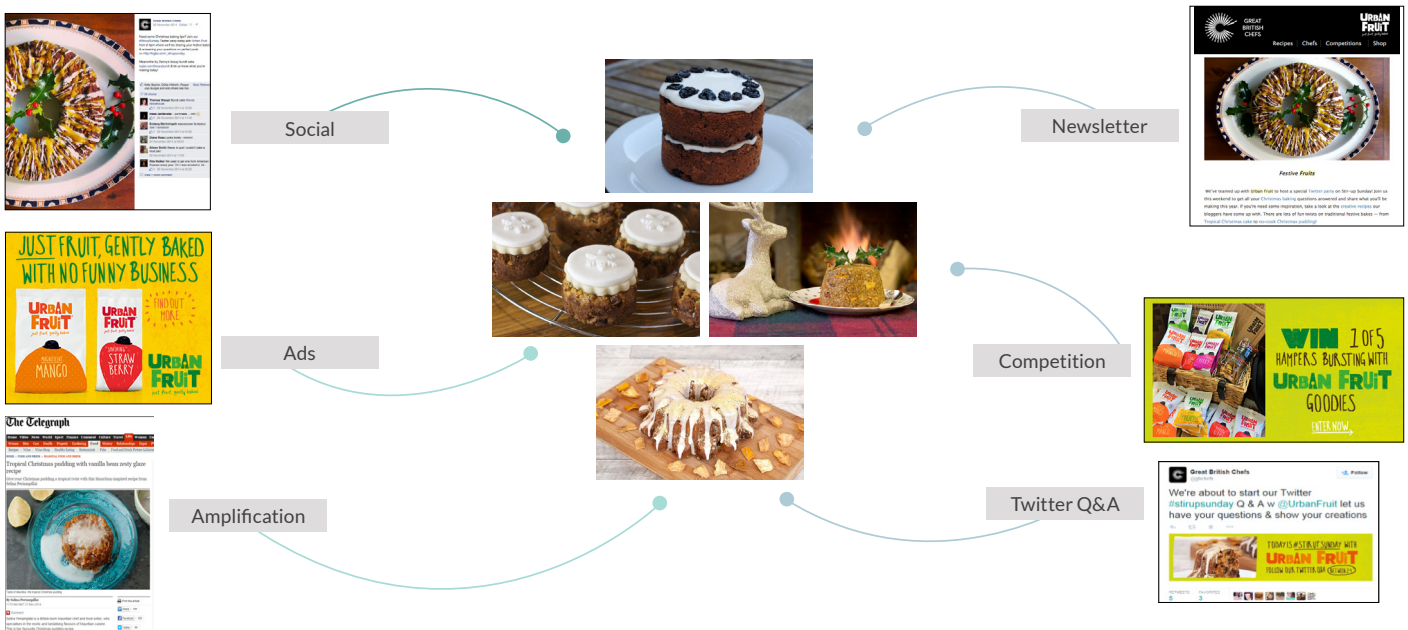
In addition, we ran a competition to win a Hamper of Urban Fruit that received over 10,000 entries.

A core component of the campaign was to generate extra buzz on Stir-up Sunday (23rd November), which we achieved by running a Twitter Q&A on that afternoon, and in partnership with a number of our bloggers we were able to hijack and amplify the conversation and respond to questions from consumers as they created their cakes.



Campaign overview

A multi layered campaign delivered over a short period, culminating in a Twitter Q&A focused around #StirUpSunday, delivering significant increase in brand awareness with enhanced appreciation of product benefits and usage



The Results

We managed to get #StirUpSunday to trend in London as part of the Twitter Q&A, delivering 165,000+ impressions on the day, whilst the overall campaign delivered an impressive ROI and saw an increase in brand awareness of 76% and claimed purchase intent of 48%. In addition, the campaign was featured in The Telegraph and a number of food blogs. The Facebook posts featuring the Urban Fruit recipes were widely liked and shared (2,200 likes, 250 shares, 50 comments)

