

NAME OF REGION: EAST ANGLIA
CATEGORY NUMBER: CONSUMER RELATIONS: 8
NAME OF ENTRANT: KATE MORFOOT (MCIPR)
JUNGLE PUBLIC RELATIONS LTD (JPR)
CLIENT: WOODFORDE'S NORFOLK ALES

"I am a Norfolk [real ale] man and glory in being so!"

Lord Admiral Nelson...and Woodforde's

BACKGROUND

Woodforde's - www.woodfordes.co.uk - is an award-winning artisan brewery based in the heart of the Norfolk Broads. The brewery has developed a loyal following from ale enthusiasts but until July 2010 had never pro-actively marketed themselves through PR.

BRIEF

JPR was appointed to raise the profile of Woodforde's in the consumer and drinks trade marketplace and broaden the appeal of real ale.

OBJECTIVES

- Raise the profile of Woodforde's Norfolk Ales in consumer publications across the UK, with a regional focus on the East of England.
- Increase beer sales (both through pubs and purchases from the online/brewery shop)
- Use social media on behalf of the business and develop a following online
- Bring consumers closer to the brand
- Capitalise on newsworthy opportunities
- Develop the Woodforde's seasonal newsletter
- Increase members to the Woodforde's Club

STRATEGY AND TACTICS

Press material: We developed a bank of press material about Woodforde's covering the history and nostalgia of the brand, the beers, tasting notes and latest news. We also obtained a database of images for press use.

Building relationships: We instantly identified target groups and key opinion formers then made contact! These influential voices reach out to target audiences and it was vital we communicated Woodforde's news to them on a regular basis.

- Guild of Beer Writers – We contacted an extensive list of key writers to update them on Woodforde's news and let them know that Woodforde's have a pro-active press office
- We approached celebrities with a close affiliation to Norfolk. Our tenacity with celeb agents resulted in a tweet of support from Stephen Fry.
- National food and drink writers and key regional beer writers.
- Anglia Farmers – This network of influential Norfolk suppliers and producers are incredibly well connected in consumer arenas as well as trade. As Woodforde's rate local produce so highly, it seemed natural to have an alliance.

Sampling: We carried out a sampling exercise, sending beers to key national and regional food/drink writers including Tom Parker Bowles, Tim Hampson and Charles Campion. Feedback has been excellent.

Bloggers: We identified prolific beer bloggers online and approached them with samples and information.

Education: We wanted to give the press a better understanding of the production of beer and how Woodforde's, specifically, pride themselves on producing champion ales containing only the finest ingredients. Therefore we invited features, news and food/drink writers to visit the brewery. The most notable visit was from world-renowned beer writer Roger Protz – JPR facilitated beer tasting, brewery tour and question time for Mr Protz.

Press trips: Journalists on press trips to Norfolk (organised by JPR) were invited to visit the Woodforde's brewery.

Social Media: JPR set up a Woodforde's Twitter and ipatter.com account. We were then responsible for updating followers with recent goings-on and driving traffic to the Woodforde's website.

30th Birthday Celebration – In 2011, Woodforde's turned 30. JPR encouraged the brewery to do something special to commemorate the occasion. JPR created and implemented a Woodforde's 30th birthday cake (made from Wherry beer!) and invited HRH Princess Anne to cut it at the annual Royal Norfolk Show. The event generated interest from ITV Anglia, BBC Norfolk and local papers. Thanks to our contacts, JPR also arranged for Woodforde's branded umbrellas to be exclusively used in the Members area (replacing Pimms) which was an excellent profile raising activity to a key audience.



Statistics: JPR capitalised on recent research which showed that more young people, in particular young women, are drinking real ale than ever before. JPR used this as a strong angle in publicity.

Product Placement: JPR put Woodforde's gifts forward to features about home brew kits or Father's Day gift ideas.

Beer Festivals: We created activity surrounding regional beer festivals in towns such as Chelmsford and Cambridge.

New Brew Launches: Woodforde's release seasonal beers and JPR managed the PR launches for these. New beer Once Bittern (produced to raise money for the Norfolk Wildlife Trust and the protected bird species, the bittern) was launched within the reed beds at a nature reserve in North Norfolk.

Ale Trail: When Woodforde's launched their seasonal Ale Trails (around London or East Anglia) JPR supplemented this with targeted regional PR activity encouraging consumers to engage.

Newsletter: JPR has produced two seasonal newsletters for the brewery.

OUTPUTS

The JPR retainer covered:

- A full Media Liaison campaign
- Copywriting
- Press launches and press calls
- Meetings and brainstorming sessions
- Social Media Activity

OUTCOMES

The final results against budget:–

- ✓ Thanks to wider awareness, the brewery is up 11% on last year (2010), a comfortable return on the £12,000 invested in PR fees that year.
- ✓ For the first time ever, Woodforde's launched their London and South East Ale Trail (1st April – 30th June 2011) incorporating 48 pubs in London and Greater London. PR helped to make this possible, as awareness for the beers outside of the regular East Anglia catchment has been vital
- ✓ The Woodforde's Twitter page has in excess of 1,100 followers, many of which engage with Woodforde's on a regular basis and discuss their beers. It's now become an important method of communication – pubs also place orders on Twitter!
- ✓ Woodforde's has featured in publications such as the Daily Telegraph, on BBC and ITV.
- ✓ The Woodforde's Members club has grown by 8% in the past year.
- ✓ A new style of Woodforde's newsletter was produced, thus evolving the brand. Readership of the newsletter went up by 1,200.
- ✓ More journalists and key opinion formers are aware of Woodforde's than ever before.

- ✓ Woodforde's view each of its customers as a potential customer for life. Building reputation and relationships with local publicans and beer enthusiasts is of prime importance.

BUDGET

Retained PR Fees (p/year) - £12,000

Expenses – £1,000

Newsletter Costs - £2,000

Total PR Fee - £15,000.