

WINNER'S CASE STUDY

CATEGORY: Global Public Relations

ENTRANT NAME: salt PR

ENTRANT TITLE: Launch of Unilever Food Solutions' World Menu Report

Context

Since the 1880s, Unilever Food Solutions has been helping chefs and caterers simplify what goes into their food across 74 countries. In January 2010 salt joined forces with Unilever Food Solutions to build a global PR infrastructure and PR campaign to drive its global brand relaunch.

Knowing a new logo wouldn't be enough to spark the interest of the media, we created the first-ever World Menu Report to launch the refreshed brand, exploring consumer opinions and attitudes about what is in their food when eating out. It helped unify the global voice of Unilever Food Solutions, positioning it as a thought leader in health and nutrition. It was also the first opportunity for many countries to engage with consumer, business, trade and digital media.

The campaign brief

Leverage the Unilever Food Solutions' brand relaunch through PR across 74 countries.

Global objectives

1. Drive awareness of Unilever Food Solutions as the leading foodservice provider globally
2. Position Unilever Food Solutions as the thought-leader on significant issues in the foodservice industry
3. Generate favourable media coverage of the World Menu Report and Unilever Food Solutions brand launch in national, consumer, business, trade and digital media locally

Strategy and tactics

Create the World Menu Report – a unique, first-time global authority report within the foodservice industry – as the primary PR vehicle to launch the new brand.

The lack of transparency about what's in food when eating out was identified as the topic for the first edition of the Report. Conducted in seven countries, the Report gave Unilever Food Solutions a clear insight on what people think about the eating out and provided the collateral for the brand to start conversations with media.

Our key role was to provide strategic counsel in formulating the global PR strategy. To support the launch, salt created the Top Table – an international panel of independent food experts – to offer credible opinions on the Report.

salt was also heavily involved in shaping the local PR programmes:

- Co-creation workshops: salt led face-to-face PR workshops in Turkey, UK and China to help build the local PR plans – sparking inspiration and challenging them to go further in their thinking
- Media spokesperson workshops: this was the first time for many local chefs and nutritionists to speak with media. salt conducted a series of global media training workshops for them.

“Great work! I feel really good about the workshop. I am proud we have such a network and was really impressed by you guys! Well done!” said UFS Nutritionist.

- PR refresher calls: salt presented on monthly teleconferencing meetings with project leaders and their PR partners to provide a constant flow of content for PR activities.
- Global PR toolkit: Created a comprehensive PR Toolkit for local countries which included:
 - Global PR strategy and objectives
 - World Menu Report key messages and brochure
 - Creative PR ideas
 - Global media angles

- Template media materials and guidelines
 - Extensive Q&A
 - KPIs
- Global PR Helpdesk: active helpdesk providing strategic advice and support to local markets before, during and after their PR launch. We respond to requests on a daily basis.

Outputs

- *Positive media coverage:*
 - Within two months of launching, total coverage reached 161 media impressions in UK, Portugal, Thailand, Indonesia, Philippines, Singapore, South Africa, France, Netherlands and USA which have launched the new brand
 - Global audience reach to date: 50,296,616
 - All media coverage included favourable quotes from Unilever Food Solutions' spokespeople; and carried favourable tone and mentioned the brand
- *Local markets achieved and exceeded PR targets:*
 - All local countries achieved their minimum PR targets for the brand relaunch

NB. The media launch window is January-March so we're waiting on coverage from the remaining countries

Outcomes

- *Well achieved business targets:*

Lynn Gately, UFS Brand Development Manager – Global Projects, said:
“Although it's only been a couple of months since the release of the World Menu Report which signalled the launch of our new corporate brand, the campaign has already made a tremendous impact toward helping us achieve our ambitious business targets. The story angle they developed is strong and has resulted in coverage in every market where it was released. Over the past 6 months they've helped upskill our teams who have little to no experience in PR to prepare them for the launch. Perhaps

even more importantly, witnessing the success of the PR launch has made our teams believe in the new brand and helped us to create high levels of motivation during a time of major change when stakeholder buy-in is so critical to success. The team is incredibly hard working and have come to feel more like one of us than an external agency.”

○ *Series of firsts for UFS:*

- **Globally consistent voice within the media for Unilever Food Solutions’ brand relaunch** – the majority of countries used the World Menu Report global story angle
- **First-time ever for most countries to conduct PR and first opportunity to engage with business, consumer and digital media** – Portugal has already seen positive results from their new Facebook page with over 1,000 visitors and almost 200 ‘likes’ in one month.
- **Building the global and local PR network within the company**, salt was instrumental in establishing a strong internal PR network by advising global teams on how to select and work with a local PR partner