



Ocado

4mediarelations was tasked by high-end online supermarket Ocado and PR firm M&C Saatchi to publicise their 'Britain's Next Top Supplier' campaign across broadcast outlets up and down the country. The two main thrusts of the campaign were to raise awareness of the Ocado brand and their commitment to stocking produce from quality local suppliers, but also to open their 'Britain's Next Top Supplier' competition to as wide an audience as possible. The ultimate goals were to encourage British cooks to diversify their kitchen repertoires and get the public excited about artisan British food.

The Campaign

With BBC Food & Drink host and Michelin-starred chef Tom Kerridge on board as spokesperson, along with 2014 winner Hannah Rhodes from Hiver Beers, 4mediarelations helped Ocado formulate a radio campaign which would have far-reaching consumer appeal.

A radio day was organised and held in the 4mediarelations studio, with the two spokespeople conducting numerous interviews with stations across the UK.

Using Tom's celebrity status and respected culinary reputation as a hook, the sell-in team secured extensive coverage on both commercial and BBC stations, ensuring excellent publicity for Ocado's campaign.

The interviews highlighted how even though Brits rate themselves in the kitchen, most of us have just nine recipes that we cook over and over again. In turn, one of Britain's finest chefs called on the Great British public to open their culinary minds and embrace smaller local producers.

Coverage

Utilising their extensive bank of media contacts, News Data Network ensured that the campaign received the attention it deserved, securing 15 BBC interviews and numerous other commercial stations.

Tom's popularity proved an invaluable thrust to the campaign, while his culinary advice and playful demeanour made for some excellent interviews which allowed Britain's Next Top Supplier to shine through.

Summary of Success

Audience Reach: 3,246,101

Total Items of Coverage: 24

Total AVE: £76,695.00

PR Value: £191,737.50



BBC
RADIO LEEDS

BBC
NEWCASTLE

BBC
RADIO MANCHESTER

