



Spreading the Message

Background

When Matthews Foods, the UK's leading butters and spreads specialist, teamed-up with the global olive oil brand Filippo Berio, to develop the £61 million UK olive spreads market, we were asked to help them spread the message.

Made with the finest quality Filippo Berio olive oil imported from Italy, Filippo Berio Olive Spread has a deliciously distinctive taste. It contains over 50 per cent more olive oil than any other spread, giving it a great flavour and making it "the best olive spread you can buy".

Programme

A consumer press launch was organised and all the leading women's magazines consumer and food writers were targeted with press releases and samples.

In addition to promoting the new brand to consumers, we recognised that the launch also had the potential to be a good business press story.

Having prepared the media pack we approached business correspondents on national newspapers with the story.

The on-going campaign has been designed to associate the brand with good taste and PR initiatives have included up-market competitions and Italian themed sponsorships.

Results

Extensive business press coverage was secured with a full-page feature in The Times.

The launch was reported by The Daily Telegraph and several of the large circulation women's magazines including Woman.

