



**Category:** Best Use of Social Media

**Company:** WPR and Farmhouse Inns, Greene King

**Entry title:** Creme Egg Yorkshire Pudding

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**Brief and objectives:**

Farmhouse Inns, part of the Greene King portfolio, is a small, but fast-growing chain of carveries famed for their ‘proper value’ prices and portions.

In early 2018, the marketing team came to us with a brief to promote the brand at Easter, a key trading period for the business. We were tasked with raising awareness of the brand’s ‘cake-away’ offering in particular, whilst also reinforcing Farmhouse Inns’ other key strength – its signature carvery.

Loved by consumers for its generosity and size, decadence needed to underpin whatever initiative we devised.

We also had a budget of under £6,000.

**Rationale behind campaign, including research and planning:**

Brand research, coupled with our own insights, showed that the target market slightly under-indexed on consumption of print media, and visited news sites and apps relatively infrequently. They were far more likely to follow a publisher on its social channels (predominantly Facebook), using social media to consume most of their news.

We immediately recognised a need to devise a campaign that was ‘social first’ – in other words, purposefully designed to hit publishers’ social feeds, over and above other online coverage.

In our view, shared social is the most overlooked use of the channel. All too often, brands focus on their owned social feeds, forgetting the reach and impact that can be gained by creating content for the accounts most followed by their audience. Brands can also be guilty of using paid social media strategies to gain reach, rather than harnessing the power of world’s social media juggernauts – UniLad, LADBible and VT to name but a few.

This approach costs less, but requires far more imagination.

### **Strategy and tactics, including creativity and innovation:**

In short, we needed a strong creative hook. So, we pored through the content shared on social by our target publishers, and food fusions stood out as a strong potential campaign theme. We needed to devise a menu creation that conveyed 'size, sweet and savoury' – and could be easily deployed internally too.

Several brainstorming sessions later and we had the answer: the world's first Creme Egg Yorkshire Pudding (CEYP) – a giant Yorkshire pudding, stuffed with two chocolate cakes filled with the famous two-tone fondant icing, and decorated with the eggs themselves. Sweet, savoury and HUGE.

### **Implementation of tactics:**

While the Farmhouse Inns teams played with the cake and the ingredients, it was down to us to package the story up in a way that made social shares an inevitability, not a bonus.

This meant we needed video to accompany the press release, and one that was UGC in style – to blend in with the social content usually shared by our target publishers.

So, we recorded footage of our Creme Egg creation on mobile, using portrait format but resized to 'square' to ensure it was social media ready.

We broke the story on our owned social channels first – unveiling the creation, buying media on video views, and then asking the community to vote on whether the fusion should be rolled out nationwide. In this instance, media was bought on clicks to maximise traffic to the dedicated CEYP landing page. Then we got selling, using click-bait style headings to drive interest and social shares.

Once the coverage started to land, we used the social assets across self-service platforms to deliver direct response sales messages, targeting the readers of the publications where coverage had appeared. Taboola was used in the first instance, with the campaign then rolled out to include the Google Display Network.

### **Measurement and evaluation:**

Earned

- Briefed to deliver two or three high profile social shares, we exceeded targets eight times over
  - 20 national/viral news sites shared the story on social 71 times between them, including UniLad (with 38 million followers), LADBible (with 33 million) and Foodbible (with 2.4million) as well as the MailOnline, Metro, Huffington Post, Sun, Daily Mirror and Heat
  - All this meant we started to capture the attention of the broadcast media too, with CEYP social posts coming from BBC Three, ITV and Capital

- Asked to secure 20 regional hits, we delivered 24, with coverage for every single one of Farmhouse Inns' pubs nationwide. Crucially, all regional titles shared the story on their social channels
- 98% of all earned coverage also carried Farmhouse Inns Easter messaging

#### Owned

- Tasked with reaching 47,500 people on our owned social channels, we more than doubled that – reaching 129,375 thanks to the shareability of the campaign
- All told, 47,000 people watched our video on our owned social channels, giving us an incredible view rate of 36% (compared to industry averages of just 14%)
- We also drove 2,782 people through to site, with 43% going on to vote – and 92% voting for CEYP to be rolled out nationally

#### Paid

- Challenged to deliver £0.40 CPC from native advertising, we reduced that target by 25%, coming in at a CPC of £0.30
  - Against a target of 6,346,851 impressions, we delivered 10,577,715 (66% above target)
- Briefed to delivered a £0.50 CPC from GDN, we reduced that by 46% - with a CPC of just £0.27
  - Against a target of 1,012,489 impressions, we delivered 1,968,639 (94% above target)

#### Shared

- Challenged to inspire 350 people to share the story across their own social channels, we exceeded our wildest expectations
- Social posts from national, regional and viral media drove:
  - 87,000 social engagements
  - 58,000 shares
  - 4.3million video views (against no paid media spend whatsoever)
- On our own channels, we drove (from two posts, with a combined spend of just £280):
  - 198 shares
  - 624 comments

So great was the viral effect of the campaign, that Creme Egg Yorkshire Pudding even made it onto The One Show ahead of the all-important Easter weekend.

### **Budget and cost effectiveness:**

In order to understand the effectiveness of the campaign, it is important to stress the budget, - just £5,800:

- Fee: £3,300
- Native advertising: £2,220
- Paid social: £280

Although sales was never a KPI of the campaign, the client went on to sell over £20,000 of CEYP – so for every £1 spent on the campaign, we generated £2.44 in sales.