



**Category:** Low Budget Campaign

**Company:** Barefoot Media

**Entry title:** 1,000 Mouths Festival at Nancarrow Farm

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**Brief and objectives:**

Nancarrow is a certified organic farm raising cows, sheep and pigs alongside arable produce in a secluded valley near Truro in Cornwall. In recent years the farm has diversified to hold feasts and events, and developed a successful business as a wedding venue.

Taking place in October 2017, the inaugural 1,000 Mouths festival was an ambitious plan to feed 1,000 people over four days of feasts, using the meat from one bullock, in collaboration with some of the country's leading chefs. The aim was to highlight Nancarrow's ethos of sustainable food production, whilst also raising funds for charity, Action Against Hunger.

Nancarrow required a six-month media relations campaign to achieve multiple objectives:

Commercial

- Grow owned media audiences: website, email database and social media.
- Reach new customers outside Cornwall.
- Support ticket sales for 1,000 Mouths.
- Raise money for charity Action Against Hunger.
- Boost ticket sales for the regular feast night events throughout the year.

Wider perception

- Achieve coverage in high quality media, particularly targeting food, drink, travel, farming and countryside titles.
- Reinforce the notion that beef farming can be done in an ethical, socially responsible manner.
- Re-establish the perception of Nancarrow as primarily a working farm rather than a wedding venue.

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

1,000 Mouths was the first event of its kind in the country, providing us with an opportunity to promote an original, ambitious concept that hadn't been attempted before.

The plan to feed 1,000 guests from one single bullock was a great way to raise awareness of the nose-to-tail dining experiences at Nancarrow, and to highlight the farm's ethical approach.

We carried out research with the client to identify Nancarrow's USPs, and to understand their requirements regarding a change in perceptions relating to their customer demographics. This research informed the key messages and target media outlets which would underpin the campaign.

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

With the event dates for 1,000 Mouths fixed for October 2017, we structured our campaign to generate coverage prior to the event to raise awareness and drive ticket sales. There were also opportunities to host media at the event itself to secure post-event coverage.

With a finite budget for the campaign, our approach focussed on securing the best possible results with a limited time resource. This blended quick wins (press releases, diary dates, and reactive journalist alerts) with highly-targeted pitches to secure larger features designed to deliver a big impact.

We developed a detailed pitch list of target media titles and bespoke angles:

#### Messaging

Highlight the farm's environmentally-conscious and sustainable practices, reinforce organic certification, minimal transportation of animals, and nose-to-tail dining. Communicate to specific food and trade titles.

#### Collaboration

Leverage the involvement of well-known chefs at the 1,000 Mouths event to establish the venue as a credible dining experience. Chefs taking part included River Cottage's Gill Meller; Salt Yard Group's Ben Tish; and Jamie Oliver's Fifteen Cornwall.

#### Imagery

The idyllic setting of Nancarrow and its exceptional appearance had already been successfully captured with existing, high quality photography, which was beneficial from the get go. This allowed us to convey the farm's location and unique aesthetic effectively and secure more impactful coverage.

### **Implementation of tactics:**

The event logistics were delivered by Nancarrow's in house team, with all operational costs covered by the ticket sales. Nancarrow's website, social media accounts, photography and email marketing are managed in house.

Our brief covered the media relations campaign:

#### Pitching persistence

We undertook thorough research to tailor pitches to key titles and journalists, specifically targeting national publications with a travel and foodie audience, securing coverage in Delicious, Olive and Good Food magazine, along with weekend supplements of the higher quality newspaper titles focussing on food, drink and travel. This included broadcast media and the use of recipe features to secure multi-page features.

#### Drip-feed information

We distributed six press releases to regional and national media, with timely follow ups where necessary. Regional and local titles were key to encourage locals to attend the feast events and change the perception of Nancarrow as more than a wedding venue.

#### Quick wins

The event was put forward for inclusion in diary date articles and round-ups, and we made use of Journalist Alert services to pitch for live opportunities.

With such a photogenic and beautiful setting, the imagery shared from the feast events played a large part in encouraging ticket sales and attracting journalists to the farm.

As a result of this, we arranged for BBC Countryfile to film an episode at the event, which was extremely successful in achieving our aims.

### **Measurement and evaluation:**

1,000 Mouths was a resounding success, with highlights below:

#### Commercial objectives

- Circa 960/1000 tickets sold for 1,000 Mouths.
- £4,000 raised for Action Against Hunger
- 1,923 new email subscribers, an increase of 59%.
- 3,175 new Facebook page likes, a 63% increase.
- Website visits increased by 95% year on year.
- Nancarrow is set to have a record year in 2018, with 15 seasonal feasts and 52 weddings scheduled, and 1,000 Mouths returning to the farm in October. The seasonal feasts are consistently selling out.

#### Influencing perceptions

- The campaign generated 85 pieces of coverage with a cumulative reach of 33.6 million people. 73% of coverage included images.
- BBC Countryfile hosted a show from the farm at the 1,000 Mouths event, which aired on Sunday 22 October with 6.95 million people tuning in to watch. The Nancarrow website saw a significant surge of traffic on this date, with 3,288 people using the website, compared to 279 people the day before.
- Nancarrow has seen an increase in accommodation bookings for events, suggesting more people are travelling from further afield to attend feasts.
- A shift in the demographic of guests has been noticed, with events held since 1,000 Mouths attracting an older, more affluent customer demographic.

**Budget and cost effectiveness:**

Client, Steve Chamberlain, said: "It feels invigorated, like a relaunch of the business. Lots of people who came to 1,000 Mouths were first-timers. The coverage exposed Nancarrow to new people and the event really raised our profile."