

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Consumer Relations Campaign

Company: Weber Shandwick Scotland and Quality Meat Scotland

Entry title: Scotch Lamb, Naturally

Brief and objectives:

Scotland produces some of the finest lamb in the world, with Scotch Lamb holding PGI status and robust quality assurance standards. But it turns out, Scots aren't eating enough of it.

In England, the average person eats 41g of lamb/mutton per week, in Scotland it's just 14g (source: Family Food Dataset). And, according to Kantar, the long-term trend for the lamb category in Scotland is decline.

As the industry body working to shape a sustainable and prospering Scottish red meat industry, Quality Meat Scotland needed to turn this around.

The brief and objectives were clear:

- Increase volume of lamb retailed in Scotland resulting a 5% sales uplift during the campaign
- Raise awareness and recognition of Scotch Lamb PGI and get consumers to actively choose the product.

The idea, research and planning:

To encourage Scottish consumers to purchase more lamb, we needed to understand current behaviours around eating lamb, perceptions about cooking it and what consumers were choosing instead of lamb. Qualitative consumer research across young professionals, families and empty nesters was commissioned to get to the bottom of this.

It was clear from the research that some people just don't like the taste of lamb and will never be converted. However, across all age groups, of those that did eat lamb, more often than not it was in a roast on special occasions. There were a number of key reasons for this:

- It is incorrectly perceived to be expensive and therefore more appropriate for a special occasion

- It has an undeserved 'fatty' image so people think it isn't particularly healthy to eat all the time
- People were not confident cooking lamb, thought it was time consuming and weren't sure what else to do with it beyond a traditional roast or chops
- People had many more chicken and beef recipes in their everyday repertoires that they were more confident their family would enjoy.

To tackle this, we focused on the question asked in every household in Scotland:

"What's for dinner tonight?"

The answer? Scotch Lamb, Naturally.

Strategy, tactics, creativity and innovation:

A creative approach to Scotch Lamb, Naturally was central to our success. We focused on:

New recipes: working with a home economist, we devised healthy new recipes. Inspired by family mealtime favourites, we created six new Scotch Lamb recipes – all ready in under 20 minutes or perfect for the slow cooker.

Photography: we commissioned a food stylist and award-winning photographer to capture images of our new recipes.

The QMS team engaged with young farmers across Scotland in a national Bale Art competition – tasking them to create lamb inspired structures from bales of hay. This provided captivating images and intriguing structures in fields across the country.

Videography: three new top-down recipe videos were created to show how quick and easy our recipes are to make. These were used for media relations and across all social channels.

Real people: as part of the campaign, we produced the first ever Scotch Lamb TV advert. To ensure cut-through with the rest of the campaign and to communicate the natural integrity of Scotch Lamb, we secured a real farmer from the Borders to star in the TV ad. This enabled us to profile the farmer in trade/regional media and highlight the key messages of the campaign through his involvement.

Delivery:

Our research indicated that we needed to move lamb out of traditional special occasions and into the modern midweek. Achieving this would drive the frequency we needed to achieve our sales targets. We needed to break the 'chicken stir-fry effect' – i.e. falling back on the "same old" dishes.

Launch:

We commissioned new research to expose the fact that convenience is the dish of the day, with more than three quarters (81%) of Scots regularly repeating the same meals for dinner week in, week out. The new research also highlighted that over half (54%) of the nation consider themselves 'stuck in a rut' when it comes to dinner, with the majority (56%) putting it down to simply not knowing what to cook. By regionalising these stats and using photography of Scotland's national chef Gary McLean and his children, we generated widespread media coverage that set the inspirational tone of the campaign.

Lambassadors:

The heart of the campaign is the incredible quality of Scotch Lamb. We needed authentic advocates to lead this message – enter our 'lambassadors'. Armed with branded material, social media toolkits and key messages, our army of farmers, butchers and chefs spread the message of Scotch Lamb, Naturally.

Influencer engagement:

Our audience mapping enabled us to recruit influencers who perfectly reached the demographic of the campaign. We worked with Mrs Meldrum and Foodie Quine to create branded Scotch Lamb content that showed how delicious, easy and affordable lamb could be midweek.

Measurement and evaluation:

We set out to make lamb a natural choice for midweek meals, increase frequency of purchase, bolster sales of lamb by at least 5% and motivate consumers to actively choose Scotch Lamb PGI over competitor products.

To do this, our PR campaign needed reach and impact. Results:

- 152 pieces of coverage generated
- 100% of coverage was positive
- 81% of coverage included campaign imagery
- 93% of coverage included one or more key messages
- Influencer activity reached 75,809 people and all engagement was positive.

Budget and campaign impact:

The 12 week campaign had a PR budget of £12,000 for fees and £8,000 activation.

The campaign had a direct impact on sales, resulting in a 27% increase in spend per buyer and a 20% increase in volume purchased per buyer during the 12-week campaign period (source: Kantar Worldpanel).

A key focus of the campaign was to raise awareness of Scotch Lamb as a simple, quick midweek meal. IGD pre-and-post campaign tracking revealed significant impact, including an 11% increase in the view that lamb is quick and easy to cook with (up from 59% to 70%), a 7% lift in the number of Scots viewing lamb as a great midweek meal and consumer trust in the Scotch Lamb brand increasing from 69% to 75%.

The IGD tracking also revealed a meaningful increase (9%) in willingness to pay more for Scotch Lamb among those who had been aware of the marketing campaign.