



## **National Bread Week 2016 brief overview** (to accompany the mini presentation)

National Bread Week 2016 delivered multiple opportunities to encourage the nation to Love Your Loaf and see, read and hear about the benefits of Irish bread – its quality, heritage, choice and the role it plays as part of a healthy balanced diet.

Below are just a few highlights of the week's achievements (alongside the mini presentation):

### **National Bread Week 2016 was an integrated campaign that delivered:**

- An online reach of 348,889 up 79% on 2015 – due to the increased focus on engagement in these channels
- A 360 degree approach – with new content, engaging social media, new ambassadors combined with media outreach, a strong news story and a very successful partnership with RTE meant that National Bread Week 2016 was the most effective yet
- The campaign was underpinned by a strategy that focused on busting the many myths consumers believe of bread and reminding them of the extensive benefits and pleasures bread offers

### **Campaign overview**

- Created content including an animated video, infographics and recipes
- Media outreach to ROI and NI media including nationals, regionals, consumer, online and bloggers
- Widespread social media with competitions and social content
- News generation
- NBW Launch event
- Ambassador panel of experts
- RTE promotion
- Refreshed website

### **Content creation (for Twitter - @LoveYourLoaf, Facebook - @NationalBreadWeek and website – [www.NationalBreadWeek.ie](http://www.NationalBreadWeek.ie))**

- National Bread Week animated video, which had a total of 62,074 views and was shared 39 times, including being posted to Brennan's Facebook page
- 3 infographics, shared across social media, issued to traditional and online media and used for school support
  - Infographics seen on Facebook 7,441 times
- 3 recipes and 5 serving suggestions including 4 recipe videos achieving nearly 11,000 views



## Media

- News generation
  - A news story based on the results of a commissioned omnibus survey showed consumers' misconceptions over bread and its affects, with accompanying infographic
- Consumer media outreach
  - Media outreach with extensive content
  - Secured 62 pieces of coverage with a reach of 22,802,087 with 71,417,881 opportunities to see, hear and read positive messages about bread
- Radio
  - 12 interviews with Dr Ciara Kelly, Dr Mary McCreery and Yvonne Connolly including:
    - Nicky Byrne Show on RTE 2FM discussing National Bread Week
    - Matt Cooper Show on Today FM discussing the myths around bread
    - Mentioned on air by Newstalk
    - Discussed on air by regional radio stations including Clare FM and LMFM
    - National radio drops conducted by bakers and followed up by Ceres
    - Radio drop images shared on social media by radio stations and presenters
- RTE Promotion
  - Two slots on The Today Show featuring interviews with Dr. Ciara Kelly and a cooking slot with Yvonne Connolly - delivered 177,000 views in total and both slots were promoted on RTE Today's Facebook and Twitter page via seven separate posts and in total, reached 70,000 people
  - RTE.ie promotion online featured 2 interviews with Yvonne and Ciara at the launch with a reach of 19,411

## Ambassador panel

Panel comprised of Dr Ciara Kelly, Dr Mary McCreery and Yvonne Connolly

- Dr Ciara Kelly gave 4 media interviews, including RTE's Today Show and the Sunday
- Dr Mary McCreery gave 4 media interviews, including the Nicky Byrne Show on 2FM and the Matt Cooper Show on Today FM
- Yvonne Connolly gave 4 media interviews, including RTE's Today Show, the Nicky Byrne Show on 2FM and Sunday World
- Dr Ciara Kelly and Yvonne Connolly both spoke at the launch and Dr Mary McCreery was present via video

## What the industry did

- Placed Love Your Loaf branding on packs
- Participated in media interviews
- Held events, competitions and promotions
- Engaged on social media

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