

WARBURTONS – NATIONAL BREAD WEEK

As part of Beattie its remit to handle Warburtons consumer PR in Scotland, Beattie Communications provides support for the company's annual National Bread Week.

Activity undertaken to raise awareness of Warburtons National Bread Week in Scotland and to drive footfall to www.welovebread.co.uk included working with VisitScotland to identify Scotland's top 10 picnic spots and organising teddy bears picnics at three of the top Scottish picnic locations. This presented excellent photo opportunities as the children kick-started a UK-wide picnicathon held during National Bread Week. Further interest was generated by encouraging staff from Warburtons to picnic with the sharks at Deep Sea World and promotional activity was also set up with the Press & Journal.

Almost £140,000 worth of coverage was generated for the campaign in Scotland, including a number of features in key regional and national newspapers, such as The Scotsman and the Evening Times. Targets for driving visitors to www.welovebread.co.uk to vote for their favourite picnic spot were also smashed.