



PR support for Falk Culinair

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Background

Falk Culinair is one of the world's most recognised brands of copper cookware. It sits alongside brands like Mauviel. Recently, well-known brands such as Lakeland and John Lewis have also developed their own line of copper pans due to a big resurgence in their popularity. In terms of other kitchen brands that appeal to a similar market of confident home chefs with a medium to high disposable income, we would be pitting Falk Culinair against the likes of Le Creuset, Aga, and Scanpan.

To date, Falk Culinair has not worked with a PR agency and external communications has been limited to advertising and email marketing, and all delivered in-house. There is currently little or no brand presence on social media.

Brief

To increase brand awareness of Falk Culinair in the profitable consumer food market and to get the brand on the radar for new, loyal, and lapsed customers. To position the brand as premium choice for copper cookware, used and loved by home chefs

and professional chefs around the world and to educate the consumer market about the benefits/advantages of cooking with copper.

Strategy

Capturing a share of voice in the increasingly crowded and busy market place that is the food sector will be a crucial part of the strategy for all PR activity.

PR activity will be two pronged; both online and offline working simultaneously in order to have the maximum impact. We would look to build on the advertising carried out currently by hooking into editorial news agendas and securing editorial product placement slots.

Throughout the PR retainer for both trade and consumer media we will implement a rolling programme of proactive media relations in target sectors including, but not limited to:

- Consumer food magazines
- National news supplements
- Trade magazines targeted at professional chefs
- Consumer homes magazines (where relevant – this wouldn't be a major focus)
- Food, homes, lifestyle bloggers

Key messages aligned to target audiences will be developed and used in all press releases. These key messages will reflect Falk Culinair's values and ensure consistency of brand value and will be agreed upon appointment.

We would also look to take over the management of the social media channels; Facebook, Instagram, and Twitter.

Tactics

Game PR will act as your proactive and reactive press office to manage all external media communication activity. This includes, but is not limited to, implementing the following tactics to underpin all PR outreach:

- Drafting and issuing press releases for general company news, new product lines, sales, and investment figures as appropriate
- Organising and managing desk visits to national journalists as appropriate
 - *This is an effective way of getting the product in-front of influential people. We could for example give them a small saucepan, a recipe, and the ingredients to make something and ask them to hashtag the results which provides really rich user-generated content*
- Rolling out a programme of blogger engagement
 - *NB> This would be discussed upon appointment but as an idea, we could look to engage bloggers in a cooking challenge with copper pans vs. with a standard pan.*
- Targeting product placement shots and proactively sending out new seasonal imagery
- Assisting in the development of new imagery for use on social media
 - *NB> It's important to keep the feeds looking up-to-date and fresh so we would look to work with you to develop a cost-effective bank of imagery which can be used on the feeds. Eventually we would hope to use images generated by our followers across the social feeds.*
- Identifying reactive activity to hook into news agendas eg. fashion articles for the home about copper colours
- Rolling out a gifting/sampling programme for key influencers e.g. celebrity chefs, influential food bloggers, well known food journalists/critics
- Managing press photography as appropriate
- Media management at events, if necessary
- Developing the social media feeds – details below

In addition to proactive media relations, we would also take over the management of the social media channels.

Social media

Engagement on social media is currently extremely low for Falk Culinair compared to competitor brands such as Le Creuset or Aga. Instagram and Facebook would be a

key area to focus on, ensuring engagement is consistently growing and the feed is seen as a 'voice of authority' in the sector. Given the popularity of food, kitchen wear, and interiors images on Instagram there is a huge potential on this medium in particular.

We would look to takeover this feed to build followers, ensure we're following the most influential people, intercept conversations, and build engagement for the duration of the launch activity.

Evaluation

Evaluation metrics will be built into a PR plan and are likely to include; social media evaluation including reach, followers, engagement levels and interaction. Traditional PR evaluation including press and media coverage achieved, press enquiries, and advertising value equivalent.

Investment

In order to meet the desired objectives, the proposed activity is based on a **12-month contract** to benefit from the most sustained and measurable results.

Each month, Game PR will provide:

- Full reactive press office management
 - To include responding to all inbound queries
 - Providing imagery and information for features as required
 - Preparing and issuing press statements and comments
 - Crisis communications as required
 - Briefing notes and media training as required
- Proactive media relations
 - Preparing and issuing press releases around company news
 - We don't limit how many press releases we issue, however we will advise what is newsworthy to make the best use of time
 - Identifying and targeting feature and profile opportunities
 - Product placement in glossy magazines and newspapers
 - Campaign spikes – campaigns to be developed with Falk Culinair
 - Desk visits*
- Full social media management

- Instagram – five proactive posts per week, unlimited reactive
- Facebook – three proactive posts per week, unlimited reactive
- Twitter – five proactive posts per week, unlimited reactive
- Supporting award nominations and entries
- Media monitoring, including a quarterly coverage book and links to online articles

Total: = £1200pcm excl. VAT**

**Travel expenses not included in the retained fee*

***Additional costs and expenses may be incurred however all costs will be agreed prior to purchase*

Timings

A full timing and activity plan for the PR retainer will be produced upon appointment.

About Game PR

We believe good PR needn't be complicated. You set a brief, we'll set a strategy and together we'll capture the hearts and minds of your customers.

No jargon, no smoke and mirrors, just good honest advice and a competitive drive for getting real results.

We firmly believe that your PR agency needs to be an extension of your brand for it to be effective, which is why we make it our policy to only ever work with brands we genuinely believe in. It's that simple.