

CASE STUDY: SCOTTISH GOV'T; EAT IN SEASON



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major brands such as Chanel, Nintendo, American Express and Disney.

This case study aims to show how Kommando worked together with Story on behalf of The Scottish Government to raise awareness of eating fresh, in season produce and the benefits of purchasing it.

The 5 week country wide campaign was a huge success a raised awareness of fresh produce; 36,000 samples distributed, 38,000 interactions and 200,000 impressions.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email mark@kommando.co.uk

CASE STUDY: SCOTTISH GOV'T; EAT IN SEASON

BRIEF: Create a marketing campaign to raise awareness of eating fresh, in season produce and the benefits of purchasing it.

TARGET AUDIENCE(S): Shoppers who may not be aware of the benefits of buying fresh- in season produce.

Consumers who enjoy cooking and are interested in trying out new recipes.

Consumers who do not normally cook and could be educated on how easy using fresh produce at home is.

SOLUTION: An experiential and sampling campaign designed to meet all aspects of the brief in a fresh, informative and educational manner.

Our roaming team included an Event Manager, Sous Chef and scripted brand ambassadors who visited 25 Asda and Morrison supermarkets across Scotland during a 5 week roadshow. The team operated from a branded gazebo which was set up at the entrance to each store. The chef used a bespoke vehicle to prepare and heat soup using in season vegetables supplied by the stores.

Consumers were offered samples of the fresh soup and advice on using seasonal produce at home. In addition to soup, promotional recipe cards showing how easily the soup could be made at home were distributed along with fridge magnets detailing monthly in season produce.

The team also facilitated data capture and follow up dialogue by encouraging consumers to enter into a competition where they could win a soup maker.

RESULTS: The campaign was a huge success and resulted in Increased awareness of fresh produce and the benefits of buying it. Statistics are:

- 38,000 interactions;
- 200,000 impressions;
- 36,000 samples;
- 35,520 recipe cards distributed;
- 4,263 competition entries;
- 4,700 magnets distributed.

"Wonderful, I LOVE this field activity!"

**Pauline Lamb,
Senior Strategic
Marketing Manager
Scottish Government**

