



Blackcurrant
Foundation



About Us

- We are a group of nearly 40 growers farming blackcurrants across the length and breadth of the British Isles.
- We grow around 2,000 hectares of blackcurrants, producing a crop of over 13,000 tonnes every year.
- The Blackcurrant Foundation was set up by our group nearly 20 years ago where we agreed to contribute a small levy on an annual basis.
- There has been a spend of over £500K on Public Relations and Social Media with a huge return on investment.



Our Aims

- To raise public awareness of the humble blackcurrant educating the consumer about its many health benefits.
- To co-operate as a group of growers to expand our market and identify areas where we have a USP
- To show the consumer how best to enjoy this Super-fruit in conjunction with our main customer Ribena.
- To protect and manage our countryside using innovative farming methods supported by high environmental standards.



How?

- Introducing a website as the cornerstone to communications
- Developing recipes to highlight usage – drinks and food
- Using literature to support our scientific findings supported by a credible scientist (Derek Stewart at JHI) – Superfruit Wheel, Superfruit Facts, Are you eating your purple, Know your fruits etc
- Employing a PR agency to host a press office to ensure blackcurrants stay front of mind and that our health credentials are reinforced.
- Highlighting the great things we do in the fields – proving provenance and our wildlife credentials
- Making films to show how to plant, grow and harvest



Results

- Over 30 pieces of TV coverage including our UK flagship farming programme (Countryfile), news programmes, farming programmes, cookery programmes, kids programmes
- Over 50 pieces of Radio Coverage, including all national channels
- Over 500 pieces of mainstream print coverage
- Over 500 pieces of online media + bloggers and social media
- Over 500 million OTS (Opportunities To See) blackcurrants in the media





Marketing Campaign 2017

Working with our main customer



The Big Squeeze 2017

- Lower budget with focused communications
- Creating a closer alignment with Ribena's consumer
- Creating a digital campaign to share the story of blackcurrant growing
- Developing a better digital presence
- Sharing the growing story in an engaging way using videos, GIFS and seasonal photography



Delivery

- A clear campaign creative featuring Bertie Blackcurrant
- Clear messaging on health benefits
- Grower insights- Meet the Farmer
- A set of 4 seasonal videos covering the growing process
- Shared content from the grower community
- Regular giveaways including a personalised bottle of Ribena
- Family Day events in association with Ribena





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Outcomes

- Over 60k impressions on social media over the harvest period
- 31k initial video views
- Increased social media following
- Regional TV coverage and national press media coverage
- A closer alignment with Ribena on which the 2018 campaign has been built





Marketing Campaign 2018

Working with our customer



The Great British Berry Watch

- Ever closer alignment with Ribena marketing to drive brand trust
- Sharing the bush to bottle story from planting to bottling
- Digital-led campaign rooted on Facebook
- Key messaging - Provenance, Environment & Taste
- Consumer engagement through monthly online giveaways, including branded wildflower seed mix



Working with our Customer

- Continuing to drive consumers from Blackcurrant Foundation to our key customer.
- Still continuing with our health messaging on independent channels
- The Big Berry Bash- select farms open to the public, with Live social media broadcast from popular blogger Harriet Shearsmith to 150K audience.
- As growers it's essential for us to recognise the importance of our key customers using our USPs to mutual benefit.



Thank you on behalf of Jo Hilditch (Chairperson)
James Wright – James@whitternfarms.co.uk



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