

# PR proposal: Cafe Asia

April 2015

## Background

**Cafe Asia** is a UK-based manufacturer of Asian snack foods, providing quality products to the retail foodservice and wholesale markets across the UK and Europe for over thirty years. The company has recently won a contract with frozen food retailer Iceland, with its full ten product lines set to be stocked in Iceland's eight warehouse stores from the end of May 2015. It is Cafe Asia's aim to then achieve a national listing with the brand.

The Cafe Asia team are keen to publicise this news, which will help to build its growing reputation both amongst the public and amongst trade buyers.

Here at NOMNOM, we have the perfect blend of experience, connections and skills to make this PR activity a success.

## Requirement

Cafe Asia are looking for a partner to undertake the writing of a press release to highlight this big achievement, with a mixed audience of trade press, contract caterers, wholesale buyers and consumers required. The requirement is also for this release to be distributed, and for the campaign to be monitored and reports produced to show its success. Amit Bhavsar, MD of UPB Products, is also willing to be interviewed.

### *Our PR campaign service*

Each PR campaign conducted by NOMNOM includes the following elements:

- Introductory call to discuss goals, USPs and strategy, and to establish the focus of the campaign.
- The writing of a press release to herald the news, along with editor notes - to be signed off by Cafe Asia before distribution begins.
- The compilation of the right media targets for the campaign - local/national and

consumer/trade depending on the story - consisting of newspapers, magazines, radio, TV, and online media.

- Distribution of media release plus follow up.
- Reports for Cafe Asia detailing the success of the campaign.

## Media Database

NOMNOM enjoys strong working relationships with a wide variety of food and drink media sources, including printed media, websites, radio, television and more. Thanks to previous client projects and a desire to stay ahead of the game, we are regularly increasing our media contact list in order to gain the best possible coverage for clients working across a variety of different food, drink and hospitality channels.

Our aim would be to target two key audiences - both retail and manufacture B2B media. Below you will find examples of the types of media that we will contact with the Cafe Asia Iceland release, along with their format and their readership stats (please note that we do not currently have statistics for all of these media).

Name	Audience	Print/Online?	Readership
The Grocer	Key decision-makers across the grocery market	Both	Online monthly unique visitors: 268,764
Retail Week	Senior retail decision-makers	Both	Monthly print readership: 44,000 Monthly online unique visitors: 209,788
Talking Retail / Independent Retail News	Grocery retailers	Both	Unknown
Retail Gazette	Senior decision-makers at the UK's leading retailers	Online	12,000 registered retailer subscribers Database of 750,000 retail professionals 87,000 unique visitors per month
Retail Times	Retail professionals and consumers	Online	30,000 unique monthly visitors

just-food	Global packaged food and food retail professionals	Online	Unknown
Food&DrinkEurope.com	European F&B development and purchasing decision-makers	Online	Unknown
The Grocery Trader	Senior buyers, trading directors, other decision-makers within UK supermarkets, co-ops, convenience store chains and other key grocery organisations	Both	7,625 printed copies per month Emailed to 19,238 digital subscribers per month 3,000 unique visitors per day
The Retail Bulletin	Retailers, brand owners, leisure operators	Online	Registered database of c. 12,000 retailers Over 35,000 unique visitors per month
Food Manufacture	Decision-makers in F&B development across Europe	Both	Printed magazine distributed to over 4,052 food manufacture sites
FMCG News	Key decision-makers in the FMCG industry	Both	Unknown
Food and Drink Network UK	Manufacturers, wholesalers, caterers, retailers, hotel groups, restaurants	Both	Unknown

## Is this a Win-Win?

Emily Knight and Mick Dickinson launched NOMNOM as a social, PR and marketing agency for the food and drink community. Our involvement with Cafe Asia is a huge opportunity for both parties:

- **Cafe Asia** will enjoy very close, personal, enthusiastic attention from two people extremely keen to deliver high value. Each of us has very strong online and offline networks and a wealth of connections in the food and drink community and beyond.
- **NOMNOM** aim to over-deliver on marketing value so we can proudly share our involvement with Cafe Asia, an exciting established but growing business.

## Who does what?

Both Emily and Mick are skilled in PR, and we would share the daily management of the Cafe Asia PR campaign. The key differences in our roles are:

- Emily is at the hub of the food and drink community and is very well-known and respected having judged, written about and reported on many local brands and owners. She knows many of the key people on the scene and will be able to draw on this network on behalf of Cafe Asia. As a result of her work for Cafe Asia through Future Content, Emily also has a strong understanding of the brand, which is vital for the campaign's success.
- Mick is expert at strategy, technical implementation and reporting. He will monitor the PR coverage, and will also be heavily involved in the creation of the campaign.

## Fees

Building up a strong relationship between Cafe Asia and each media source is important to ensure maximum coverage, and NOMNOM's existing relationship with a variety of media sources will ensure that most of the groundwork has already been laid.

As requested by Cafe Asia, we have broken down our fees for this project into various options, allowing the flexibility to choose the elements that best fit with your budget.

### NOMNOM PR fee

£450

The above fee includes every element of the campaign that has been specified above. However, NOMNOM would be willing to undertake individual aspects of the work at the following prices:

Writing of press release

£150

Compilation of media targets	£100
Distribution and follow up	£150
Campaign reports	£150

Alternatively, we are able to pull together a new proposal with fees based on the number of media outlets to be targeted, including distribution, follow-up and reports. Please do let us know if this may be of interest.