

PUBLIC RELATIONS INSTITUTE OF IRELAND

DIPLOMA IN PUBLIC RELATIONS

Subject: Module 6 - Advanced Public Relations Writing

CASE STUDY

***For exam taking place on Wednesday 15 September 2010
(14.00hrs – 17.00hrs)***

In the exam students must answer Question 1 (compulsory) and two further questions. All questions carry equal marks.

Content: *The situation as outlined in this scenario is fictional.*

The Scenario

You are the PR consultant working for Irish Public Relations (IPR) and their client Irish Cheese Products (ICP) - more specifically in 2010 you will be advising on their Chimula Soft Cheese brand.

An introduction

ICP (Irish Cheese Products) owned Chimula Soft Cheese is an established and cherished FMCG (fast moving consumer good) brand. In 2010, IPR has conceived and will soon launch the Chimula 'Proud to be Cheesy' campaign.

The Products

Chimula is the brand name associated with a range of food products; the most famous and well known range is Chimula Cheese Spread.

Chimula Cheese is famous for its convenient tube format. The products are popular for making quick snacks such as cheese & crackers, sandwiches and toast.

Chimula Cheese comes in a variety of flavours including original Chimula Cheese Spread, Chimula with Chives, Chimula with Ham, Chimula with Prawns and the latest addition to the range, Chimula Smokey was introduced in March, 2009.

More...

The brand also produces Chimula Dips, which are popular for snacking and in-home entertainment.

The products are available in Ireland and the UK and are stocked in most major supermarkets and a number of convenience outlets.

The Campaign

The first two stages of the three-part campaign were developed in conjunction with national cheesy events, Valentines and Eurovision 2009, and initially helped reposition this declining brand into one regarded as more innovative by trade buyers.

The challenge however remains to position Chimula as being perceived as a 'must have' product by supermarket buyers, achieving retail listings and thereby generating supermarket distribution. Shelf presence in supermarkets is the number one driver of sales, preceding all promotional activity in terms of effectiveness.

On a relatively small budget, IPR want to develop a strong campaign which delivers at consumer level while being perceived as a much bigger campaign in the eyes of the trade – the target public will be the University student market, using it as a platform to raise trade profile - the campaign will coincide with the student-popular Fresher's Week.

The campaign will aim to -

1. Achieve a strong trade perception of both ICP and Chimula's consumer activity by raising profile in the eyes of the core trade media – helping retain and gain product distribution
2. Generate sales to stabilise decline
3. Associate Chimula with humour to maximise offline and online brand interaction
4. Utilise a suitable cheesy celebrity endorsement to increase trade and consumer campaign visibility
5. Generate awareness of Chimula and *Proud to be Cheesy* strapline among students
6. Encourage trial of Chimula Cheese among students

More...

The campaign will involve: the 'Mouse Hunt' concept (related to Chimula's mouse character MR Nibbles), with a quest to find the 'cheesiest student in Ireland'. To strengthen campaign credibility and assist sell-in to universities, IPR compiled a list of cheesy celebrities to potentially endorse Mouse Hunt (students/exam candidates can suggest their own names).

The mouse hunt will 'hit the road' in late September / early October with venues including Cork, Limerick, Galway, Dundalk, and four venues in Dublin (UCD, Dublin City University, Trinity and a DIT site). Each sponsored event, although standardised to an extent, will be tailored to the particular student union and generally will include:

1. Mouse Hunt branded IPR team (3 – 7 people) at each event as ambassadors, enticing students to interact with Chimula, promoting the humorous campaign, stimulating word-of-mouth communication and encouraging students to visit the website
2. Numerous brand mentions for Chimula and Proud to be Cheesy by each DJ and strong brand visibility at all events (banners and tailored campaign posters)
3. Life-size MR Nibbles, photo-stand and distribution of merchandise and product samples to engage students and drive product trial
4. Distribution of meal menus using Chimula products
5. The capturing of photography with students interacting with the brand – subsequently posted on web-site www.proudtobecheesy.co.ireland
6. Distribution of t-shirts and 'mullet wigs' to selected cheesy students followed by a time slotted event at each venue dedicated to Proud to be Cheesy consisting of a dance-off competition.
7. Creation of a Mousehunt mini-site where event winners will be immediately posted at www.proudtobecheesy.co.ireland, to encourage visits

In addition there will be advertising promotions in student press and a national media relations campaign

End of Scenario