

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



Best Public Relations Campaign for an Event



Angela Scanlon pictured with Fáiite Ireland CEO, Paul Kelly launching 'Taste the Island' Photo by PhotoShelter.

Campaign

Taste The Island

Description of Campaign

'Taste the Island', a three-month taste sensation created by Fáiite Ireland, which celebrated Ireland's seasonal ingredients, adventurous tastes and bold experiences and significantly enhanced Ireland's reputation for its food and drink experiences and in doing so, increased spend by domestic tourists in the food and drink sector.



Public Relations Consultant

Wilson Hartnell



Client

Fáiite Ireland

The Background

Fáiite Ireland through its Food Strategy 2014-2016 sought to shift the perception that Ireland is a producer of great ingredients to that of a nation with authentic cuisine. However, despite significant strides in strengthening the breadth and quality of its food and drink offering, there remained a clear lack of awareness of what was available to visitors both in terms of range and quality. Consequently, food and drink experiences (including festivals) were not a key driver of domestic short breaks and with an ambition to increase the spend by overseas and domestic tourists on food and drink by €400 million by 2023, a new approach was required.

Fáiite Ireland wanted to refocus the consumer's mindset to celebrate and enjoy the amazing food and drink culture in Ireland by creating a three-month long campaign.

Campaign Idea

Fáiite Ireland wanted to create more occasions for people to experience the unique food and drink offerings in Ireland

during what is traditionally known as 'shoulder season' in tourism. Introducing **'Taste the Island'** – a showcase of Ireland's world-class food and drink culture across September, October and November, designed to provide visitors with access to authentic and engaging food and drink experiences, high quality local ingredients and quality food and drink. Fáilte Ireland wanted to firmly shift the perception dial on Ireland as a country of rich food production to one of a culinary prowess with a thriving food and drink culture.

WH was tasked with driving mass awareness through earned coverage across the media sphere to both launch and build affinity with the new campaign platform.

Objectives

"We know that our local food and drink experiences are world class and now we want everyone else to know that." Fáilte Ireland

- Engage Audiences by communicating the What, When and Where of "Taste the Island" over three months of events across the island of Ireland.
- Achieve mass awareness through earned media cut through for "Taste the Island" to target audience.
- Drive Participation – Enhance consumer perception of the quality of food and drink experiences through earned media coverage and influencer engagement to encourage participation at festival events.

The Challenge

The team needed to ensure that authenticity was at the heart of this campaign and that a national representation of food and locations were represented. For Fáilte Ireland, this was paramount. All communications content had to represent a series of varying festival events taking place across the country over the three-month period.

The catalyst for our PR campaign was to be a captivating launch event to excite and engage several stakeholders; consumer media, food experts, producers and trade – encouraging them to forget the tired stereotypes of bacon and cabbage and unearth an ancient Irish food and drink culture that is being reimaged with extraordinary passion and originality, forging one of the world's best-kept gastronomic secrets.

Results

We had a big job to do in turning Food and Drink from something that was low on the list of motivators into the central driver for taking a short break in Ireland. If we could create the right product to do this for the audience, it could be a product we could build abroad to draw in an international audience to holiday here in the future.

2019 was year one for 'Taste the Island' and we needed to take people on a journey from understanding that it existed (a complex offering of many experiences in many locations over three months), getting them engaged with this prospect and delivering on exciting experiences on the ground. We delivered on all these objectives.

KANTAR

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