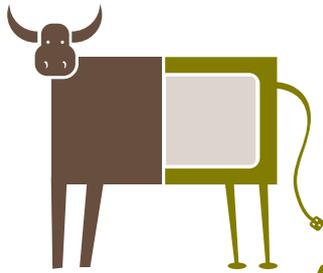




**MILK SUPPLIERS
ASSOCIATION**



Scene & Herd

PUBLIC RELATIONS AND MARKETING

MILK SUPPLIERS ASSOCIATION

A CASE STUDY



THE BRIEF

The brief from the Milk Suppliers Association (MSA) focussed on a short-term, high level of press coverage, centred on promoting the MSA, its local significance in Dumfries & Galloway, and its pioneering work to develop the dairy industry in Scotland.

THE STRATEGY

In order to achieve what was outlined in the brief, the decision was to target largely regional press for increased local awareness of the group and its members, with a view to further cementing support from membership and demonstrating the breadth of activity undertaken by the association.

The MSA is very much a South West Scotland based group, so we wanted to make sure that we were promoting it to both those who might want to join or support the group, and also local consumers so they could learn more about the local dairy industry, and how they can support it.

We identified six opportunities for coverage, weaving key messages throughout in order to promote the MSA to potential members, as well as local consumers who might not know how they can support local farmers.

THE RESULTS

1. The Herald SME focus

Regular business feature in The Herald focussing on an entrepreneur/business owner.



The screenshot shows the top of the The Herald website. The main headline is "Entrepreneurial streak helps farmer amid challenges posed by weather and power of retailers" by Mark Williamson, Group Business Correspondent. The article is dated 28th January. Below the headline is a photograph of a family standing in a field with cows. To the right of the article is a "MOST READ" section with three items:

- 1 Majority now support early vote on second Scottish independence referendum
- 2 Scottish transfer news LIVE: Napoli join race for Tierney | Celtic to step up chase for Jack Stacey
- 3 The Bulletin: Napoli join race to sign Tierney | Gerrard to...

