

## Case Study

# Kate's Cakes

**Project:** Long term brand awareness through PR activity

*Kate's  
Cakes*  
Baking with Passion

### The Brief

To help position the company as the leading handcrafted cake producer in the UK and to significantly raise the company's profile through a long term PR campaign.



### Activities

A strategic long-term media relations campaign was devised targeting key food trade and business publications.

Press releases and articles issued to food trade media

Food samples / goody boxes distributed to the media for sampling and product reviews.

Attended high profile food trade shows

Media interviews organized with the New Product Development Manager

Worked closely with Kate's Cakes distribution company to join up activities

Devised and implemented the launch of the new range of muffins and cookies to retailers in the South and London. Managed the entire media outreach campaign.

### Successes

Multiple award wins due to our management of the application process and industry knowledge including Sussex Company of the year and Entrepreneur of the year.

Over the 5 year period we worked with Kate's Cakes, we secured around 400 pieces of press coverage in trade, business, national and local media, including radio and TV.

Firmly positioned the company as the leading handmade cake company, resulting in a positive brand position and interest from international food manufacturers.

“Over the past 5 years Aneela has offered our business clear, professional and timely advice and support. Her network is both extensive and credible which ensures she has the ability to know where and when to promote our business. Working with Aneela and her team is an absolute pleasure and the service they provide is outstanding. They understand completely what we require and have never failed to deliver.”

**Steve Greenhalgh**  
Managing Director