

Case Study

Hill Biscuits



Project: PR activity and event management to celebrate National Biscuit Day 2024

Hill Biscuits is a beloved biscuit manufacturer based in Manchester, and has become one of the largest and longest established producers in the UK, supplying over 100 product lines, operating 24hrs per day and employing around 370 colleagues. Established in 1855, Hill has been baking value biscuit classics for nearly 170 years following family recipes handed down through generations, producing hundreds of millions of biscuits each year.

The Brief

To generate awareness of the Hill brand in the local region.

To raise the profile of the company, its ethos and yummy biscuits.



Our Strategy:

RMG recognised that a multi-faceted awareness campaign was required in order to reach the highest number of local people all on one day – 29th May 2024.

Brainstormed 18 promotional ideas across the marketing mix, shortlisted to 4.

Identified the right media for the Hill brand and created engaging and multiple story opportunities to secure press coverage across the region.

Activities

Secured charity partnership with the National Trust.

Secured school partnership with Laurus Rycroft, a local secondary school, organised and led a biscuit bake-off event with Year 10s at the school, with our client present.

Arranged biscuit deliveries to all targeted journalists and met with local media ahead of the day.

Supported a LinkedIn Poll and designed a National Biscuit Day reel.

Wrote a press release reflecting Hill's message around National Biscuit Day.

Identified key local and trade press, worked with media to achieve quality coverage.

Ran media partnership with The Tameside Reporter for radio, newspaper, online and social media coverage.

Organised and managed biscuit giveaway at Castlefield Viaduct, Manchester.

Designed and produced a National Biscuit Day leaflet to support biscuit giveaway to trade press.

Reached out to The Great British Bake-Off finalists and secured a gift for the bake-off competition winner from Chris Wallace, Quarter Finalist in 2013.

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Successes

32 pieces of coverage (online, offline and social media)

37.2K estimated views

1 local radio piece

Social Media engagement: 57 (Facebook, Twitter, LinkedIn)

33.5K est. online views

Overall

2.53M audience (Print, Online, Radio)

Greater awareness of the company within the local community.

A stronger relationship with key trade titles.

New partnership formed with the local school for future career opportunities.

“Hill biscuits wanted to use National Biscuit Day to help celebrate all that is good about baking and biscuits. The focus was also to acknowledge our local community and environment, raising our profile locally.

Rose Media worked jointly with the Hill team and developed some creative ideas enabling us to share our love of baking. The Rose Media team helped us deliver some fantastic results in obtaining media coverage, securing opportunities to work closer with our local community, and building partnerships with local businesses. The events surpassed our expectations entirely, and with their help, we were able to generate many smiles throughout the day!

Rose Media Group has become part of our team. I am really impressed with their knowledge and passion for PR and for taking the time to learn about our products, which really helped our events when discussing Hill with all those that we met. It's a real pleasure to work with an agency that's become an extension of us, and just as importantly, we have had great fun along the way!”

Frank Bird

CEO, Hill Biscuits Ltd



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