

Introduction

The British Potato Council (BPC) seed and export division lacked a tool to communicate with overseas customers, prospects and influencers. Britain currently exports around 80,000 tonnes/year, or 60% of its certified seed potato production. The main overseas markets include Egypt, Morocco, Israel, Algeria, Thailand, Indonesia, the Canary Islands and Spain.

Objective

The BPC was concerned its current publications did not reach overseas export markets. Its website was the main channel to carry up-to-date and relevant information for seed and export, but the BPC was conscious that it is passive and users need a prompt to use it. The objective of the newsletter was to alert overseas customers and exporters to developments and opportunities and, through the on-line registration process, build an overseas database. The target audiences for the newsletter to reach on a regular basis are exporters in Britain and their customers, prospects and influencers overseas.

The newsletter should be a sales and lead generation tool, used to promote BPC seed and export activities and GB seed production in order to boost exports (volume and margin).

Strategy

The newsletter content was carefully planned to ensure it was a voice of authority to address any misinformation regarding the GB seed industry. Great effort was placed into ensuring the design was eye-

catching, whilst looking professional and in line with the BPC corporate identity.

The newsletter is produced in English, Spanish, French, Arabic, and Russian. Therefore it is vital that the messages are simple and clearly translate in each language. It was important to ensure the culture and special language requirements were understood.

Results

“The BPC has a very important role in the coordination and generic promotion of British seed potato exports. One part of achieving this has been the development of an effective, targeted and informative publication that could be distributed efficiently to as many of our export customers and potential customers as possible. With World Service Mistral has managed to create an extremely flexible publication that can be distributed either in hard copy or electronically to equal effect and by translating the publication into five languages we can achieve maximum exposure in our key target areas. World Service is exactly what we were looking for.” **Iain Dykes, Seed and Export Manager, British Potato Council**

“As one of the largest exporters of British Seed Potatoes it was encouraging to see that the World Service addressed the needs of our industry in that it is available in the various languages of our target audience. The publication is informative, interesting and concise.” **David Scott, Export Sales Manager, Higgins Group**

