

Case Study

Uncle Ben's Sports Sponsorship Programme – communicating the importance of a healthy diet

Introduction

Uncle Ben's – the well-known food brand – undertook an ongoing sports sponsorship programme to raise awareness of the importance of a healthy diet and the role of carbohydrate (in the form of rice) within that diet.

Mistral was brought on-board to undertake the communications surrounding the programme.

Objective

- Raise awareness for educational and sponsorship programme
- Highlight the importance of carbohydrates as part of a healthy diet
- Reinforce link between Uncle Ben's products and energy, activity and good nutrition
- Encourage consumption of Uncle Ben's rice.

Strategy

Mistral embarked upon an extensive communications programme to support the entire sports sponsorship programme. The activities programme included:

- **Olympic torch run** – six-month publicity vehicle in lead up to Youth Olympics
- **European Youth Olympics** – corporate hospitality event in education seminar
- **Swim for Britain** – national fundraising and educational initiative
- **Nutri-test activity** – promoting self dietary analysis programme



The Swim for Britain event was one of the most extensive and included a London launch and photocall, attended by two Olympic swimmers, as well as press releases and photocall notices sent to each of the 42 swimming events happening across the country. A series of healthy-eating features were negotiated with leading newspapers and radio stations in the area hosting events, and a press pack compiled and sent to national media.

Results

The campaign succeeded in gaining a considerable amount of coverage featuring the campaign key messages. Coverage included five pieces of branded television coverage; 61 pieces of national and regional radio coverage; and 201 articles in regional newspapers.

