



Introduction

Established in the 1950s, Spillers Speciality Feeds is the UK's leading manufacturer of branded feed for horses, game and small pets. Despite its long-established position, and considerable and high-profile client base, a number of companies have emerged in the animal feed market in direct competition with Spillers.

Objective

- Work with Spillers to maintain its position as market-leader, despite growing competition.

Strategy

Mistral designed a tailored programme of media relations and consumer promotions to target specialist equestrian and countryside media.

Additional support was provided to help maximise awareness of the Spillers brand at various sponsored consumer and trade events.

Results

A thorough knowledge of the client's operations and the nature of its target markets, combined with a mix of creativity and excellent writing skills, enabled Mistral to initiate a successful media relations campaign and to sustain its momentum over a number of years.

The campaign resulted in a considerably high volume of quality press coverage and excellent response rates to consumer competitions, which enabled Spillers to hold its position at the top.