

Introduction

The British Potato Council carried out a knowledge transfer review, involving internal heads of department, R&D representatives and Mistral.

One outcome was to improve the means through which levy payers could receive research-related information. Feedback revealed growers knew the information was available, but could not find it.

Objective

Mistral prepared a number of different formats with dummy copy for consideration and advised on preferred format.

The aim was to produce a regular newsletter that summarised the latest research developments. This should also signpost growers to further, more detailed, information.

An additional aim was to drive more levy-payers to the website and to help them find the wealth of information available there.

Strategy

A monthly email newsletter was chosen since this offered the best opportunity for easy signposting through the BPC website.

A three-tiered structure is followed:

Tier one – the email itself. A 30-word summary of up to eight stories provides a snapshot of R&D highlights.

Tier two – an article on the website. This 200-word piece summarises findings of research and key benefits – the ‘take home’ messages.

Tier three – research papers or web pages/sites with further, in-depth information. Hyperlinks in the article provide easy access for those who want to study a topic in depth.

Mistral’s experience of on-line media and award-winning in-house copywriting skills ensure editorial not only informs, but engages the reader.

This is carried through from the punchy headline and summary to the short, easy-to-read sentences.

Thumbnail pictures are chosen carefully to bring the stories alive.

The newsletter is distributed monthly to all levy payers. It has recently become the main vehicle for the BPC’s Monthly Storage Bulletin.

Results

Grower Gateway receives above average open rates and click through rates. Anecdotal feedback suggests it is well-received by growers and it is endorsed by the research community. It is viewed by the BPC as a valuable internal comms tool.

