

# Client: The Oracle

## Project: Driving footfall



### OBJECTIVE

Engage with The Oracle's target audience through generating awareness of the centre's Fresh Food Festival and drive attendance at the event.

### STRATEGY

- Promote activities happening at the event – farmers' market, demos from celebrity chefs & live music
- Interviews with celebrity chefs
- Media drops – hampers of produce from the farmers' market delivered to local media
- News stories – staggered announcements about different aspects of the event

### RESULTS

- Increase in footfall and dwell time – plus large attendance at the demos
- Event covered extensively by all local and regional media – 35 pieces of coverage
- Over £58,000 worth of media coverage (AVE)
- Over 1 million opportunities to see and hear



### Food, glorious fresh food



### Paging ORACLE fresh food festival

Next Wednesday, a new food festival celebrating the best produce in town will get under way. Linda Hart gives a preview of some of the tasty treats you can enjoy

**A** MOUNTAIN of fresh produce will be on display at Oracle's Fresh Food Festival, which runs from Wednesday to Friday in the town's main shopping area.

The event, which is free to attend, will feature a range of stalls selling fresh produce, including local farmers' produce, and a variety of food demonstrations.

Oracle's Fresh Food Festival is a great opportunity for the town to celebrate its produce and to enjoy some of the best food in the area.

The festival will be held in the town's main shopping area, which is a great location for the event. Oracle's Fresh Food Festival is a great opportunity for the town to celebrate its produce and to enjoy some of the best food in the area.

