

# Case Study

## The Q Guild of Butchers Q Guild Horsemeat Scandal



### 1. Objectives

Q Guild of Butchers is an elite membership organisation of the top 110 butchers in the UK. Souter PR has been working for the Q Guild, driving national media relations activity to raise awareness of the Q Guild and its members. When the horse meat scandal broke in national media in January 2013 it provided an opportunity for the Guild to cement its place as the voice of the independent butcher and the challenge for Souters was to achieve a share of voice for the Guild at this key time.

- Generate national coverage for the Q Guild during the horse meat scandal
- Give members the tools to promote themselves in their local media on the back of it
- Position the Q Guild as the voice of UK elite butchers
- Raise awareness of the experience, skills and expertise that sit within the membership
- Promote the quality of products available through Q Guild members

### 2. Planning

- Little planning time was available for this. The key was to act quickly and effectively
- Souter PR knew who the designated spokespeople would be for national media opportunities and identified 'hero' members who could be ambassadors in the regions
- Key angles were identified for pro-active approaches to national and regional media

### 3. Implementation

- The morning that the story first broke Souter PR contacted all national and regional media contacts offering them the opportunity to speak to an independent butcher to get their perspective on the story.
- Souter PR then set up national and regional interviews with members
- One week after the story broke Souter PR asked the membership to complete a survey about upturn in sales since the horse meat scandal broke. The average figures were then used to develop a national press release which was issued to all media contacts

## ○ Results

- 20 pieces of national media coverage in titles such as the Times, Guardian, Daily Mail, Metro, The Telegraph and Daily Star
- Eight national broadcast media hits including Sky News, Newsround, BBC Radio Five Live, BBC Radio One, BBC Radio Two and BBC One programme Food Inspectors
- 25 regional press pieces
- 10 regional broadcast interviews
- Six pieces of trade coverage
- 27 pieces of online coverage
- Value of coverage (based on AVE) – £500,000

## 4. Feedback

*“This was a unique opportunity for independent butchers but Souters exploited it to its full potential for the Guild. We’re a very small organisation in comparison to others in our industry, but we certainly shouted the loudest to provide the voice of independent butchers.*

*“It has provided a fantastic platform for the organisation, which has attracted new members to the Guild and doubled traffic to our website in February – enabling potential new customers to find their local Q Guild butcher.”*

*Brindon Addy, Chairman, Q Guild of Butchers*