

# Case Study

## Uncle Joe's Mint Balls The Two-Billionth Mint Ball



### 1. Objectives

Souter PR was employed by Wigan based sweet-maker, Uncle Joe's Mint Balls to devise a PR strategy around the production of its 2billionth Mint Ball. The heritage brand, established in 1898 wanted to use the significant milestone to increase its profile in the North West and nationally.

The main objectives for Souter PR were:

- To generate local, regional and national media coverage
- Maximise the milestone by creating picture and filming opportunities for the regional media
- Create an online buzz for the brand via social networking sites

### 2. Planning

- The 2billionth Uncle Joe's Mint Ball was due to come off the production line on 16 February at 1.21pm and 34 seconds exactly!
- Souter PR recommended creating a 'countdown' website that would show a clock counting down to the day and time that the mint ball would roll off the production line. The domain name 2billionthmintball.com was purchased and a simple holding page was produced
- Instead of eating the historic mint ball Souter PR found a home for it at the Museum of Wigan Life, who agreed to host a special exhibition in its honour
- Working with Uncle Joe's MD, John Winnard, Souter PR devised a Twitter campaign to generate more followers to ensure an active audience for the 2billionth mint ball announcement

### 3. Implementation

Souter PR's strategy was to break the story locally and then gradually build the campaign to hit regional and national media.

Souter PR gave the story exclusively to the Wigan Evening Post, who broke the news on its front page. The campaign was then taken to the regional newspapers and radio stations to generate coverage ahead of the 2billionth mint ball being produced and build excitement.

The press release was issued, along with samples of Uncle Joe's Mint Balls to all target national media including; newspapers, TV and radio.

Souter PR organised and managed a press launch at Uncle Joe's factory to coincide with the 2billionth mint ball being produced. The event was attended by Granada Reports, BBC North West, Reuters, Getty Images, Manchester Evening News and The Press Association.

Souter PR also hosted an event at the Museum of Wigan Life, to mark the opening of the 2billionth mint ball exhibition. Local VIPs were invited to attend including the councilors, celebrities and sports people. This created another media opportunity for the local press.

## 4. Results

- Five national media hits including The Daily Mail, Daily Mirror and BBC Radio 2
- 10 broadcast media hits
- Two regional TV features
- 22 regional news pieces
- Value of coverage (based on AVE) – £2,000,000

See the video here: <http://www.youtube.com/watch?v=eegOdDmhP2M>

## 5. Feedback

*Souter PR worked like troopers and organised all the different media groups with military precision. I never expected the media to take to the story in the way they did and that is probably why I don't run a PR company!! Anyway you all did really well at promoting our brand and I would like to say a big thank you* John Winnard, Managing Director, Uncle Joes Mint Balls