



FREE
METRO

**Sunday
Brunch**



National News Creation

The Brief

As the UK's largest manufacturer of baking ingredients, including classic Christmas cake staple – marzipan, the festive season is Renshaw's busiest.

With consumer tastes moving away from traditional fruit cake in favour of quirkier confections, R5's brief was to captivate media attention with a creative news-gen tactic that clearly positioned Renshaw front of mind during the festive season.

The Campaign

With strong relationships throughout the UK cake-decorating community, Renshaw called upon the skills of specialist cake decorator, Trish Clark, to create an incredibly life-like turkey cake that looked exactly like a traditional Christmas dinner – with all the trimmings.

A festively-themed photo-shoot placed the turkey in a realistic dinner setting and provided the right assets to appeal to national news and picture desks.

A full sell-in across all UK national media, including major broadcast outlets saw demand for a second (10kg!) cake to be created to meet multiple production schedules and national picture desk requests.

The Results

- Pre-Christmas weekend, **branded coverage on Sunday Brunch**, reaching an audience of over **500,000** foodies with an affluent, female bias
- Forty-seconds dedicated to cake conversation and tasting(!) , including celebrities, **Kimberley Walsh and Rizzle Kicks**
- Social media **reach of 150,000** with the cake also shared on Sunday Brunch's social media feeds
- National picture coverage with a reach of over **one million** in the world's largest free paper, **The Metro**, with further regional coverage secured
- **Key message** and coverage delivery in Renshaw's **core grocery, confectionary and retail trade titles**