

PORK FARMS

BLOGGER EVENTS



THE PROJECT

This national food brand launched the first British board games championship alongside The Micropub Association, and we were tasked with increasing awareness of the campaign through a range of influencer partnerships.

We arranged for food and parenting bloggers and vloggers to attend an exclusive micropub event where they competed in their own mini board games championship, with snacks supplied by Pork Farms, and shared content from the day across their blogs, vlogs and social media platforms.

Additionally, a selection of parenting bloggers were chosen to receive a board game and a Pork Farms 'games night pack', to host their own family event at home. This led to editorial coverage from all of the bloggers involved, promoting Pork Farms and its National Board Games Week.

THE AIM

To support the overall board games championship campaign, increasing awareness of it and the Pork Farms brand across a variety of platforms such as blogs, Instagram and Twitter.

THE RESULTS

The campaign resulted in a variety of influencer content with many mentions of the Pork Farms brand, National Board Games Week and the British board games championship.



165,337

Combined social reach
of the influencers we
worked with



20

Blogs/Vlogs published



6,050

Views
on related vlogs