

PORK FARMS

BOARD GAMES CHAMPIONSHIPS



THE PROJECT

Pork Farms is the leading pork pie brand in the UK, with an 86-year heritage in producing pies to a traditional recipe, using only British pork. To celebrate the brand's credentials as a classic British snack, Pork Farms launched the first ever National Board Games Week in 2016, and has been running the Board Games Championships in micropubs across the UK for the last two years.

Pork Farms was keen to get people taking part either at home, or in their nearest micropub, so tasked us to help spread the word by getting key parenting, lifestyle and board games influencers involved across the UK.

We invited parenting influencers to hold their own family board game nights, and sponsored selected influencers to attend an exclusive board games night during National Board Games week. During the event, influencers battled for the crown of 'Blogger Board Game Champion', talking about their experience through their blog and social media platforms throughout National Board Games Week.

THE AIM

To spread awareness of the National Board Games Championships and drive participation both at home and in micropubs across the UK.

THE RESULTS

For the last two years we've successfully achieved broad awareness of the Board Games Championships, encouraging participation amongst families and pub-goers across the UK.



269,740

Combined social reach



17

Pieces of high-quality coverage



116

Family pack downloads



80

Micropub sign ups