

glenisk
for an organic Ireland





Who are we?

- Innovative, family-run, organic dairy, committed to sustainability
- Organic Certification from IOFGA (IRL), Soil Association (UK); BRC Accreditation
- Organic FDP Market Share of 87%
- One of Ireland's Top 100 Brands (Checkout, Annual Survey, August 2010)
- Winner of multiple business, food and environmental awards, including SFA National Business Award, BB Environmental Enrichment Award, BB Making a Difference Award, Green Product of the Year; Repak Award for Outstanding Practice etc.





Marketing Approach

- Glenisk is market leader in organic dairy and has doubled market share in total FDP.
- Scores highest favourability rating in category
- Traditional marketing routes remain important including advertising, PR, sampling, sponsorships and price promotion
- Digital is becoming increasingly important as we look at on-line marketing, social media, apps etc.
- Focus on identifying low cost marketing initiatives that deliver value and help improve brand awareness and affinity
- Examples include Partnerships and On-Pack Promotions providing added value to customers:





Case Study: The Glenisk Tune Challenge

A marketing initiative that integrated TV, Radio, Online and PR.



Our Award Winning TV Ad was scheduled to go on air from March 2011. To generate advance publicity, we launched a search amongst up and coming Irish musicians to create a track to accompany the Ad. The promotion was driven through Facebook and via a six week media partnership on Today FM.



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The Outcome:

- Our search for up and coming Irish talent reinforced Glenisk's Irish provenance.
- We received more than **700** entries for the competition.
- Our Facebook Fan Base **doubled** in size.
- We delivered 90 minutes plus of national air time on Today FM. Value in excess of **€130,000**
- Achieved in excess of **25,000** Youtube views for our TV ad online ahead of ad airing on TV.
- Achieved national and local PR coverage to a value in excess of **€50,000**
- Supported a sales uplift of **35%** when the ad aired
- Finalist in **Social Media Awards 2011**
- And

Glenisk Dairies launches new innovative music campaign

KILLEIGH-BASED firm Glenisk is offering musicians a chance at the big time - with the opportunity to have their music aired on prime time radio and TV. The award-winning, family-owned organic dairy is seeking a music track to feature on their TV advertising campaign, airing from March 2011. The competition is being run in conjunction with The Ray D'Arcy Show on Today FM. In addition to the prize of exposure, the winning act will receive a payment to use the music in their next ad.



MELODY MAKERS: Ray D'Arcy and model Lynn Kelly launch the Glenisk Organics competition to find a band to provide the music for Glenisk's next ad. See facebook.com/GleniskOrganic Picture: Mary O'Sullivan

Glenisk's Tune Challenge enter & win!

ENTER WATCH AD

In association with TODAY fm

Glenisk is on the hunt for a great piece of music to accompany our TV commercial in 2011. If you've got a killer track that's just waiting to be heard by an audience of millions, this could be your big break...

...the search is being run in association with The Ray D'Arcy Show on Today FM.

Whatever your music, be it instrumental, acoustic, a capella, with lyrics or without, if you think it would work with our TV Ad we want to hear from you. To be eligible, you MUST OWN ALL THE RIGHTS to the piece of music you're submitting and you can view the terms and conditions [here](#).

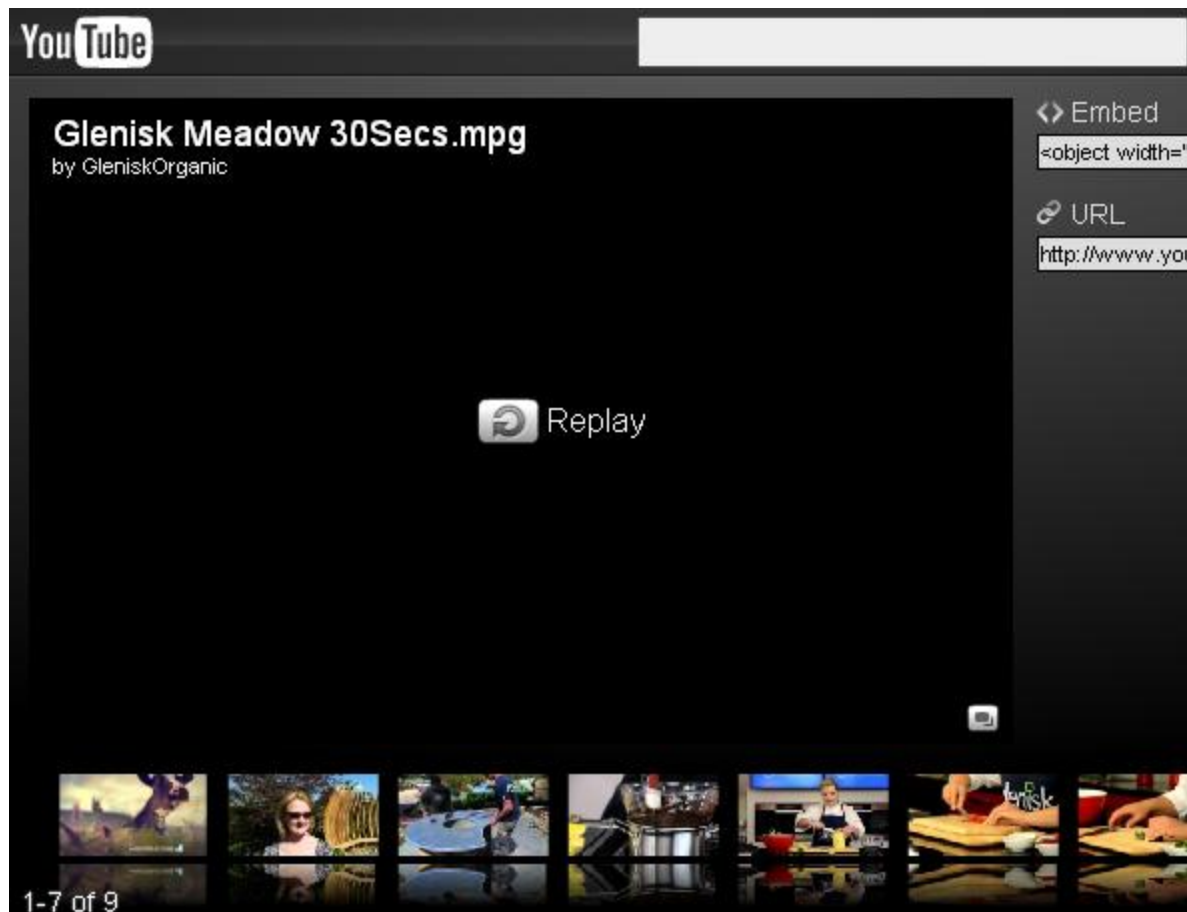
Entries must be submitted by 4 February and the shortlist will be announced on 11 February. The final decision will be announced live on Today FM on 18 February 2011. The judging will be by a panel and the judges' decision is final.

[enter the competition here](#)





... Delivered a great tune to accompany the TV Ad:





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www.facebook.com/GleniskOrganic



www.youtube.com/user/GleniskOrganic