

Bord Bia Bloom 2024

Communications

BORD BIA
Bloom



The purpose of Bloom?

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Bloom





Promote the best of Ireland's horticulture, food and drink

Bord Bia Comms Team

Our Role?





Drive attendee numbers and ticket sales



- **BLOOM DELIVERS A GREAT DAY OUT**

- **BUY TICKETS TO BLOOM**

Media Plan Advertising & PR

BORD BIA
Bloom



		Dec	Jan	Feb	Mar	Apr	May	June
Earned Owned								
	Press releases	Xmas Gifts	Postcard Gardens	Mother's Day	Long Lead/diary	C' Talent / Regional/ Food	General national release	Launch/ Medals
	Media launch						Photocall	
	Organic SM							
	Ezine			Valentine's Day	Mother's Day	Easter Earth/Day	Bloom highlights	Opening Day
	Influencer				Insta Q&A	Daffs	X	X
	Ambassador				X		X	X
Paid								
	TV Spot Buys							
	Sky Adsmart							
	BVOD							
	Radio							
	Digital Audio							
	Social							
	VMS Partnership							

RTÉ - Bloom Media Partner



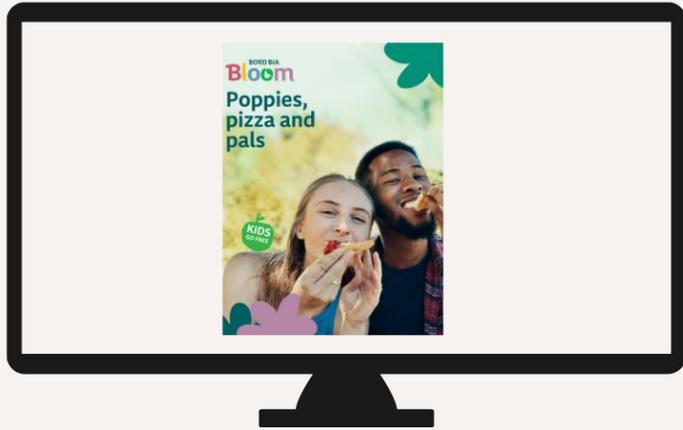
The impact of Consistency

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Consistency

- The Bloom messaging will be consistent across all touchpoints.
- A unified brand identity presented across social media ads, direct emails, radio ads, influencer activity, etc.



“Bord Bia Bloom is back! I am getting excited for poppies, pizza and pals in the park!”



“Get ready for lilies,
lemon tarts and
laughter!!”



Influencer
activity



PURCHASE!



Digital Audio

Super Garden
Spots



Friends
engaging
on SM



Sign up to newsletter



Social Media

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Social Media

#BordBiaBloom

@BordBiaBloom

Promoting your brand at Bloom

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First up!

Please complete the PR/activation form

***This includes a consent box for Bord Bia to use
imagery and details**

Think about angles

The Build Up & behind
the scenes

Feature theme or trend

**THINK
OUTSIDE
THE
BOX**

Human Interest
Stories

Charity connections

Personalities - is there
a story to tell?

Product launches

Company
milestones

Sustainability - what's
happening post show?

New research or survey
findings

Numbers / Facts /
Figures

Celebrity Ambassadors

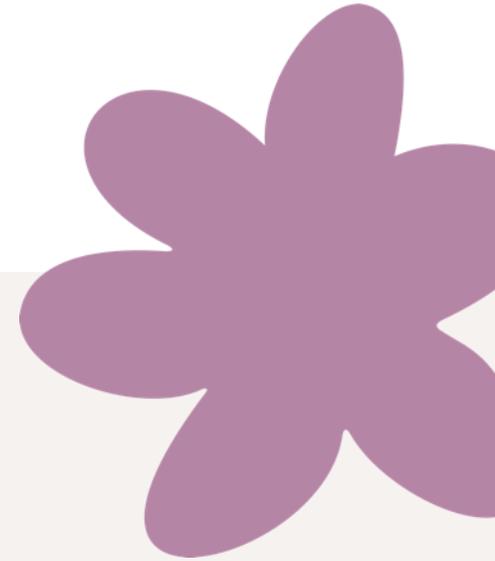
Sponsored Content

World Record Attempts

User generated content

Some watchouts...

1. Start planning now!
2. Tickets / passes for media / accreditation 15th April
3. Influencers at the show
4. Press office for working media
5. 'Just one quick picture....'
6. Competition winners - be warned!
7. No VIP gate
8. Marketing V News



Stay in touch

SponsComms@bordbiabloom.com

Thank You

Go Raibh Maith Agat

