

Success Story

# Taste of Bath

**20 immediate meetings from targeted campaign**

## Meet the client

Taste of Bath creates foodie packages and memorable gifts using the best local produce created by artisans within 25 miles of Bath.

## Objective

As a new venture, the Taste of Bath team were keen to hit the ground running. They approached us to develop a launch campaign and drive sales of Taste of Bath hampers to businesses in Bath.



**20**

Immediate new business meetings with attendees following the event

The Monday after the launch event, Helen told us:

I can't get around the new business meetings quickly enough!

**Helen Rich,**  
Managing Director,  
Taste of Bath



## Solution

We started with an in-depth workshop with Taste of Bath to discover what sets it apart from the competition. We then developed creative concepts and hooks for the launch campaign. 'Lifting the lid on Bath's best kept secret' was the campaign hook and a series of email campaigns were designed and sent to the newly researched database of Bath's business owners and leaders.

Identifying the right people and targeting them with the right offer proved very successful.

As you walked up the stairs to the networking launch event at the Apex Hotel in Bath, the buzz from the throng of people inside was fantastic.

The owner of a renowned jewellers in Bath commented "Looking at who is here tonight, **I had no idea that the Taste of Bath was so well connected.**"

# Over 150

Business owners/directors who were not previously connected with Taste of Bath attended their event