

THE MEAT-TING PLACE

- Brief** The Meat-ting Place is an organic butcher and produce supplier with two outlets in QLD. Their brief was to create an awareness campaign for their organic butcher area of their business and communicate the reasons for trying organic.
- Campaign Objectives** Increase awareness of The Meat-ting Place being the only fully certified organic butcher in QLD. Increase footfall and sales.
- Insights and Solution** The stations and client knew they could educate the consumer about what they could be exposing themselves to by not buying certified organic meat as well as highlighting the superior taste and quality of organic meat.
- Results** There was a 5% increase in sales during the campaign period in comparison to the same time the year previous. The client signed on again with 4BC for another campaign for Christmas.



Station
4BC, Brisbane

Campaign type
Branding

Promotion timeframe
3 weeks

Target market
25-39 years, 40-54 years,
55-64 years, 65+ years

“We have had an enormous amount of feedback from both old and new customers saying they have heard the ads and they are extremely informative and this is why we have signed up with 4BC again - our business has grown, we can see that advertising has increased our business.”

Owner, The Meat-ting Place