

# Silencing the Competition with Forest Garden

## TASK

Forest Garden is the UK's leading manufacturer of garden timber products, including sheds, fencing, furniture, gazebos and planters.

We have been working with the company since December 2016 when we were appointed to handle the consumer and trade launches of its brand new range of products for 2017 and beyond.

One of these products is the Decibel Noise Reduction Fence Panel, that is uniquely designed to reduce unwanted noise in the garden by as much as 30 decibels. It is the first affordable, DIY panel on the market that can make irritating sounds such as barking dogs, noisy neighbours and road traffic up to eight times quieter.

Our task was to launch this innovative product to the media, and we did this through a press day and live demonstration held at the impressive Chelsea Physic Garden in London.

The main aim was to demonstrate the effectiveness of the product, so that the media could see the fencing for themselves and understand the technology behind it. We wanted to present this exciting new product in the best possible light in order to generate maximum coverage and create a buzz around this innovative design.

We also proposed the following objectives

- Secure as many attendees to the press day as possible, from a wide range of media sectors including lifestyle, gardening, women's interest, environment, garden retail and housing development
- Get people talking about the Decibel Panels in print, in person and online/social media
- Generate social media content, including a YouTube video of the press day and demonstration
- Carry out follow up activity by gathering feedback from attendees about both the product and the success of the day and informing those who were unable to attend





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## ACTIVITY



We decided to hold the press day at London's Chelsea Physic Garden and invited a number of key journalists and bloggers. Known as London's Secret Garden, this small green space is packed with unique and

unusual plants and made the perfect, tranquil backdrop in which to present an exciting new garden product designed to make time spent in the garden more peaceful.

We made sure that the day ran smoothly by planning talks from both Forest Garden's CEO and Product Manager – ensuring that the key messages were presented clearly; how the product works, why it is unique and why it is important in consumers' increasingly noisy, busy, suburban lifestyles.

This was followed by a live demonstration, using a sound machine on one side of the fence and a Decibel Meter on the other, measuring the difference in noise levels. We wanted journalists and bloggers to be able to see the quality and functionality of the product up-close, and be able to ask any questions.

A three-course lunch followed, and guests had the opportunity to explore the beautiful Chelsea Physic Garden, before leaving with a Forest Garden goody bag and press packs containing all the necessary product and company information.



## RESULTS

We achieved more than 29 pieces of coverage across the range of target publications, reaching an audience of more than nine million people.

Some of the highlights included

- National coverage in The Daily Mail, The Times and The Sun
- Consumer magazines such as BBC Gardeners' World and Your Home
- Key trade publications including Horticulture Week

Coverage was split between 37% consumer and 63% trade, with a third of all coverage appearing online.

Social media content based around the new product also received interest and garnered an organic reach of more than 10,000 unique users.

Many of the journalists who attended provided us with feedback about the day, saying it was well worth the visit.

