

Re Elming The British Countryside

The task

ULMUS *New Horizon* is an Elm Tree that has been specifically bred to resist the ravages of Dutch Elm Disease that virtually wiped out the native population of English Elms in the late 1960s and early 1970s. When the tree became available for sale from Hillier garden centres, Paskett PR was tasked with developing a media campaign to spread the word.

The activity

Graham Paskett created the concept of a campaign to be launched at Chelsea Flower Show called Re Elming The British Countryside. The launch had to be delayed until sufficient stocks of the tree were available and this took place on press day at the 2019 show. Additionally, the first major planting of ULMUS *New Horizon* was organised by Graham at the National Memorial Arboretum in Staffordshire in the Autumn of that year and the tree is now available at a variety of outlets in Britain.

The results

The campaign generated nine articles in national print newspapers, three features on the BBC, 12 articles in consumer magazines and 22 pieces in trade publications. Titles covering the story included: The Times, Mail Online, Metro, The Mirror, English Garden, Hort Week, The Sun and The Express. "The launch at Chelsea was a phenomenal success," said Graham.

