

# Marking the 25th Anniversary of Nemaslug

## The task

How do you celebrate the first quarter century of a brand of slug repellent – and in a period of national lockdown to boot? Luckily the Paskett PR team knew that this wasn't just any product – there was a fascinating story to be told. The objective was to promote BASF's brand Nemaslug, helping to improve name recognition and to drive sales in the absolutely key first few months of 2020, when slug activity was likely to be at its peak in all our gardens.

## The activity

Nemaslug is part of BASF's Nemasys range of organic, nematode-based products. Nematodes are microscopic multi-cellular worms, found naturally in the soil (in fact there are thought to be over a million different species). Each species has its own specific target prey, meaning it will only attack a particular pest. This is environmentally friendly pest control at its best and nematodes now account for a quarter of all slug control in our gardens. The Paskett team interviewed the R&D team at BASF's factory in Littlehampton (the only nematode growing facility in the UK) and uncovered a world of fascinating facts about these tiny creatures. Nematodes, it turns out, have not only been to space – they survived the Columbia space shuttle disaster in 2003. There are 60 billion for every human on Earth and they are found everywhere on our planet, from deep under water to the top of the highest peaks. A unique species has even been discovered on a beer mat. The interviews were developed into content for a 12-page booklet.

## The results

The launch of the booklet was handled as a desk exercise, given the restrictions on movement in place at the time. A press release accompanying the booklet highlighted ten big (and surprising facts) about nematodes, the tiny workforce in our gardens. The Press Association produced a syndicated feature based on the content and it was used widely in dozens of regional newspapers. In addition, national columnists, plus the influential BBC Gardener's World magazine, all discussed the benefits of nematodes. In April alone, more than ten million gardeners read about nematodes and Nemaslug in newspapers and magazines. An accompanying social media campaign featured quirky facts and figures about nematodes throughout April.

To read all about nematodes [CLICK HERE](#)

