

Prelude

DON Smallgoods is one of Australia’s largest smallgoods manufacturers, synonymous with ham, bacon and other smallgoods Australia-wide. Coinciding with the mid-year back to school period, DON launched its new packaging design for its family range of sliced meats to improve stand-out on shelf from competitors, with the opportunity to leverage lunchtime and bring excitement back to the category.

Mkt. Communications was engaged to support DON Smallgoods on a project basis to spread awareness of the brand’s family pack range by inspiring back to school lunchbox ideas via a varied communications approach.

Stories told

As DON’s PR and communications partner, Mkt. executed a strategic PR campaign to support the launch of the new family range by generating positive media and influencer coverage.

To elevate press office activity, Mkt. engaged with nutritionist Susie Burrell to assist with media outreach, using her expertise to share lunch box tips and recipes to inspire lunch box creations. Media wins were achieved across a range of parenting and lifestyle online publications, raising awareness of the DON family pack range.

Mkt. also worked on a strategic influencer relations program to forge authentic collaborations, introduce followers to the new range and generate positive coverage through a two-part influencer campaign. Mkt. developed a paid influencer strategy whereby influencers participated in the #DontDoLunchWithoutDON challenge to create the ultimate lunch. This not only helped to inspire parents but also raise awareness and funds for charity partner Foodbank Australia.

Mkt. also engaged with influencers on a contra basis sending out a tailored DON kit to help create lunch boxes to a list of parenting and food influencers. This included branded items, assets created using Susie Burrell’s tips and DON samples, encouraging social sharing and positive social media coverage with many people recreating the recipes provided.

Happily Ever After

- The stories we’ve told: 4
- The social posts shared: 165
- Those who have read our stories: 145,926,485
- Coverage highlights:
 - Olivia White
 - Chantelle Ellem
 - Mel Watts
 - Real Dads of Melbourne
 - Hannah & Clint Amos
 - Sarita Holland
 - Mums Delivery (online + social)
 - Daily Mail
 - Better Homes & Gardens
 - Rebecca Little
 - Debbie Grah
 - Erin Taba
 - Rosie Harris
 - Emma Fletcher
 - Jacci Kelly
 - Natalie Sullivan

