



Nurturing
Birmingham's
Creative and
Marketing Talent.

B-Hive Competition Brief

Date: January 2011

Campaign: Eat Birmingham

Category: Advertising/Creative

Please note: this brief has been developed for the B-Hive project and whilst the city of Birmingham has strong aspirations for developing its gourmet credentials, the aim to be a gourmet capital by 2012 is only valid for the purpose of this competition brief.

1.0 Background/marketing situation :

Birmingham is a foodie haven, offering a diverse range of cuisine to suit everyone's taste. The city is known for its culinary excellence and talented chefs with local visitors but national perceptions are still low.

Birmingham's aim is to emerge as a top culinary destination. The perception survey carried out in 2009 highlighted that the perceptions of Birmingham had decreased as 'a city with great restaurants and bars'.

Birmingham is in the top flight of the UK's city-break destinations but still suffers from a perception gap (annual TNS Perception survey) compared to its closest competitors such as Manchester and Liverpool.

Birmingham does have a differentiated food offering compared to its main competition (Manchester & Liverpool). One of the USPs is that it's the only city outside of London to have three Michelin starred restaurants (Turners, Simpsons and Purnells). The city also offers a diverse range of cuisine, including the world renowned Balti Triangle.

Marketing Birmingham has created various food related campaigns for the national and international markets. The first food campaign started in 2005 and was called Birmingham Bites, which built awareness of the food offering available within Birmingham. 2006 saw the start of the Taste of Birmingham Event, an annual food and drink festival held in Cannon Hill Park. This festival, now in its 5th year continues to showcase some of the top restaurants and chefs within the city and the wider West Midlands region.

This brief focuses on developing a strategy for Birmingham to become a gourmet capital in 2012, building on the already established reputation of the food scene within Birmingham. The strategy now needs to look at how to propel Birmingham even further in establishing the level of culinary excellence on offer.

2.0 Objectives:

- Position Birmingham as a gourmet capital
- Communicate Birmingham's diverse culinary offerings
- Increase visitor levels from outside Birmingham – Wider West Midlands national and international
- Improve perceptions scores for; a city with great restaurants and bars
- Close perception gap between Birmingham and main competitors

3.0 Target audience:

The target audience covers:

Local: 1 mile (general population of Birmingham, especially couples and families)

Wider West Midlands: 2.6m from the city

National: London and core cities (Manchester, Liverpool, Leeds, Newcastle and Bristol)

International: Holland, Germany Ireland (key target markets for VisitBirmingham)

4.0 Facts

- Birmingham has 3 Michelin starred restaurants, which is more than any other city outside of London
- Birmingham has over 200 restaurants in the city centre, spanning 27 countries across the globe
- Birmingham is home to the Balti, with over 100 Balti houses
- The Balti Triangle area has around 50 restaurants
- Michelin starred chef Glynn Purnell appeared in the TV show Great British Menu
- Lasan Restaurant was awarded Gordon Ramsey's F Word Best Restaurant in 2009
- The Great British Eatery was awarded best Fish & Chip Shop in England 2010

Sources of information

- <http://visitbirmingham.com>
- <http://visitbirmingham.com/taste>
- <http://www.baltitriangle.com>

5.0 Single Minded Proposition

Birmingham, serving up the finest and most diverse dining in the UK.

6.0 What do you need to create

An impactful advertising campaign that covers, in particular, press and poster media. The judges will also be interested in seeing how the campaign works across all media platforms so think about the breadth of your idea and the various uses for it.

The level of finish is up to you but the judges will be looking for strong and original ideas, not a polished end result (although this isn't discouraged). It is important to show your thinking and the process you went through to arrive at the end result. Scamps, sketches and workings out are always looked at favourably.

7.0 Timings

- Entry deadline 7th March 2010 (option to have work reviewed if submit draft response by Feb 14th – you will then have until the entry deadline to make amends and submit completed response)
- All submissions must be made via the B-Hive website <http://www.bhive-creative.com/enter-bhive> (click on desired category then upload submissions – Word Documents and pdf files accepted)
- Shortlist announced 14th March 2010
- Presentations:
 - Mon 21st March Web Design
 - Mon 21st March PR
 - Tues 22nd March Graphic Design
 - Tues 22nd March Marketing
 - Wed 23rd March Advertising
- Awards Evening – Wed 23rd March