



[Daily Mail: Support Your Local High Street >](#)

UPFRONT

INTRODUCTION

INCREASED FOOTFALL – NOW WE COULD ALL DO WITH SOME OF THAT!

The Daily Mail has approached the Federation in relation to a week-long '**Support Your Local High Street**' campaign that will appear in the paper from Saturday 4th May. They are keen to help underline the importance of independent butchers in the local high street – something they feel very strongly about!

With the recent horse meat scandal and customer confidence in the supermarkets at an all time low this is a perfect opportunity for members to promote themselves during the BBQ season with sales of sausages, burgers, etc and reassure customers that their products are made by a trusted craft butcher.

The campaign would include a one or 2 day reader offer to drive people into butchers' shops incentivising them to spend more money.

The promotional offer will use a National Federation Of Meat & Food Traders token printed in the paper. Readers will cut out the token and present it to any participating member of the Federation to redeem the offer.



Daily  **Mail**

THE OFFER

£5 OFF WHEN YOU SPEND £25

1. Cut out token from paper
2. Check list of participating stores (list online and in paper)
3. Take token to store
4. Redeem offer



sample token

THE BENEFITS

- PROMOTION SEEN BY 4 MILLION ABC1 PEOPLE
- HEAVY PROMOTION ON FRONT PAGE, INSIDE PAPER AND ONLINE FOR NFMFT
- SIMILAR PROMOTIONS PROVEN TO SUCCESSFULLY DRIVE NEW CUSTOMERS INTO MEMBER STORES, INCREASE FOOTFALL AND BASKET SPEND, AND EARN REPEAT BUSINESS



WHAT DO YOU NEED TO DO? WELL... VERY LITTLE INDEED!

All you have to do is:

1. Agree to take part in the promotion (and agree to the offer)
2. Accept the newspaper tokens from consumers when they present them to you on the day of the promotion
3. Give the consumer the agreed discount as per the offer
4. Look forward to seeing them again soon!

The Daily Mail will create a website page on www.dailymail.co.uk where readers will be directed to find out their nearest participating butcher for the promotion. The list may also be printed in paper.



ADDITIONAL INFORMATION

This type of promotion typically gets consumers to 'try and then continue to buy' – the discounted offer often results in people trying a retailer for the first time (with the aim that, if they like it, they will come again).

The Guild of Fine Food and The National Association Of Master Bakers are also on board and will be joining in with the promotion providing offers as part of the week.

In order for this promotion to run, a good proportion of members will need to take part. If you think this promotion could benefit you then it's time to have a go.

To register interest just go to the Federation's website at www.nfmft.co.uk or e-mail info@nfmft.co.uk

Responses required by 8th April 2013



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Thanks >

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