



*Want to put more of  
what you produce here?*

*Richmond Towers*  
communications

Let us promote what you do best

## Why Richmond Towers Communications?

While you work from field to fork to get fresh produce onto consumers' plates, here at Richmond Towers we work from fork to field, putting the consumer front of mind to help boost your sales.

We have a proven track record in generating engaging, cost-effective marketing and promotional campaigns that are relevant to consumers and deliver the sales-focused results you need.

Our fresh, unique and creative ideas encompass a rounded marketing approach, from bespoke PR programmes to in-store promotions and everything else in between.

Backed by a 20-strong team of communications professionals, our fresh produce marketing is led by Laura Gould, ex-editor of the *Fresh Produce Journal*, food marketing specialist Nikki Thomson, director of Richmond Towers' dedicated food group, and managing director Rob Metcalfe, who has more than 20 years' experience in fresh produce promotion.



Consumer research

In-store activity

ON-PACK PROMOTIONS

EVENTS

PUBLIC RELATIONS

COPYWRITING & LITERATURE

ADVERTISING

DESIGN

Social media & online campaigns

CRISIS MANAGEMENT

▲ Our South African avocado campaign in 2009 generated over 120 million opportunities to see, with total PR coverage value worth more than £6 million. That's an impressive 1:94 return on investment.

► Our innovative media relations campaign for Pomegreat saw sales increase from 10,000 litres to 2.1 million litres a month.

▼ Our 2010 on-pack promotion for Pink Lady apples really caught the consumer's eye and generated an exceptionally high response rate of 7.8%.





Founded in 1930, Richmond Towers Communications is the UK's longest-established marketing and communications agency. We have more than 30 years' experience in fresh produce and generic promotion, having worked with clients such as:

- South African Avocado Growers' Association
- South African Apple and Pear Producers' Association
- Pink Lady
- The Mango Association
- Deciduous Fruit Producers' Trust
- Humber VHB
- The Greenery
- Capespan
- Australian Trade Commission (Austrade)/ National Food Industry Strategy
- Food from Sweden

Keep it fresh... keep it RTC

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