

Public Sector



CAMPAIGN BREAKDOWN

Banned Foods

Agency	93½
Client	Her Majesty's Revenue and Customs (HMRC)
Timescale	Now-March 2009
Budget	Undisclosed

The lowdown

Agency 93½ has been handed its first brief through the Central Office of Information to educate visiting Chinese people that certain foods cannot be brought into the country due to the contamination risk from foot and mouth and bird flu. These include meat and dairy products.

Why is HMRC doing his now?

This is part of a wider HMRC campaign targeting countries that have a strong culture of bringing food into the country, which results in the food being seized at customs.

Who is being targeted?

The Chinese student population and tourists.

The tactics

With partners based in Shanghai, Beijing and Guangzhou, 93½ will handle a PR campaign in China and the UK that will take an educational tone and steer clear of 'finger-pointing'. Activities will include a TV show in China that will show how a wide variety of Chinese food is available in this country.

Chinese food

Widely available



What else?

As the Chinese student population gets most of its information from the internet, there will be a digital campaign targeting blogs. Also, 93½ will be working with Chinese travel agencies to include information in visitor packs on restrictions. Agents who help students move to the UK will also be targeted. 93½ will also be dealing with the daily and evening newspapers.

Any potential downfalls?

Current sensitivities between the UK and China means that 93½ has to be careful not to seem as though the British Government is criticising the Chinese.