

Scotch Lamb for St Andrew's Day

This St Andrew's Day, we're showcasing Scotch Lamb as the perfect meat to celebrate the occasion – activated through a variety of media and channels:

PR & Influencer

Collaborations with influencers relevant to our core target audience - including adventurer [Andy Torbet](#) and mum-fluencer [Tatyana](#) - with agritourism and Scotch Lamb PGI content on farm.

Grassroot influencer activity concentrated around highlighting the interesting and different ways Scotch Lamb can be enjoyed this St Andrew's Day.

Industry video to be released in collaboration with industry influencer [The Sheep Game](#).

Press release to be shared with nationwide press in early November to highlight key activity supporting the campaign.

In Schools

Recipe cards for 189 schools (number to date) with 25,000 portions of Scotch Lamb being cooked and served by pupils - adding a practical educational element to the Scotch Lamb for St Andrew's Day campaign.

Development of two Scotch Lamb recipes for use in schools: [Oaty Scotch Lamb Burgers with Minty Cucumber Relish](#) & [Scotch Lamb Wrap with Squashed Garlic Peas](#).

Short social media videos showcasing the recipes created.

Pupil's worksheet for theory lesson on Lamb for St Andrew's Day & lesson plan for theory lesson on Lamb for St Andrew's Day.

Paid/Social Media

Highly targeted digital, Facebook & Instagram adverts featuring Scotch Lamb PGI recipe inspiration with a lifestyle connection - running from 22nd - 30th November in the lead up to St Andrew's Day.

Supporting organic social media content which highlights the suitability of Lamb for St Andrew's Day, promoting Scotch Lamb PGI in an appropriate and targeted way to our core audiences.

Butchers/Retail

Recipe cards and digital assets created and supplied to members of The Scotch Butchers Club, assisting their support of the campaign.

Special Buy leaflet feature and on pack stickers on 10,000 lines in Aldi.

