

Bloggers with attitude

In a rapidly evolving media-world, it's vital that your communications keep pace with how consumers are receiving their information.

Tapping into social media is one of the major new challenges faced by PR practitioners and something we have worked hard to harness for our clients' brands.

One example is our social media campaign for TruFree, one of the UK's leading wheat and gluten-free food brands.

Research shows that coeliacs, and people exploring the possibility of following a wheat or gluten-free diet, will often use the internet as their first port of call for information and advice. The growing use of blogs also means that people are increasingly sharing advice and experiences online.

To help TruFree reach these people we created space on the brand's website for coeliacs and IBS sufferers to write blogs about their day-to-day experiences. These have now become popular and attract high levels of web traffic and comments each month.

We also make sure other influential bloggers receive information and samples of new products, allowing them to keep their audiences informed of new developments.

See our blogs for yourself at www.trufree.co.uk/blog



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk