

Local authority wide publicity campaign, using traditional media and new technology

We used telephone boxes and other public advertising spaces to display posters about free school meals, and went to public events and schools to share information and produced some branded merchandise. We also used Bluetooth technology to tell people about free school meals via their mobile phones.

We located two Bluetooth broadcasting devices, belonging to the City Council, at big supermarkets known for their high footfall and broadcast a message about free school meals for four weeks straight after Christmas. Each device, can broadcast to 30-40 phones simultaneously and is small, unobtrusive and simple to use. The message reached 34,703 phones and was accepted by 11,034 recipients, by far our most successful campaign using this technology to date. Costs were kept to a minimum as there are no additional costs to broadcast or receive the message.

Baljit Dhillon, Principle Marketing Officer, Wolverhampton City Council

For more information about this innovative initiative:

<http://www.childrensfoodtrust.org.uk/case-studies/wolverhampton-city-council>