



Marketing Services, Imagery & Creativity

Primary promotions what works well?

A mix of curriculum, fun and media events are the recipe for a successful promotional campaign in Primary schools. Everyone benefits; the school by linking lunchtimes and lesson subjects, pupils by adding interest to lunchtimes and parents by introducing their children to new flavours and foods.

Top Tip: Planning is key to any marketing initiative, what we have found is that looking at budget, what wants to be achieved and the time scales in the planning stage does increase the success of the campaign.

Using promotional toolkits can save on budget as well as making sure the marketing will be sustained throughout the year and not sporadic. This planned approach will also leave everyone free to do their day job; catering teams will only need pre-empting before each theme.

In Lancashire they found including a year planner acted a marketing calendar allowing them to add other important information on there as well.



With any campaign it is important to evaluate, at Salford schools complete a feedback form for each theme and include the additional numbers gained. This really encouraged the catering teams to run the promotions as they could see how many more pupils were staying for a meal on the special days. It showed them the extra effort was really worth it.

Top Tip: You can add value to some of the promotions by including activity sheets and stickers with some of the themes.

In Birmingham, they included a one of the items every other promotion. This gives pupils the opportunity to possibly win a prize or just claim their sticker to show they have been part of a fun day.



Take the time to decorate the servery. We find the younger customers are attracted by themed decorations, coloured bunting, balloons and pictures etc. If you have the budget it is an excellent way to get additional meal numbers.

It does work ...

A school in Cheshire has been using a planned promotional pack for a number of years with great success.

The catering manager said, “We have been using a promotional toolkit for a number of years now and have seen our meal numbers grow. It has improved my relationship with the school and the head teacher as we are working together to make lunchtimes an important part of the school day.

Running regular promotions has helped us get new customers, people that had previously stayed a few times a year have now become regulars. You will still get a group of customer that will only stay for a promotion so running one a month really helps.

The staff really enjoy running promotions too. It allows them to be more creative with menus and the presentation of the food. They enjoy dressing up the serving areas and themselves, they love seeing the look on the children’s faces when they come into the dining room.

They interact more with the children as well, running a promotional campaign improves relationships all round.”