



ALLEGRAVITA

北京乐微塔营销咨询有限公司

PR & STRATEGIC COMMUNICATIONS

FOR CHINA AND THE WORLD

公关传媒·专注中国·服务世界



Royal Agricultural Society of NSW

The Royal Agricultural Society of NSW (RAS) has been an influential force in the direction and development of Australian agriculture through competitions, education and events since its foundation in 1822. The RAS is a not-for-profit organisation committed to supporting agricultural development and rural communities in Australia.

Allegravita was appointed by the 190-year-old Royal Agricultural Society of NSW (Australia) to advise, guide and help execute their first-ever export development mission.

OUR PLAN:

Staged at the Hong Kong Food Expo in August 2012, the RAS' historic undertaking benefited from Allegravita's China and Hong Kong strategic planning, all brand localization, all tri-lingual copywriting in English, Mandarin and Cantonese, all visual design of printed and booth collateral, all media relations, all PR, and all supplier management.

IMPLEMENTATION:

Allegravita's tri-lingual media release resulted in 46 positive news stories across the region and successful presentation of premium fine foods from 8 Australian producers, hand-picked by the RAS for their award-winning quality and export-readiness.

CASE STUDY: ROYAL AGRICULTURAL SOCIETY OF NSW



Headquartered in Sydney, the non-profit RAS was established in 1822, and received its Royal charter from Queen Victoria in 1891. The RAS has been an influential force in Australian agriculture for almost two centuries.

RESULTS:

The RAS described Allegravita's support package as "invaluable" and has retained Allegravita for an expanded role in taking the Sydney Royal brand to the world.

"Thanks again for your usual efficient, creative and professional service from your team."

—George Davey, AM, Director of Trade and Development

"An extremely positive response within such a short lead time."

—Philippa Lampe, Manager Media & Public Relations

"A big thank you for all of the support, assistance and advice that you gave me and the RAS for this mission, it was invaluable."

—Tara Riches, Wine Dairy and Fine Food Coordinator

