



A
recipe for a
successful
comms
campaign





Dom Lane

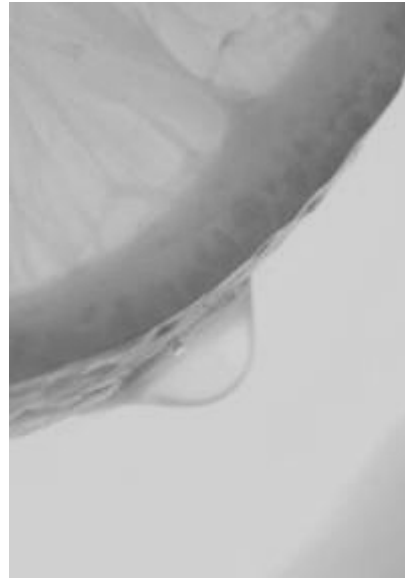
Bray Leino





Story
Relevance
Audience
Medium
Ingenuity





Story

one packet

- Find the essence
- Strip away the facts
- Find the one thing no-one else owns

MOO'ARRR!

Scientists: Cows have regional accents

Somerset cattle are said to speak in a West Country tongue. And this farmer says he's herd it for himself...

EVERY time the standards of a language are raised, it may have passed to be a variety that is distinct from the original. In the West Country, Somerset, Devon and Cornwall, it is said that their cows have a distinct 'local' accent.

Mooo-aargh. You mean 'umans 'ave accents too?



spoken by our parents, so the same could be said about the West Country cow moo."

Farmers say it is down to a close Green, and a lot of deft-drawl, farm-ers and



Levy
ve one word in hulary and it's a ble at that. die their limited oral skills, cows 'moo' in regional mers say. e West Country have oning with a distinc- n'wong, prompting n the sound is more n 2000. acents have been ws in the Midlands, n's abound in 'Type 3 there are overtones English around the phenomenon has een noticed among which twicker in nts depending on f the country they ble with the bovine e cattle are believed f up their owners' i may even passing oer calves. al though some first- nembers of the West sious Cheddarmak- spend hours with nking sure they see 'moo' and playing d music. se is supposed to ounded. The local n'wong flavor, he group, Lloyd 2000, Somerset-

Cows with Brummie accents? Pull the udder one

peer group.' Dr Jeanine Treffers-Daller, reader in linguistics at the University of the West of Eng- them not responding to the new accent.' A study funded by the Forestry



by Robin Page

...the fact that the... it is to be... the fact that the... it is to be...

bm collection
New for Autumn
New for you
Just perfect
pages 128-131





Relevance

a pinch

- focus
- trends
- market



Sun health



Edited by **JANE SYMONS**
SUN HEALTH TEAM
Anicka Hammett,
Dr Keith Hopcraft &
Dr Carol Cooper

NO wonder Albert Sorensen falls on his face - that junk-food diet is a recipe for the blues.

Even if they're not banged off in a plot twist, their wretched intake of fruit and veg means they court heart disease and cancer.

Health campaigners monitored top shows for

a month and found Walford waffles such as Pat Butcher, below left, have the worst diet in soapland. Things are slightly better on the cobble streets of Weatherfield, where Lesene's bistro and Jerry's kebabs shop ensure a few greens get eaten.

The latest survey found the farming necessity of Emmerdale took into the most

balanced diet. The yaksels cut their risk of heart disease and cancer by eating six times as much fruit and veg as the city slickers from the south.

But The Woolpack regulars are stacking up liver problems, sipping 525 units of booze a month - nearly seven times as much as in the Queen Vic. Despite Phil falling off the wagon,

Corrie characters such as clean-living Eadie Walford, below right, are the least likely to skip breakfast, ensuring an active metabolism - the key to maintaining a healthy weight. Here Sun GP CAROL COOPER analyses the gory soap diets. For more tips on eating healthily, see sun.co.uk/our.com.



ARE YOU A FAT PAT or BLOOMIN ROSIE?

WHICH SOAP STAR'S DIET IS MORE L

EastEnders

PORTIONS PER EPISODE: Meat 1.6, Cereals, bread and pasta 32, Snacks 90, Units of alcohol 19.25, Fruit and veg 2.5, Soft drinks, tea and coffee 2.75, Puddings 66.25, Dairy 6, Takeaways 1.25.

Eating so little meat means folk are probably anaemic and feeling good all the time. If the blokes at the Queen Vic notice neighbours, it's soon likely they're being treated by low iron levels than the gorgeous Mitchell girls.

Dr Cooper says low iron may also explain why they're so fond of puddings. "With this sort of diet they'll be tired, quite depressed and reach for sugar for a quick fix."

"Constant snacking will lead to obesity and an increased risk of diabetes."

"And as they eat so many foods at all the tables, particularly those who drink and smoke, run a high risk of osteoporosis."

LOCAL HEROES: They would be healthier if they tucked into a few East End favourites, limited only one pint in Victoria A and B, essential for a healthy immune system. They're also a good source of zinc, important to sex drive and fertility. The red meat is pale and must be topped up. This intake will also mean they're the traditional "lumpy" but those those class vitamins C then strength and into the iron of alcohol - a combination that means resistance their absorption.

MONDAY: PLUMBERS AND QUALITY (11.30am); HOT COPES AND BYTES WITH DRINK (12.30pm); GUNCRIMERS AND THE CALLER (1.30pm); DRINK AND BURNING (5.45pm); STREET ONE

EMMERDALE

PORTIONS PER EPISODE: Meat 1.85, Cereals, bread and pasta 3.5, Snacks 4.67, Units of alcohol 67.5, Fruit and veg 8.83, Soft drinks, tea and coffee 13.33, Puddings 4.67, Dairy 2.17, Takeaways 0.

Yuck! While their waffles that takes away laden with artery-clogging saturated fat don't feature in the Dales' dinner habits.

"Ask locals support neighboring farmers by making sure a sausage-basting new servings of fruit and veg in every 30-minute episode."

"But all that good work goes down their gullets along with the beer when they get to The Woolpack."

"They're drinking an average of 67.5 units - including 10oz of beer, 10oz of wine, four bottles of whisky, and shots of sherry and liqueurs."

Dr Cooper says, "Alcohol is often a big problem, in rural communities because there is no little to do, one pint because the stress of people's work life."

"It's quite stressful being a farmer and there is a high risk of alcoholism."

LOCAL HEROES: Yorkshire pebbles is a rich ginseng cake that really is as good as it seems. It's made with natural wood has been shown to help lower cholesterol and the ginger is a natural tummy soother.

WHO WINS THE BATTLE OF TV'S DODGY SOAP DIETS?



Corrie AND CHIPS

Corrie characters such as clean-living Eadie Walford, below right, are the least likely to skip breakfast, ensuring an active metabolism - the key to maintaining a healthy weight. Here Sun GP CAROL COOPER analyses the gory soap diets. For more tips on eating healthily, see sun.co.uk/our.com.

EastEnders

1.6 Meat, 32 Cereals, 90 Snacks, 19.25 Alcohol, 2.5 Fruit and Veg, 2.75 Soft Drinks, 66.25 Puddings, 6 Dairy, 1.25 Takeaways

CORONATION ST.

1.85 Meat, 3.5 Cereals, 4.67 Snacks, 67.5 Alcohol, 8.83 Fruit and Veg, 13.33 Soft Drinks, 4.67 Puddings, 2.17 Dairy, 0 Takeaways

Emmerdale

1.85 Meat, 3.5 Cereals, 4.67 Snacks, 67.5 Alcohol, 8.83 Fruit and Veg, 13.33 Soft Drinks, 4.67 Puddings, 2.17 Dairy, 0 Takeaways

DAILY Mirror

THE Sun

CEREAL OFFENDERS

Grim diets of our TV soaps

By LAURIE HANNA

IT'S no wonder our TV soaps are

fruit and veg, but they also drank in the busiest pub.

Bar staff were kept busy at the Woolpack as they served 525 units of alcohol - nearly seven times more than the Queen Vic.

Anthony Levy, of eatincolour.com which tracked the shows, said: "We all know a balanced diet can help us be happy. Maybe Ian Beale should offer free peas with his fish and chips."

L.hanna@mirror.co.uk

FANCY A PIE? Enders' Ian

AVERAGE PORTIONS PER EPISODE	EastEnders	Coronation Street	Emmerdale
Meat	1.50	4.25	1.33
Cereals, Bread and Pasta	32.00	12.50	5.50
Snacks	90.00	5.25	4.67
Units of Alcohol	19.25	77.50	87.50
Portions of fruit and veg	2.50	6.00	9.83

DAILY STAR

Portions of fruit and veg	10	24	59
Soft drinks, tea and coffee	11	184	92
Puddings	241	4	28
Dairy	0	27	13
Takeaways	5	3	0



Audience one bunch

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- Understand their evolution
- Know what they consume



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- snout to tail

WEST COUNTRY

FARMHOUSE CHEESEMAKERS

[Click here to watch the YouTube time-lapse video]



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Why are we so obsessed with boring things on the internet?
g2

Cheddarvision is toast of the web

THE website www.cheddarvision.tv has proved to be a real winner with viewers across the world.

Since its launch on January 1, 2006, a staggering 280,000 visitors have logged on to the award-winning website to watch a time-lapse video of the cheddar-making process.



Reality TV not to your taste? Try cheddarvision

Steven Morris

It is a restful, undemanding sort of reality TV. Tune in and you are greeted with an image of a round of cheddar cheese, sitting on a shelf at a Somerset farm beside a clock ticking off the days, hours, minutes, seconds and milliseconds. Then you simply sit back and watch as the cheese matures. At the moment it has a soft white cloak of mould. When it reaches full ripeness, in nine months time, it will be more of an old gawstone grey.

Celebrity Big Brother or The Apprentice it is not, but this subtler sort of reality TV has already attracted the best part of

half a million "hits". And this morning as many as 50,000 cheddar aficionados are expected to be glued to their computer screens for a highlight, when the webcam focused on the cheese beams live pictures of its first quality test, as the cheese is prodded, sniffed and nibbled at.

The cheddarvision.tv website is the brainchild of West Country Farmhouse Cheesemakers and their PR people—who also brought the world the idea that cows from Somerset moo in a West Country accent, an unlikely tale that captured the imagination of the UK last summer.

The cheddarvision site has proved even more popular. A company spokesman, Dom Lane, said: "It has really taken off.

We've had people logging on from New Zealand to Iceland. This shows the entire process of what goes into making a good cheddar."

The cheese also has its own myspace site, where it has almost 500 friends.

Thus far the highlight of the cheese's week has tended to be Monday mornings, when it is turned over. But today's highlight is expected to break all records. It will feature the expert cheesemaster Tom Calver pulling out a core of the cheese, then sniffing and tasting it to check if it is maturing properly.

The test will also give a clue as to how it might taste at the end of the project, when it will be auctioned off for charity.

SAY CHEESE!

Blue veins. Mould. And a very distinctive odour. How this lump of Cheddar has become an internet sensation

by Harry Mount

Give credit card interest the chop

HSBC

15.9% APR

Int Drying? Sorry, Wrong Link. This Is Cheddarvision.

...the cheese is prodded, sniffed and nibbled at.

...the cheese is prodded, sniffed and nibbled at.



Ingenuity a sprinkle

- creativity with application
- qualify
- quantify





Voilà!

