



Cheeses of Europe | Leveraging Social Media to #MakeltMagnifique

Cheeses of Europe | Using Social Media to #MakeltMagnifique

CHALLENGE

Composed of French dairy farmers and cheese producers, the Cheeses of France Marketing Council (also known as Cheeses of Europe), embarked on a mission to bring the tastes of France to Texas.

OBJECTIVE

The Cheeses of Europe tour commenced to increase awareness of French cheese varieties available in Texas and many ways that Texans can incorporate the cheeses into their recipes and lifestyles. It was in this area that Pierpont was asked to increase awareness.

APPROACH

The key to elevating awareness is to first tempt the palette. That's why Pierpont created an experiential high-profile media tour with broadcast and print outlets and food bloggers offering wine and cheese pairings, information sessions and chef input on how to incorporate specialty cheeses into Texan diets and favorite southern recipes.

RESULTS

Everyone left in a state of cheese bliss and the *fromagers* called each event a huge success! Cheese's of Europe's #MakeltMagnifique was successful in its goal of bringing the tastes of France to Texas with the help of Pierpont's experienced public relations team.