



**Media Release**

**May 2011**

### **How Partnership Marketing Can Really “Spice Up” Your Business**

With the state of the global economy and consumers becoming increasingly savvy to traditional advertising techniques, businesses are needing to explore new ways to stretch their marketing funds to work smarter instead of harder.

Responding to this trend the Botanical Food Company, makers of Gourmet Garden fresh herbs and spices in tubes, have realised the power of “Partnership Marketing” in their 2010/2011 marketing campaign.

Through building on existing relationships and identifying synergies, Gourmet Garden have teamed with like-minded companies to deliver promotions and product offerings, all with the ultimate goal of benefiting the consumer.

Their largest joint venture was with fellow Sunshine Coast locals, Kim McCosker & Rachael Bermingham, authors of the best selling 4 Ingredients Cookbooks who produced a cookbook of 250 recipes all featuring Gourmet Garden herbs and spices. The “4 Ingredients with Gourmet Garden Cookbook” was then used as the mechanic for in-store promotions in Coles (Australia) and Sainsbury’s (UK) offering consumers the cookbook free when they bought any 2 Gourmet Garden products. The promotion resulted in record sales in both retailers and provided consumers with a tool to re-purchase Gourmet Garden.

The “partnership made in heaven” attracted the attention of Krishna Everson who featured companies in her Healthy Marketing blog (<http://healthymarketingguide.com/>) and provided the following four keys to successful joint ventures:

**1. Both partners win.** *This is very important. There needs to be a true benefit to all parties involved. It can't just be a client building activity for you. If you decide to approach someone to partner with you, go with a 'what's in it for them' message.*

**2. The customer wins.** *Genuinely. A dodgy discount won't get you far in the joint venture stakes. Sure, it's nice to get coupons, and they may get used, but the more value you add the better.*

**3. Leverage and exclusivity.** *Not only were Gourmet Garden and 4 Ingredients big winners. So was Coles. Huge leverage! And Coles gets to enjoy the exclusivity of the offer, which means they promote it. Who can you think of that could benefit their customers if you teamed up with someone and offered it exclusively?*

**4. Synergy.** *That means the partnership is far greater than the sum of it's parts. That is why the 4 Ingredients and Gourmet Garden partnership works so well. The synergy of teaming up in a way that takes simple and tasty cooking that is easy for busy mums to make, and good enough to serve at a dinner party, is pretty damn good!*



Gourmet Garden have also partnered with Tourism Noosa, Australia Zoo and Freestyle Escape to run a "Win a Food Adventure Holiday in Noosa" promotion which contributed to their online database growing from 5000 to 20,000 in the space of 4 months.

Further partnerships are in progress with RACV Resorts, Ingham's Turkey and Lindeman's Wines to share reciprocal offers to respective online databases.