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# Birmingham Food & Drink Festival

— case study





Just a thought;  
Birmingham Food & Drink  
Festival

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# Where we've delivered it...

## Birmingham Food and Drink Festival

Marketing Birmingham contacted us as they considered the potential for a food based festival in England's second city. Our role was to develop potential content and a structure for the festival which delivered Marketing Birmingham's financial and strategic objectives. To achieve this, we:

- Led workshops to fully understand the aims for the festival and drivers such as timings and budgets;
- Created a series of food, drink and restaurant festival concepts;
- Assessed each option based on its fit with financial and strategic objectives;
- Developed a host of creative content ideas;
- Developed proposals for the festival's staffing and financial structures; and
- Presented a delivery plan for taking the concept forward.

Our review of options culminated in a recommendation to deliver a 'fringe' style event which encourages the city's food and restaurant sector to lead content creation.

This option means Marketing Birmingham can oversee core events so their aims are met whilst allowing the sector to develop ideas that are authentic and creative.

Marketing Birmingham were "delighted with Why Not's work. They provided real insight into how to make the project work and came up with some great ideas around content and delivery, helping us develop proposals which will be unique to Birmingham"



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Thank you, Why Not get in touch:

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