



Press release

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BERNARD MATTHEWS FARMS PUTS £1.6M BEHIND THE LAUNCH OF BIG GREEN TICK

Bernard Matthews Farms is back on national TV for four weeks from the 1st November with its new healthier frozen range, '**Big Green Tick**', the brand's most significant new product introduction since the company relaunched earlier this year.

The latest phase in the company's 'Proud to Work at Bernard Matthews Farms' £3M communications campaign, the new commercial follows recent outdoor, press advertising and broadsheet inserts. With an investment of £1.6M, it is the company's highest-spending media burst in many years and the package also includes cinema exposure throughout November and December.

Like earlier phases of the campaign, the TV creative features employees from across the company, such as farming, production and commercial teams. As well as raising awareness of the new brand identity, it communicates the healthier product benefits of the '**Big Green Tick**' range and its great taste.

Set to the song 'It's a beautiful day', the commercial opens on a holiday campsite on a typically British rainy day. The campers are surprised by a convoy of Bernard Matthews Farms vehicles driving through the gateway to the campsite. Bernard Matthews Farms staff set up a marquee to shelter the campers from the elements and cook a delicious feast of '**Big Green Tick**' Drummers, Dippers and Steaks for everyone to enjoy.

The sign board mechanic used in previous Bernard Matthews Farms poster and press ads continues, with individuals proudly bearing key product messages about the '**Big Green Tick**' range such as 'British turkey born and bred', '100% breast meat', 'low in saturated fat' and, finally, the campaign sign-off 'Proud to work at Bernard Matthews Farms'.

The TV will be supported with further outdoor advertising, online activity and PR to highlight product benefits, encourage trial and drive traffic to the Bernard Matthews Farms website for further product information, and to download a free 'Little Book of Big Green Tick ideas'.

This is the first time the new Bernard Matthews brand identity and personality has been portrayed on TV. This burst of TV represents the third phase of activity in the recent campaign to demonstrate the brands intention to get back to basics, by taking great tasting food out to consumers and celebrating their British Turkey credentials. This is the first TV commercial in a series planned to continue next year when Bernard Matthews Farms arrives at other surprising locations.

Says Bernard Matthews Farms Marketing Director, Matt Pullen:

"The first TV ad in the "Proud" campaign helps reinforce the new brand identity but is primarily aimed at communicating the launch of our unique and exciting new **'Big Green Tick'** range in the frozen breaded category. We're confident that **'Big Green Tick'** fills a gap in the marketplace and believe it will bring new consumers to the brand and the category, and deliver incremental growth for retailers."

"The new TV ad continues the "Proud to work at Bernard Matthews Farms" idea with our own employees being the stars of the commercial. They all volunteered for the role, are looking forward to being seen in the nation's living rooms and most importantly are all 'Proud to work at Bernard Matthews Farms'."

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- Creative agency Isobel
- Media agency Initiative
- Consumer PR DSA PR

For further information please contact:

Annie Todd/Sana Van Dal

DSA Ltd

Tel: 020 7553 3700

Annie mobile 07961 388279

annie@dsapr.co.uk