



13 July 2007

## **BERNARD MATTHEWS SERVES UP £2 MILLION 'TURKEY FOR TODAY' CAMPAIGN**

Bernard Matthews is set to deliver a high profile marketing campaign for its Cooked Meat range with the launch of new TV and radio ads from the 1<sup>st</sup> August, part of a £2 million **'TURKEY FOR TODAY'** campaign. The brand has also joined up with Sharron Davies, Olympic swimmer and mother of three, to champion the new campaign through integrated PR, sales promotion and website activity.

Says Bernard Matthews Marketing Director, Matt Pullen: "We want to bring back the warmth and personality of the brand whilst making Bernard Matthews more contemporary and relevant to today's busy lifestyles. The new campaign will not only do this but we believe it will also help to restore people's trust."

### **Enjoy it on a Monday...**

The 30" TV ad, which runs throughout August and October, highlights the nutritional, low fat attributes of turkey, along with its versatility and convenience as an ideal meat for everyday eating occasions - from brunch, to lunch, to supper - for every lifestyle.

The ad opens and closes with a close up pack shot of Bernard Matthews Turkey Breast Slices. The label peels back to reveal appetising turkey recipe shots, as the words 'Enjoy it on a Monday' are sung to the catchy tune of 'Never on a Sunday' from the famous sixties film of the same title. Simple appetising dishes for each day of the week are featured to show the versatility of the product, and the ad closes with the voiceover line 'It's Turkey for Today'. The ad also carries key consumer reassurance and nutrition messages of '100% British breast meat', 'no artificial colours, flavours or preservatives' and 'only 3% fat'.

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### **Avoid A Deep Depression of Sandwiches and Rolls...**

National radio advertising will underpin the TV activity and drive frequency, with two executions on-air from mid August to mid October. The executions take the style of weather and traffic reports and both support the key messages of versatility, convenience and health benefits of Bernard Matthews Turkey Breast Slices and the convenience and great taste of our frozen family favourites including Golden Drummers, Mini Kievs and Turkey Breast Steaks.

### **Inspired Promotion**

Dovetailing with the advertising will be Bernard Matthews Little Books of Inspiration, launching in mid August with an on-pack promotion across special edition packs of Bernard Matthews Turkey Breast Slices. Over 1 million copies of 'The Little Book of Light Ideas' will be attached to pack, featuring recipes, as well as healthy eating and exercise tips from Sharron Davies.

### **[www.turkeyfortoday.com](http://www.turkeyfortoday.com)**

A further six themed little Books' will be available on a designated [www.turkeyfortoday.com](http://www.turkeyfortoday.com) website, with themes including 'Can't Cook', 'Party Ideas' and Quick Ideas'. A national turkey recipe competition will be run through booklets and the website, giving consumers the opportunity to see their own turkey recipe appear in a special edition 'Little Book of Your Ideas' early next year.

### **Endorsing "Turkey For Today" and Every Day**

Sharron Davies, who, aside from her obvious healthy lifestyle credentials, actively supports quality convenience food for children and understands the nutritional benefits of turkey, will champion the Turkey For Today campaign. Bernard Matthews has also recruited respected nutritionist, Carrie Ruxton, who also understands the place of healthy convenience food in today's consumers' busy lifestyle. Carrie's role in the campaign is to be the authoritative and expert carrier of healthy eating messages, extolling the virtues of turkey as a 'must have' everyday meat.

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**For further information please contact:** Annie Todd or Rosie Harries at DSA PR on 020 7 553 3700.