



10 April 2007

## **BERNARD MATTHEWS HERO PRODUCTS SWING INTO ACTION WITH RELEASE OF SPIDER-MAN 3\***

From 16<sup>th</sup> April for a four week period, Bernard Matthews will be beaming big screen excitement into living rooms nationwide with a TV campaign to support its 'Superfood for Your Superheroes' on-pack promotion. The promotion, which ties in with the UK release of Spider-Man 3\*, is Bernard Matthews' biggest ever on pack activity and runs across the company's core cooked meat and frozen family favourite products throughout April and May\*\*.

Opening with the line "get your superheroes ready for action", the 10-second commercial incorporates footage of Spider-Man swinging across the Manhattan skyline plus accompanying music. The voiceover details promotional prizes of family trips to New York and urges viewers to 'Grab a pack in store today!'. Spider-Man 3, which opens on 4<sup>th</sup> May, is tipped to be the hottest family title of 2007.

Says Bernard Matthews Marketing Director, Matt Pullen, "The tie in with superhero Spider-Man underlines turkey's 'supermeat'\*\*\* credentials and we are very excited about working with such a major property. Spider-Man has huge appeal for our target family market and will guarantee major awareness of our promotion and drive trial of our improved products."

With a blockbusting £5 million prize fund, the 'Superfood for your Superheroes' promotional event kicks off Bernard Matthews' Brand Refresh programme. In addition to TV, the campaign includes PR, outdoor poster advertising, coupon activity and sampling at five of the UK's top shopping centres. /...

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\* Spider-Man, the Character TM & © 2007 Marvel Characters, Inc. Spider-Man 3, the Movie © 2007 Columbia Pictures Industries, Inc. All Rights Reserved. [www.spider-man3.co.uk](http://www.spider-man3.co.uk)

\*\* Products included in the Spider-Man 3 promotion include:

- 'Deli' Cooked Meats: Wafer Thin Turkey Breast, Wafer Thin Turkey Ham, Wafer Thin Honey Roast Turkey Ham, Wafer Thin Turkey, Wafer Thin American Fried Chicken, Turkey

Breast slices, Sage & Onion Turkey slices, Honey Roast Turkey slices, Chicken Breast slices, Oven Baked Ham slices, Honey Roast Ham slices

- 'Meal Centre' Frozen Family Favourites: Golden Drummers, Crispy Crumb Turkey Breast Steaks, Crispy Crumb Turkey Burgers, Dinosaurs, Mini Kiev's and Mini Golden Drummers

\*\*\* *Superfoods: 14 foods that will change your life* by Dr. Steven Pratt. Skinless turkey breast, which is low in fat, high in protein and essential nutrients and vitamins, is the only meat recognised as a Superfood.

- Ends -

**For further information please contact:**

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