



Bernard Matthews champions Mums with new marketing campaign

Bernard Matthews, Britain's No.1 turkey producer, is set to generate further growth in the cooked meats, fresh and frozen breaded poultry categories with the launch of a new marketing campaign that targets busy mums.

The new million pound campaign, which includes women's magazines, national newspapers, outdoor, in-store and digital activity, starts on the 7th October 2013 and will run nationwide.

Bernard Matthews remains one of the nation's favourite food brands* and this new high impact creative gives the brand a strong visual identity, and aims to remind mums of the quality and versatility of Bernard Matthews products at meal times. It also features the new-look consumer branding, which was launched in August.

The new campaign will feature a range of illustrations making mum the hero, with the first execution featuring Bernard Matthews Turkey Breast Slices.

"Mum's are continually telling us that the most satisfying thing at meal times is putting food down on the dinner table that their children will enjoy. We're therefore committed to offering mums great value meal time products, that are tasty, easy and quick to serve and keep the whole family happy." said Charlie Douglas, Brand Marketing Controller. "Our new 'Champion of Mums' creative highlights this with the line 'Greatness without effort' and shows mum as the hero at meal time. We'd encourage retailers to make the most of our biggest marketing investment in years."

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*44% household penetration in the UK i.e. nearly half of all UK households in the UK, buy the Bernard Matthews brand - Kantar Worldpanel data.