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Bootiful is Back

Bernard Mathews Farms, one of the region's leading businesses, has announced it will be bringing back its iconic 'bootiful' slogan, as part of a new £5m advertising campaign.

The new campaign, launching on ITV1, on Saturday 17th April at 7.15pm, sees the business bring back the famous advertising slogan that became associated with the brand, and the county of Norfolk, during the 1980's, and early 1990s, as Bernard Matthews became one of the most recognised food companies in the UK.

"Bootiful is a truly iconic word and became synonymous not just with a brand, but with an entire county," said Bernard Matthews Marketing Director, Matt Pullen. "People from across the UK came to associate the phrase 'bootiful' with Norfolk, a little like the worzels for the West County!"

"We are really excited to be bringing back this memorable slogan in a modern and fun way that is also just a little bit tongue-in cheek. In research it brought a smile to people's faces, whether they were hearing it for the first time or fondly remembering it from their childhood."

"The new advert celebrates the nostalgia associated with the catchphrase and reminds people that Bernard Matthews Farms is still 'Britain's favourite turkey', enjoyed by more than half the families of Great Britain, every year.'

The phrase was first coined by Bernard Matthews in the famous advertisement in front of Great Witchingham Hall, in 1980, and quickly became synonymous with the man and the company. Throughout the 1980s, a range of adverts were shot using local scout and cub groups and employees, all of which focused on the word bootiful.

The new campaign follows the business' good start to 2010, after a strong Christmas performance. The company also recently begun working with Marco Pierre-White, who is acting as an ambassador for the company and helping raise the profile of turkey as the 'perfect protein'.

To find out more about the new bootiful campaign visit www.bootifulturkey.com.

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