

18 September 2013

## **ICELAND FOODS SAYS: "IT'S TIME WE MET"**

Iceland Foods has launched its £7 million autumn and Christmas advertising campaign with an autumn phase that focuses squarely on the high quality of Iceland products. This approach is designed both to reassure existing Iceland shoppers and to attract potential new customers, and marks a further evolution of the company's marketing approach away from celebrity advertising focusing principally on price.

The current TV campaign comprises a principal 40-second ad, "It's Time We Met", featuring the Michael Bublé song "Haven't Met You Yet", together with five 10-second ads each showcasing a specific Iceland product. The TV advertising is supported by a concurrent press campaign. All were executed for Iceland by its long-standing agency Tom Reddy Advertising.

### **Iceland Executive Director for Customers & People Nick Canning explained:**

"The quality of Iceland's products has long been a well-kept secret and we felt that the time was right to shout a little more loudly about just how good our food really is. The use of a Michael Bublé song is a natural development from our autumn 2012 TV campaign, which used his song "The Best Is Yet To Come" to feature some of our great new products and to celebrate our success in coming Number One in the Best Big Company To Work For awards. We know that this approach resonated really well with our target audience.

"Our brief for the 2013 campaign was to reassure our existing shoppers about the quality of Iceland's unique frozen products and to persuade new customers to try us: they may be pleasantly surprised! Michael Bublé's appeal made him a natural choice for the broader audience we are aiming to reach, and we are delighted with the response to the campaign so far.

"Our new strapline 'Love Fresh, Love Frozen' is designed to underline the fact that freezing is an entirely natural process that essentially seals in freshness, so customers who love fresh food will also love frozen. Our short ads stress 'Quality Without Compromise' to underline our confidence in the quality of our products, which we are happy to support with a money-back guarantee."

To see Iceland's autumn 2013 TV ads, please go to <http://www.iceland.co.uk/tv/>

### **ENQUIRIES:**

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