

Press release

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Iceland launches new TV campaign

Frozen food specialist, Iceland, is set to return to TV screens across the UK this evening thanks to the launch of a new TV advertising campaign starring Iceland ambassador Peter Andre.

Created and developed by London-based creative agency, Karmarama, a selection of speciality meat and fish products are the heroes of the ads, including speciality sausages and seafood, alongside everyday essentials such as crispy golden fish fingers and 100% British beef quarter pounders.

Embarking on new territory, the campaign shows Peters interacting directly with the food and encourages viewers to follow his journey; inspiring customers to try these quality products at home. The ads also aim to retain the humour and personality commonly associated with the Iceland brand.

Products featured in the new adverts include the Iceland wild-caught extra-large Scallops (500g, £12.00), which are individually frozen shortly after capture and boast a sweet and succulent flavour. Also featured are extra lean, high protein ostrich fillets which are delicious and low in fat.

Following the success of its Christmas TV ad campaign, which also featured the former *I'm A Celebrity* star, audiences across the UK will see Iceland back on screens during ad breaks this evening on ITV.

Speaking about the new TV campaign, Nick Canning, joint managing director at Iceland, said: "Our Christmas TV ad campaign was a great success and we're really pleased to once again be appearing on television documenting the next phase of our journey with Peter.

"We've developed the concept of our new ads so they bring to life the confidence and passion we have for all our products, including our new extensive, speciality fish and meat selections. This campaign provides a platform to showcase our food being prepared in situ. It's also great to have Peter on board— he's proved to be really popular with our shoppers."

Iceland is the home of frozen food, and an award-winning leader in product innovation. It is recognised as one of the country's easiest, friendliest, and best value places to shop, and as the Best Big Company To Work For in the UK. With 850 stores throughout the UK and a national online shopping service, Iceland puts innovation, quality, affordability and customer service at the heart of everything it does.

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Press contacts

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