

# Iceland

**17 May 2015**

## **Iceland Unveils The Power of Frozen**

Frozen food specialist, Iceland, will uncover enticing product stories from its freezers in a return to UK TV screens unveiling its newly launched 'Power of Frozen' positioning, which will bring to life the undisputable benefits of frozen food. The ad will also feature a voiceover and appearance by Iceland's brand ambassador, Peter Andre.

The new advert, which breaks today (18 May) during ITV's Coronation Street, will be unveiled as part of Iceland's all-new campaign which focuses on the 'Power of Frozen'. At the core of the proposition is the message that by freezing food as soon as it has been picked, caught or prepared, the taste and quality is at a premium.

Viewers will take a culinary journey around the world to see exactly where Iceland's products hail from, demonstrating that although they are produced thousands of miles away, the freshness is always retained owing to the 'Power of Frozen' which locks in the flavour and nutrients of ingredients at source.

The ad also drives home the provenance of Iceland's new offering, from pizzas that are baked in wood-fired pizza ovens of Meduna, Northern Italy, at the foothills of the Dolomites to gelato made by a family in Verona, who have over 70 years of experience and have devised an exclusive and diverse selection of delicious flavours especially for Iceland shoppers.

The campaign runs for 11 weeks on channels including ITV1, ITV2, FIVE, Sky1, Living and Atlantic. 60, 30 and 10 second versions of the advert have been created by London-based agency Karmarama. In addition, Iceland's 'Power of Frozen' campaign will be carried in door drops, outdoor, radio, print wraps, video on demand, and social. Iceland will also be taking its food on the road with a nationwide experiential tour showcasing the best of its new product ranges.

Programming highlights will feature in ad breaks in Britain's Got Talent, Emmerdale, TOWIE and Sunday Night at the Palladium. Hero items featured in the advert include Iceland's Italian Stonebaked Meat Feast BBQ Pizza (375g, £1.50), Bellissimo Fruity Italian Gelato (850ml, £2.00) and Cooked and Peeled North Atlantic Prawns (300g, £4.00).

Peter is featured in a range of quintessentially British scenes, from barbequing with dads to enjoying a gelato cone with gran. The new advert follows Iceland's most recent TV campaign, which saw 'chef Peter' interacting directly with Iceland's wild-caught extra-large Scallops (500g, £12.00), which are individually frozen shortly after capture and boast a sweet and succulent flavour and extra lean, high protein ostrich fillets.

Speaking about the new TV campaign, Nick Canning, joint managing director at Iceland, said: "Iceland will be reaching a much broader audience than ever before and re-capturing the minds of consumers with confidence and passion. We devised this campaign to demonstrate the benefits of frozen food and also to showcase the provenance of our product portfolio.

"We want to show consumers the real power of frozen food, a category we have been experts in for 45 years. This campaign is about showcasing great quality produce that shoppers can trust because it's been sourced by our experts and then frozen at source, retaining all the freshness and flavour.

"It's fabulous to have Peter on board for another campaign. His friendly and relaxed approach means he's the perfect ambassador to show how Iceland's frozen ideas can inspire meal times and make a real difference to family life."

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.