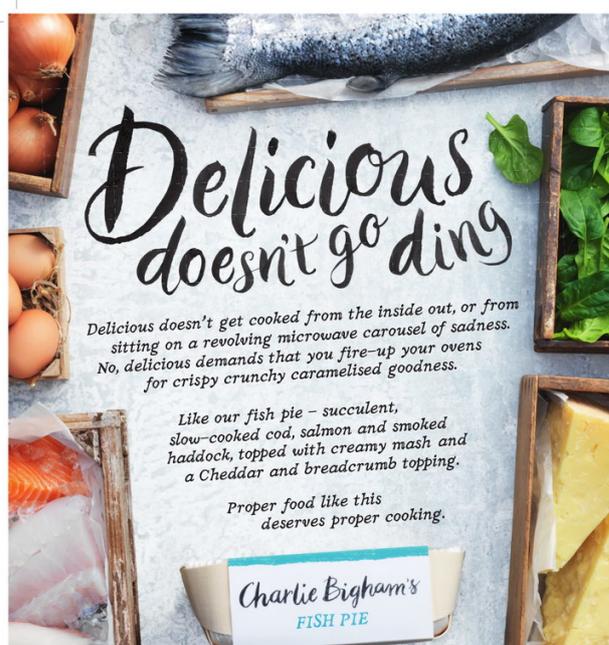


# Charlie Bigham's challenges ready meal beliefs with new marketing campaign

**Charlie Bigham's**, creator of tasty dishes to pop in the oven, is looking to challenge the low expectations that typically come with “disappointing” ready meals with a series of advertisements set to be seen by national audiences this autumn.

The fast-growing brand has invested in a large print-focused national advertising campaign across national newspaper supplements and travel and lifestyle magazines during October. With attention-grabbing headlines, the new ads build on a successful out-of-home campaign for the brand earlier this year and highlights the brand's focus on delicious, fresh and high-quality ingredients.



Developed by London-based independent creative agency Creature and booked through independent media agency Bountiful Cow, the new adverts take a tongue-in-cheek approach to the ready meals category with references to “plastic-packaged, processed soggy sadness” and “the disappointment that follows three miserable minutes in the microwave,” in line with the brand's strapline, ‘You'll never go back from a Bigham's’.

Earlier this year, the Charlie Bigham's packaging design was updated with a host of colourful market stall illustrations from Emily Sutton to visually demonstrate the brand's commitment to fresh, quality ingredients.

Packaged in distinctive wooden trays, Charlie Bigham's is renowned for its premium offering and unwavering focus on quality.

**Patrick Cairns, CEO at Charlie Bigham's, comments:**

*"We want to challenge the pre-conception that many consumers have about prepared food, before they try a Bigham's. We had a great reaction to our light-hearted out-of-home approach earlier this year and will be looking to engage consumers once again this autumn with our new advertising series.*

*"We live and breathe delicious food at Charlie Bigham's and take real passion and pride in doing things properly, never cutting corners. We hate the idea of disappointing ready meals and settling for less; we firmly believe that proper food deserves proper cooking."*



**ENDS**

**Notes to Editors:**

Inspired by his travels and love of cooking, Charlie Bigham set up shop back in 1996 with the sole aim of creating really delicious dishes for foodies – putting in all the care and attention that you would if you were to cook them yourself. Using top quality ingredients, his goal was to help people steal back some quality time by doing all the dinner prep for them. Today, the Charlie Bigham’s brand now boasts over 45 delicious recipes, with best-selling dishes including Fish Pie and Chicken Tikka Masala. [www.bighams.com](http://www.bighams.com)



**Rhiannon Winfield**

Highlight PR

01225 444268

[rhiannon@highlightpr.co.uk](mailto:rhiannon@highlightpr.co.uk)

[highlightpr](https://www.twitter.com/highlightpr)

---

#### ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.

---



Highlight PRnewsroom