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Charlie Bigham's calls for a night off in new OOH campaign

Premium food brand, [Charlie Bigham's](#), has launched a new nationwide OOH campaign, encouraging consumers to break with routine and take a night off from cooking.

The execution features Bigham's bestselling Fish Pie and tick boxes playing on the three primary meal occasions, with dinner replaced with a ready-to-cook Bigham's, which contributes as *'1 of your 3 a day.'*



The inclusion of Bigham's food philosophy, *'Only Delicious Will Do'*, reinforces the brand's unfaltering commitment to deliciousness, which won it 14 Great Taste Awards in 2019.

The advert, by creative agency [Mad River](#), will run until late June in prime locations in London, Birmingham and Manchester, including Westfield (White City and Stratford) and the Bullring, and is expected to reach an audience of around 2.6m. It will also be adapted for the brand's social feeds.

Bigham's YTD sales are up 15% since the Covid-19 crisis began, which the brand attributes to increased consumer demand for restaurant-quality dishes at home and 'shortcut suppers.' During the peak of the lockdown in April, YOY sales of its spotlighted Fish Pie were up by 50% in a single week.



Patrick Cairns, CEO of Charlie Bigham's, comments:

“From hundreds of customer letters and e-mails, we’ve learnt that many people are juggling additional responsibilities during lockdown, which includes planning, prepping and cooking meals day in, day out. The aim of this advert is to engage with shoppers and highlight that Bigham’s is here to lighten the load, for a night off from cooking without compromising on quality.”



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About Charlie Bigham's

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. Charlie Bigham’s selection of dishes now has over 60 delicious meals, made and sold exclusively in the UK, including bestsellers such as Chicken Tikka Masala, Lasagne and Fish Pie.

So far in 2020, Charlie Bigham’s has launched its first range of sweet ready-to-bake dishes – Proper Puds, been named by [YouGov](#) as the UK food and drink brand most recommended by its customers, and shortlisted for Brand of the Year at The Grocer’s 2020 awards. Since April, Bigham’s has donated more than 11,000 dishes to NHS and key workers, food banks and local residents around its two kitchens in London and Somerset.

ABOUT HIGHLIGHT PR

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