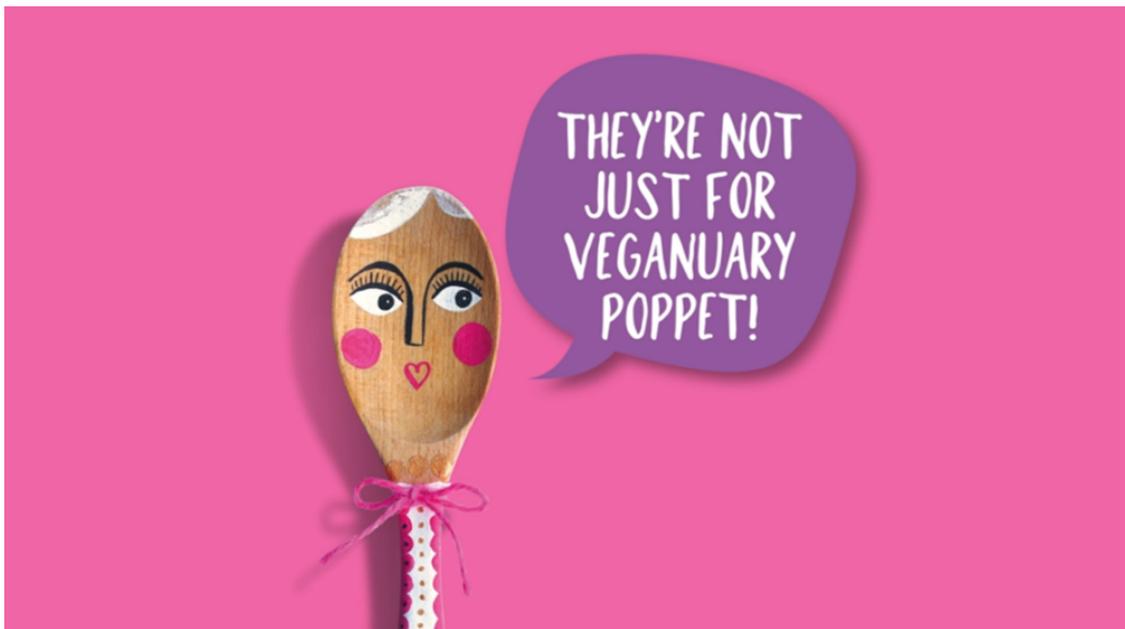


Mrs Crimble's launches new 'Not Just for Veganuary' campaign

The tongue-in-cheek integrated campaign raises awareness for Mrs Crimble's vegan range



Mrs Crimble's, the gluten-free bakery brand owned by Ecotone UK (formerly Wessanen UK), has launched a new digital campaign to take its vegan range beyond Veganuary.

Focused on the brand's Vegan Chocolate and Vegan Coconut Macaroons, the campaign aims to convert consumers who discover the brand during Veganuary into long-term customers.

The execution includes an eight-week social media ad campaign hosted on Instagram, Facebook and YouTube which is expected to reach a combined audience of 4.5m. The vibrant and playful artwork features Mrs Crimble's iconic animated spoon snacking on vegan macaroons with the humorous strapline: 'they're not just for Veganuary poppet'.

Bolstering the social media ads, Mrs Crimble's is also working closely with 10 Instagram macro & micro-influencers. Each influencer will produce engaging, visual content for their feed, introducing Mrs Crimble's Vegan Macaroons to their combined audience of over 250k followers.

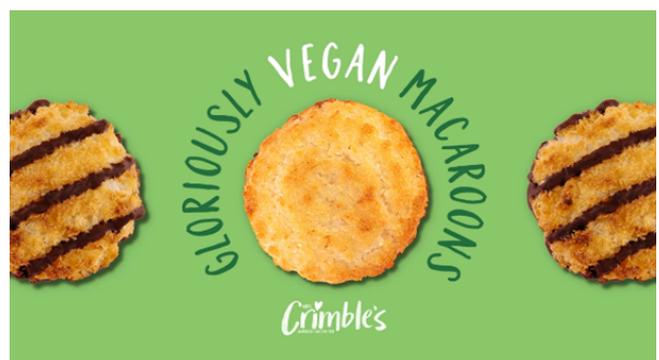
The campaign will also be supported with further sponsored social media ads, an online shopper activation and promotional activity for the vegan ranges in Tesco and Asda.

The activation follows a strong year for the vegan range. Mrs Crimble's Vegan Chocolate Macaroons and newly launched, Vegan Coconut Macaroons, has attracted an incremental shopper to standard Free-From, enabling vegans to consume the category's favourite Free-From cake SKUs. Now 1 in 10 Households buy Mrs Crimbles.

The vegan range is expected to continue to perform well in 2021 as more customers move to a permanent vegan or flexitarian diet – mirroring the campaign strapline: 'it's not just for Veganuary.'

Bryan Martins, Mrs Crimble's category and marketing director at Ecotone UK, comments:

"It's no secret that vegan and flexitarian diets are becoming more common, be that for ethical, dietary or health reasons. Mrs Crimble's has really stepped up to the mark. Living by its promise of inclusive indulgence, it has created a range that is not only gluten-free, but vegan too whilst maintaining the great taste and texture the brand is renowned for. With more people interacting with the brand online, we wanted the new campaign to reach those consumers who are curious about vegan food and bring them into Mrs Crimble's beyond Veganuary to continue to build incremental sales."



HIGHLIGHT

Highlight PR