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# Whole Earth unveils Team GB athlete ambassadors for 'Whole Way' to Tokyo campaign

With 100 days to go until the start of the postponed Tokyo Olympic Games, **Whole Earth** today reveals four Team GB athlete ambassadors fronting the brand's largest marketing campaign to date.

As the official peanut butter of Team GB, Whole Earth unveils the new faces of its campaign:

- **Helen Glover OBE**, double Olympic rowing champion and mother of three toddlers under three,
- **Joe Fraser**, first British gymnast to win gold on the parallel bars at the world championships,
- **Holly Bradshaw**, British pole vaulting record holder and medal hopeful,
- **Zoe Smith**, weight lifter and British 'clean and jerk' record holder

Championing peanut butter as a natural fuel for active lifestyles, Whole Earth has invested £2m in its Team GB campaign spanning digital advertising, video-on-demand (VOD), PR and social media. The campaign is being delivered by Isobel (advertising), Wavemaker (media), Highlight (PR) and Finn Communications (social media).

Using green screen technology, the Team GB athletes will be transported into the illustrated world of Whole Earth, bringing to life the campaign's 'With You the Whole Way' strapline. Launching in July prior to the Olympics, the animation will appear on national, digital OOH sites and VOD to reach over 10m people.

On social media, each athlete will unveil a personalised jar of Whole Earth peanut butter with their names on it, choosing either 'Team Crunchy' or 'Team Smooth', as part of an engaging campaign designed to plug Whole Earth into the Olympic conversation, while documenting their personal, nutritional and emotional journeys to Tokyo.

New products have launched to support the Team GB campaign including limited edition, **Whole Earth Golden Roasted Peanut Butter**, as well as the opportunity for shoppers to create their **own personalised jars** with their names on. All core lines in the range will feature Team GB logos and the Union Jack flag for a limited period.

**Kirstie Hawkins, brand controller at Whole Earth said:**

*“Each of our Team GB athletes is at the top of their respective sports, and we’ll be with them ‘The Whole Way’ as they go for gold this summer. Our peanut butters are a great source of natural, plant-based power, which the athletes are using to bolster their training diets in the run up to the Games. We’re proud to be right behind them and the whole of Team GB, emotionally and nutritionally.”*

**Tim Ellerton, commercial director at Team GB said:**

*“The anticipation for the Games in July is building and today’s reveal of Whole Earth’s athlete ambassadors adds to that. Each athlete has experienced their own unique journey to get to this point and we’re excited to see how each one plays their part in bringing to life the ‘With You the Whole Way’ campaign. We know how popular peanut butter is in the athlete community and we’re proud to have Whole Earth’s support on our journey to the Tokyo Olympic Games.”*

The Team GB athlete unveil follows the launch of YouTube animations with Whole Earth peanut butter jars competing in various Olympic sports. The digital campaign drives consumers to [wholeearthfoods.com](https://wholeearthfoods.com) where they can engage with Team GB content and win exciting prizes.

Whole Earth is making its ambassador announcement at the 100-day mark prior to the Olympics. The date coincides with the anniversary of the first ever modern Olympic Games in Athens, 1896 – a key milestone and opportunity to build further excitement and buzz for the postponed Tokyo 2020 Olympic Games, in 2021.

**ENDS**

### **About Whole Earth**

Founded in 1967, Whole Earth creates natural and wholesome foods that are good for you and good for the planet. With a firm commitment on real, down-to-earth goodness, Whole Earth makes delicious, natural nut butters and other store-cupboard essentials that are made with real-food ingredients with nothing artificial added.

Accredited as a B Corp brand, Whole Earth is the UK's no.1 peanut butter and is best known for its growing spreads portfolio. To raise awareness of the natural goodness of peanut butter, Whole Earth is an official supporter of Team GB for the postponed Tokyo 2020 Olympic Games, now being held in 2021.

Each of Whole Earth's peanut butter jars are fully recyclable and the brand has teamed up with the Sumatran Orangutan Society to plant 20,000 trees in Sumatra in 2021, supporting the region's biodiversity.

Part of the Ecotone UK family, the Whole Earth approach spans; Healthier People, Protecting the Earth and Reducing its Impact.

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