

Whole Earth scores a new 'PB' with fun Team GB ads

Team GB's Helen Glover, Joe Fraser, Holly Bradshaw and Zoe Smith are transported to fun world which visually puts Whole Earth at the heart of their sporting endeavours



Whole Earth, the official peanut butter supplier to Team GB, is set to roll out a new creative campaign across video-on-demand (VOD) and out-of-home (OOH) billboards and 6-sheets to rally the nation's support for Team GB for the Tokyo Olympic Games.

Part of the brand's biggest marketing activation to date, the animated adverts will be shown between popular TV shows on playback services 4oD, ITV Hub and Sky. The creative will also be used on static billboards and digital 6-sheets across 129 high traffic footfall areas including key supermarkets, Westfield Shopping Centre in London and Manchester's Trafford Centre. The integrated campaign is anticipated to reach 15-million people.

The adverts were created through clever green-screen technology to transport Whole Earth's Team GB brand ambassadors into the illustrated world of Whole Earth and bring to life the 'With You the Whole Way' campaign strapline.

The athletes are shown to have swapped out their usual equipment for a jar of Whole Earth. Two-time Olympic champion rower, Helen Glover MBE, is seen rowing a 'boat' jar down the Thames while world champion gymnast Joe Fraser makes shapes on a peanut butter jar pommel horse. Both athletes were recently officially announced as going to the Tokyo Olympics.

The motivational campaign hints at the nutritional value of peanut butter to support an active lifestyle.

Representing a brand investment of £1.5m, the playful and engaging campaign goes live on the 28th June and runs until 31st August.

The creative animation has been designed by agency, Isobel, with media buying through Wavemaker and Ocean Media. It is being supported by paid social on Facebook, Twitter and Instagram by Finn Communications, with PR activity led by Highlight PR.

The campaign will be further supported by key retailer activations in major supermarkets, with chances to win sporting goods and Team GB kits. In Asda stores shoppers will have the chance to win a PE lesson with Team GB gymnast, Joe Fraser, and Tesco will offer shoppers a prize of a school cycle lesson with Bronze cycling medallist, Ed Clancy OBE.



Kirstie Hawkins, Whole Earth brand controller, says:

“Our athletes are our nation’s heroes. They have worked so hard, in tough lockdown restrictions, to prepare for Tokyo. We’re with them the Whole Way and we hope the engaging animated campaign can bring a smile to supporter’s faces, whilst they cheer on our athletes as they go for Gold this summer. The campaign forms part of Whole Earth’s marketing strategy to align the brand with sport and demonstrate how the plant-based goodness of Whole Earth can support an active lifestyle.”

As part of Whole Earth’s wider campaign supporting Team GB in this year’s postponed Tokyo Olympic Games, the brand is also sending British adventurer, Jamie Ramsay, on an 80-day, 10,000km cycle journey around the UK to drum up national support and cheer for the team. This is especially important as the athletes face their first ever Olympics with no British spectators due to Covid-19.

Helen Glover fired the starting gun for the start of Jamie’s journey on the 5th May. Jamie is expected to finish his journey on the commencement of the Olympics (23rd July). He will end his adventure in the quirkily renamed, ‘Stokeyo’ (Stoke-On-Trent), rather than Tokyo, Japan.

People can follow Jamie’s journey on Whole Earth’s dedicated Team GB landing page where they can also find interactive Team GB content including fun quizzes, prizes and commemorative products: <https://www.wholeearthfoods.com/teamgb/>

ENDS

For more information, please contact Kara Buffrey at: kara@highlightpr.co.uk / 07477 379 697

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 2021 Olympic Games.

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.

[Twitter](#), [Facebook](#) and [Instagram](#)

About the British Olympic Association:

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games, and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers
- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
- Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK.

 [pr.co](#)

HIGHLIGHT

Highlight PR