

Whole Earth launches first ever outdoor advertising campaign

New #FuelGood campaign to appeal to fitness fans ready for a healthier New Year

05 JANUARY 2017, LONDON AND SOUTH EAST ENGLAND

SUMMARY

Whole Earth, the natural and organic food brand owned by Wessanen UK, has unveiled a large-scale outdoor advertising campaign to target health-conscious consumers out and about in London.

Capitalising on its current position as the UK's best-selling peanut butter brand, Whole Earth's 'Fuel Good, Feel Good' campaign focuses on the natural goodness and health benefits of its spreads portfolio.

The campaign includes 5,000 static adverts and is expected to reach over 7m Londoners. The adverts are spread widely across the capital and the South East in busy commuting areas with posters situated in the underground, railway stations, kiosks and on roadsides.

The creative is being supported by dedicated social media activity anchored on the hashtag, #FuelGood.

As part of the campaign, the brand has recruited adventurer, endurance athlete and blogger Sophie Radcliffe to star in a selection of dedicated Whole Earth videos, which will be shared widely across social media channels.

Whole Earth's new brand ambassador, who has 300,000 blog subscribers and a strong social following, will create content that inspires consumers to set themselves new challenges for 2017 whilst encourage them to eat the right foods to help fuel them. She will also talk about her love of the naturally protein-rich peanut butter.

The blogger shares Whole Earth's vision to help people feel good and achieve great things through healthy eating and exercise. Perfect as a pre- and post-exercise snack, Whole Earth peanut butter is high in protein and fibre – making it a great choice for those looking to fuel their workout.

Whole Earth has worked with three agencies – Mad River, Cubaka and Hope & Glory – to deliver the campaign, which combines creative advertising with consumer PR and social media.

Gill Green, Marketing Director at Wessanen UK (brand owner for Whole Earth), comments: "Fuel

good, feel good is an important message that we believe in as a brand. Our focused, highly visible campaign looks to reach target consumers at a time when people are looking to adopt a healthier lifestyles for the year ahead. We're really pleased with the look and feel of the campaign."

The promotional activity follows a very successful year of fast growth for Whole Earth in the spreads category, which has seen the brand overtake Sun-Pat to become the UK's peanut butter market leader. The brand's value sales have grown by at 31% YOY (source: IRI w/e 3rd December 2016).

Gill Green adds: "Whole Earth is going from strength to strength. This, our first ever outdoor advertising campaign, signals the start of what we anticipate will be another strong year in sales for the brand."

The Whole Earth brand continues to demonstrate its commitment to supporting healthy lifestyles through its 'nature's wonder-fuel' range. The brand will sponsor the Man V Horse endurance race in 2017 for the fourth consecutive year, and is an official supplier to British Triathlon Federation athletes.

This year marks the 50th anniversary of the launch of Whole Earth when the top-quality, organic food was introduced to the masses by brothers Craig and Gregory Sams.



RELEVANT LINKS

 **Whoel Earth Fuel Good**
<http://wholeearthfoods.com/fuelgood/>

QUOTES

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— Gill Green, Marketing Director at Wessanen UK (brand owner for Whole Earth)

IMAGES





SPOKESPEOPLE



Ben Veal

ben@highlightpr.co.uk

Highlight PR

01225 444268 / 07454 903402

 highlightpr



Rhiannon Winfield

rhiannon@highlightpr.co.uk

Highlight PR

01225 444268

 highlightpr

About Wessanen UK – www.wessanenuk.com

Wessanen UK is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



Wessanen UKnewsroom