

# Whole Earth explores endless possibilities with new campaign



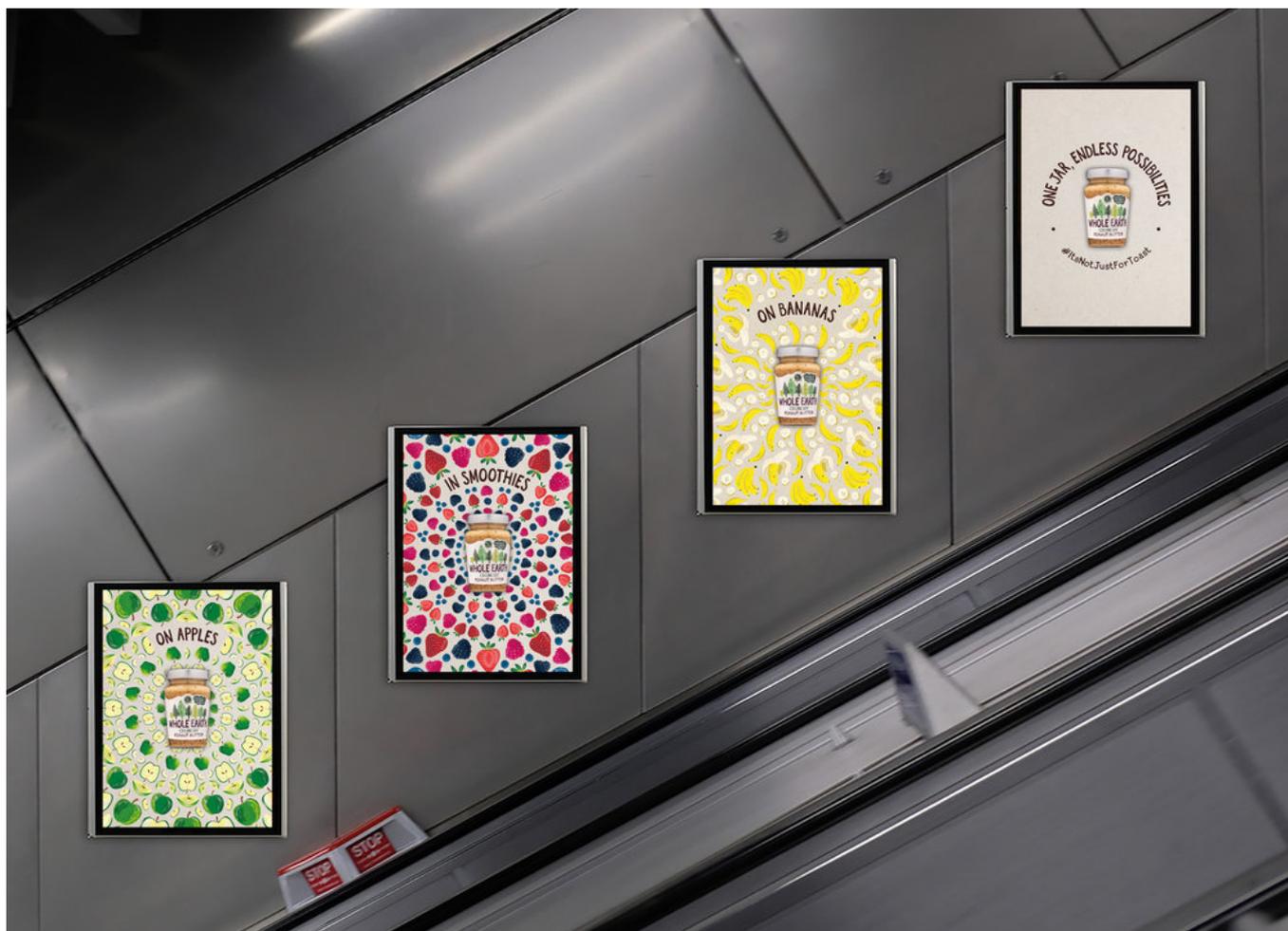
Whole Earth, the natural and organic food brand owned by [Wessanen UK](#), has unveiled its largest-ever outdoor and digital advertising campaign to demonstrate the versatility of peanut butter.

Capitalising on its current position as the UK's best-selling peanut butter brand, Whole Earth's '*One Jar, Endless Possibilities*' campaign focuses on all the different ways people can enjoy peanut butter.

The kaleidoscope-effect artwork features bright and bold illustrations of the various foods that work well with peanut butter including apples, bananas and berries; all delivered in Whole Earth's signature style and tone of voice.

Using both static and animated formats, the eye-catching designs will spring up on rail platforms and concourses, tube stations and tube escalators across London and the South East from 26th August for six weeks.

Highly impactful and informative, the wide-reaching campaign is expected to reach over 15 million commuters across London and the South East.



The creative is being supported by a six-week digital marketing push and paid social media activity to engage with foodies and recruit peanut butter fans using #ItsNotJustForToast.

Whole Earth's original peanut butter will be the focal point of the artwork, in addition to one design that features a new peanut butter launched earlier this year, Whole Earth Dark Roasted.

Bryan Martins, Marketing Director at Wessanen UK (brand owner for Whole Earth), comments:

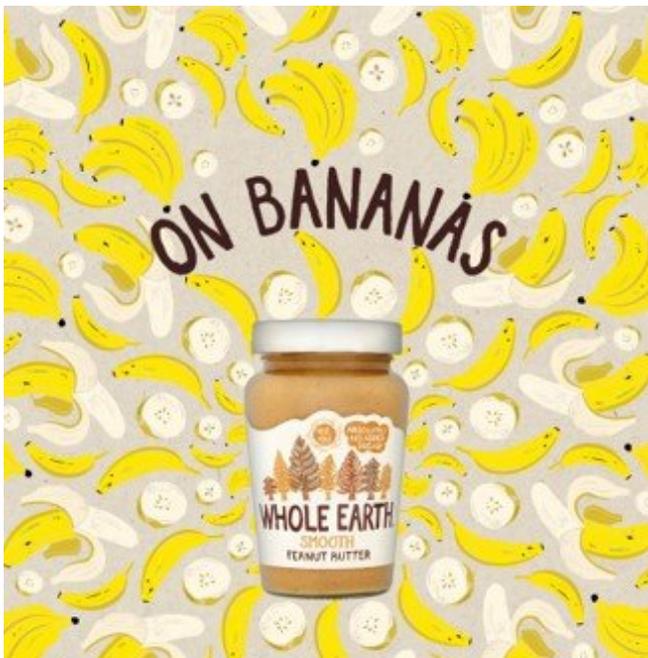
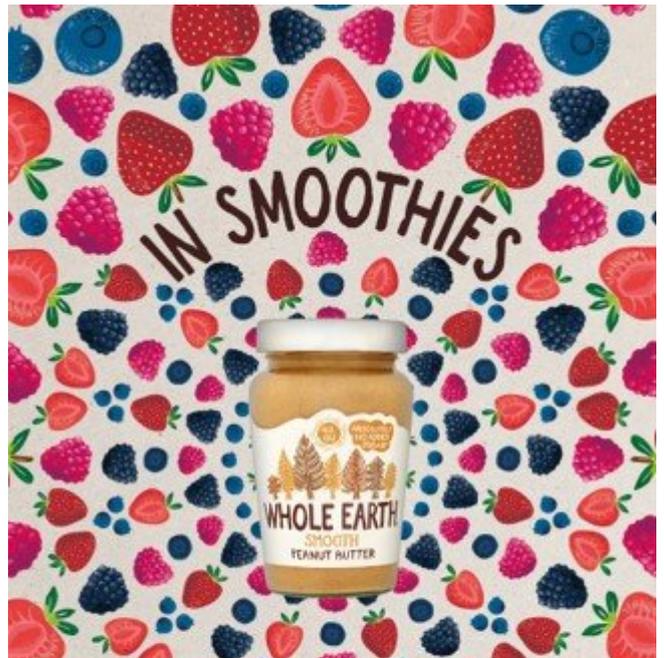
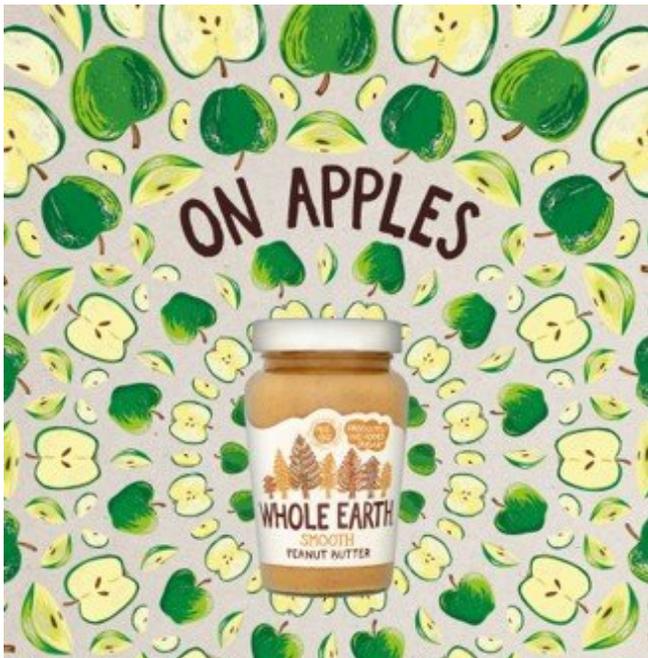
*“Many people only consume peanut butter on toast, but it can be used in so many other ways; in curries, smoothies, soups, paired with fruit – the possibilities really are endless. If we can inspire consumers to broaden their peanut butter usage, we have a significant opportunity to drive category growth.*

*“Our vibrant and visually arresting campaign strives to capture people’s attention on their daily commutes when they have more time to think about meal and snack preparation. We think the campaign beautifully captures the brand’s personality and are confident it will make people think differently about peanut butter.”*

Whole Earth’s marketing strategy focuses on three key pillars; natural nutrition, versatility and the environment, to demonstrate the brand’s commitment to healthier people and healthier planet.

Alongside brand owner Wessanen, Whole Earth is now a B Corp certified brand in recognition of the brand’s purpose-driven approach to sustainability and healthy eating.

Whole Earth worked with creative agency, Isobel, to create the artwork and deliver dedicated social media content.



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## About Wessanen UK – [www.wessanenuk.com](http://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; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. 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 UK