

maxim
Live

**Building Brand
Affinity**



Frozen Potatoes
Not particularly sexy right?

Well, think again...

Our brief was to create **an integrated campaign** to launch a new brand of frozen potatoes to UK consumers.

We were tasked with building a high level of brand awareness with a limited budget - so the key to success lay in **developing a strong campaign** across the most effective media possible.

The strategy delivered **quirky, memorable creative** placed across a range of targeted publications and outdoor media. This activity was supported by an in-depth digital and PR campaign, **building awareness** and driving traffic in-store.



Creative



LOVE Supreme

Two sexy young things in good shape WLTM hot dinner dates for fun times and double trouble. Great taste guaranteed. We'll be in our slinky LBB's (Little Black Bags). Pick us up in the freezer.

Lamb Weston
Supreme

www.love-supreme.co.uk

National advertising campaign

A **press campaign** in national magazines to communicate the range and **build brand affinity**.



Outdoor Media

High visibility **6 sheet** and **48 sheet** placements to reach defined target audiences.



Digital

Engaging **digital presence** across a campaign website and social media sites.





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