

Britain's favourite fresh produce magazine since 1895



By Michael Barker

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Video: Florette ad hits the air

Florette is launching its summer marketing campaign this week with a range of TV activity



A still from the ad

Florette is kicking off its 'sunshine-driven' marketing campaign this Friday evening (26 April) with a TV advert to engage with consumers who are eagerly awaiting a proper taste of the 2013 summer.

The promotion is designed to run when the sun shines to ensure maximum exposure at a time when consumers are most likely to buy salad.

Florette marketing manager Elaine Smith said: "This year's TV activity is all about communicating with consumers when they are in a 'warm

weather mindset' to prompt them into purchasing salad and increase buying frequency, so as to unlock incremental sales.

"Our fun and playful Bags of Feelgood ad reinforces all the positive reasons why consumers eat salad, rather than solely focusing on diet and we're confident that it will again successfully resonate with consumers. This year, we've also looked very closely at the programming alongside which the ad will sit, helping to further amplify the spirit and personality

behind the brand communication. This has seen us carefully tailor our schedule around 'feelgood' entertainment shows such as Britain's Got Talent, along with food and lifestyle programming.

"Our first slot will follow this Friday evening's Coronation Street, which averages viewing figures of seven million."