



Celebrate every goal with Mini Babybel®

Mini Babybel® is kicking off the UK's exciting summer of sport with its innovative 'celebrate every goal' campaign exclusively on its Mini Babybel® nets.

In May, ahead of the main tournament excitement, Bel UK's cheeky, fun-loving brand, Mini Babybel® will launch its creative and engaging multiplatform campaign that will build on the consumer camaraderie and excitement generated by the football.

The million pound investment will centre around a brand new online game where consumers can take part in their very own tournament. Enhancing Mini Babybel's® active and fun personality, the interactive game will encourage consumers of all ages to enter into the spirit of the summer. The super sporty cheese will challenge Mini Babybel® fans to net as many Mini Babybels® as possible in 10 seconds. Signing up to play the sporty online game will automatically enter strikers of all ages into a prize draw. Running until the 11th July consumers will have the chance to win a European city break, as well as one of many instant prizes including money off vouchers.

Helping consumer to 'celebrate every goal' the online game will be supported by a new TVC, video on demand, social media, in store and online activations supporting price promotions, as well as limited edition packaging

Shoppers will be able to support their favourite country as each individual Mini Babybel® will be wrapped with a flag from a participating nation, with the themed cellos across the majority of the Mini Babybel® SKUs.

The loveable cheese will build on its brand relationship with consumers as it has scored prime time slots for its new Super Supporter TVC from the end of May until mid June, encouraging shoppers to “celebrate every goal” and play the Mini Babybel® online game. The TVC will create consumer engagement at a time when they are passionate about football.

The campaign will also have £120,000 shopper marketing investment and will support grocery multiples, symbols and independents with strong visibility such as outdoor digital screens and on-shelf POS. The 12-week integrated campaign aims to excite and engage shoppers from 9th May ahead of kick off in June, increasing incremental sales at the point of purchase.

Chloe Féminier, Head of Insights at Bel UK, comments: “Our ‘Celebrate Every Goal’ campaign taps into this summer’s football frenzy across all ages, and Mini Babble’s natural fit with the healthy fun of football will bring excitement and interest to the snacking cheese category”

For more information on Mini Babybel® call 0800 030 4594 (UK) or 1800 904 00 (ROI).

For more information about Bel’s cheese brands, go to www.bel-uk.co.uk.

*Not available on Mini Babybel Gouda Packs

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