

Briefing on the Red Tractor Pork campaign in association with Jimmy Doherty and Channel 4 airing 22nd January until 16th February 2014

The advertising campaign has been developed to engage consumers with the Red Tractor pork logo. Following its initial success in other media, the campaign will now be broadcast on television – a first for BPEX - in January 2014. It will be shown on Channel 4, 4oD, More4 and the Good Food channel.

In the advert, Jimmy Doherty urges audiences to ‘Trust The Tractor’, providing context around the Red Tractor mark so that consumers understand its importance and purchase responsibly produced pork with confidence.

The 30 second ‘Trust The Tractor’ TV ad will be supported by a host of online content, in which Jimmy credibly articulates the benefits of the Red Tractor pork assurance scheme. A series of 3 online videos will be hosted on the Channel 4 website and several 30 second ads will run on 4oD, appearing before food and documentary programmes, with prompts to click through to the full length versions. Online banner advertising will also run throughout the 4oD website.

To view all the videos go to www.channel4.com/explore/giveafork

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