



## Healthy New Year's Sales with The Laughing Cow Light

The Laughing Cow, the UK's number-one cheese triangle<sup>1</sup>, is kick-starting the year with a brand new TV campaign for its Light portfolio, aimed to appeal and excite health-conscious women into the Spreads category and ultimately drive incremental sales.

On air now through to February 15<sup>th</sup>, the new advertising features a light-hearted animated creative which sees the iconic cow and her friends taking a break from the gym to enjoy a deliciously light and creamy The Laughing Cow triangle spread on a cracker.

Tapping into the trend for tasty yet light cheese spreads, the end-frame highlights the brand's Light, Light with Blue Cheese and Light with Emmental variants - which have proven a real hit with the brand's avid female audience – and the advert aims to drive trial amongst consumers looking to add variety and flavour to their lunch and snacks.

Steve Gregory, Bel UK Marketing Director, says: "This TV campaign marks the start of a busy and exciting year for The Laughing Cow brand and we are really excited to kick off with the launch of our new advert! This four-week TV burst is a great way of engaging with female cheese spread lovers who are on the lookout for tasty snacks and we are confident that our new brand messaging will really resonate with them."

The TV campaign will run across channels including ITV and Channel 4.

-Ends-

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### About Bel UK

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<sup>1</sup> Nielsen MAT 19.07.14



Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of branded cheese portions. The company began life in France in 1865. Today, it has a presence in more than 120 countries, 27 production sites and an annual turnover in excess of £1 billion. The Bel Group produces many of the UK's most popular cheese brands, including Mini Babybel®, The Laughing Cow®, Leerdammer®, Port Salut® and Boursin®.