Lamb in "prime time"

This second year European program to promote the meat of lamb and mutton in Spain will also feature a major television campaign in peak time audience through a new spot to be aired from Monday to Sunday, and in which new uses will be the protagonists to reach directly to consumers.

This spot will show emplatadas new product launches, smaller, versatile and easy to cook like burgers, steaks and tournedos leg. Thus, it highlights how the lamb and the lamb can become part of the shopping cart and be consumed daily individually.

The new presentations of lamb and lamb object of the campaign are: medallions, Tournedos, fillet leg, churrasco, churrasquitos, steak carillon, necklaces, kebab, brochette and hamburger.

It will be issued from May 23 to June 19 every day of the week in major retail chains and regional

reinforcements and the Canary Islands and Catalonia, where the spot broadcast in Catalan.

In parallel, also displayed the announcement of the first year that put the focus on taste, linking this field linking meat consumption to moments of enjoyment.

Reach the consumer

It should be noted that in Ecuador this campaign three years, and after the fieldwork carried out the first in which the formation and presentation of the new image to the main prescribers of product, the aim is consumers get and therefore these days that are to continue to perform due to the success of last year, have been extended to the distribution sector.

Moreover, and in the same direction, they have signed cooperation agreements with important gastronomic prescribers to develop actions to publicize the new image of the lamb.

To this must be added the beginning of the visits will be making 8,400 butchers where new cuts product are also presented with the installation of billboards, delivery guides new cuts as well as thousands of recipes with innovative and simple ways to prepare lamb and lamb.

However, a total of 1.3 million household purchasing managers will be reached. And it is that if during the first year of European program, INTEROVIC focused its activities to discover that there is a new way to consumer product that makes it everyday and individual.
The www.canalcordero.com web, which has been so successful among professionals, will continue among the fundamental pillars for the purpose, like the RRSS public.

European promotion program has a budget of 4 million euros financed by the EU (50% and two million euros), the Government of Spain, through the Ministry of Agriculture, Food and Environment, (25% and million euros) and the sector itself (25% and one million euros) and takes place for three years: 2015, 2016 and 2017.

Source: INTEROVIC