CBD by BRITISH CANNABIS™ UK TV campaign debuts nationwide

Tuesday 8 March, 2022

BRITISH CANNABIS™ (registered as CBD Health Foods Ltd) has launched a media campaign for its premium flagship range CBD by BRITISH CANNABIS™, as part of a half a million pound awareness and consumer recruitment campaign for 2022/23.

The new advert features target demographic 45+ year old, health conscious UK consumers, using the brand's range of 100% cannabis CBD oils, full-plant oral capsules, CBD Dermal Patches and CBD Rescue Cream®.

Set in the style of a classic health and beauty advert, the creative aims to break down barriers to legal cannabis-derived products, gaining approval to make more industry-specific references than any campaign to date.

The products featured have won recent magazine industry awards, including the *P3* Pharmacy Magazine 2021 Most Valuable Product Award, the *Independent Community Pharmacist* 2022 CBD Product of The Year and *Your Healthy Living* magazine's 2022 Silver Award for Best CBD Product.

Also pride of place in the advert will be the brand's Rated Excellent status on Trustpilot, as over 1,250 consumers have given the brand formerly known as Canabidol a five star review over several years of sales success.

Distribution will begin on dozens of entertainment, documentary, sports, film and news channels across the SKY and Channel 5 networks. This will be the first time that the SKY network has opened its doors to CBD advertisers on their linear stations since 2019, after BRITISH CANNABIS™ demonstrated an understanding for regulatory compliance, consumer trust with product testing and its status as a UK industry pioneer since 2015 – with Novel Foods applications to the FSA looking set for success.

BRITISH CANNABIS™ Managing Director, David Ralson, celebrated the launch by saying "*this is a monumental moment for our industry, as this is the first fully-approved TV advert to use 'cannabis industry' terminology, including iconography of the industrial Cannabis sativa L. plant itself, reference to our 100% cannabis based formulas and real-life consumers using our products.*

We are tremendously proud to have achieved this, not just for our customers and stakeholders, but also to open doors for the wider cannabis sector by breaking barriers and bringing cannabis consumer products ever closer to the mainstream."

Earlier this month **CBD by BRITISH CANNABIS™,** launched on eBay UK, as BRITISH CANNABIS™ became one of the first companies to debut on the platform. Thus, shoppers responding to the advert have more channels than ever to acquire tested, trusted and effective CBD supplements and cosmetics.

BRITISH CANNABIS™ Marketing Director, Steve Batchelor, added *"Whilst the CBD consumer base has grown steadily for the last half-decade and with a lot of market hype in recent years, it has by contrast been very difficult to talk frankly about CBD products in traditional advertising mediums, due to obvious issues. Thousands of people come into the CBD food supplements category with a variety of health issues and health related questions, but the responsible companies in the industry have needed to steer clear of Health Claims. Thus, discussion of cannabis-based products in advertising to date has needed to stay necessarily vague – most companies have needed to advertise without actually saying much about the products themselves.*

What is new here though is that CBD by BRITISH CANNABIS™ has been able to take its 6-plus years of industry experience and showcase tested, trusted and compliant products in ways that humanise and normalise cannabis-derived consumer brands, whilst keeping a premium, lifestyle brand identity, to match the new look and feel of our revamped flagship brand."

BRITISH CANNABIS™ CEO, Tom Whettem, concluded "*It has been quite a break-through by the team, to say the least, to be able to even mention the word 'cannabis' and topics like our THC Free status on UK television. Consumers old and new are encouraged to place trust in CBD products by our THC Free assurances and the BRITISH CANNABIS™ dedication to accurate products. Having 100% cannabis, all natural product formulas with upcoming FSA Novel Foods validation, advertising in UK homes is*

Media:

Related Sectors:

Business & Finance :: Food & Drink :: Health :: Media & Marketing :: Medical & Pharmaceutical ::

Related Keywords:

CBD :: Advertising :: Tv :: Television :: Campaign :: Cannabis :: Novel Foods :: FSA :: Cannabidiol :: Manufacturer :: White Label :: Supplements :: Food Supplements :: Food ::

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something we hope is good for everyone in the long run."

The campaign was conceptualised, produced and distributed by The TV Agency, one of the largest and fastest growing independent TV advertising agencies in the UK.

This is the second venture into mainstream TV advertising for BRITISH CANNABIS™, following the success of 2020's national campaign for affordable low-price CBD range, Access CBD™.

Enquiries for those wishing to stock, buy or just learn more about CBD by BRITISH CANNABIS™ can call +44 (0) 203 965 2420 or visit https://britishcannabis.org/

BRITISH CANNABIS™ - A UK CBD Industry Original

BRITISH CANNABIS™ is the largest producer, manufacturer, and distributor of legal cannabis-derived products in the UK. They own and operate a unique extraction and purification facility in England and provide analytical testing, bulk extracts, and white label products to the UK market leading brands.

With over a thousand CBD food supplement products, included across no less than 15 thorough applications to the Food Standards Agency, the makers of Canabidol™, ACCESS CBD™ and many successful white label brands are set to bring cannabis-based wellness products to the people for years to come.

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View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
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