

Waitrose Advertising Warms Up for the Autumn as It Turns Up the Spotlight on Provenance

Friday 2 October, 2015

From this week, Waitrose will launch a new advertising campaign putting the quality and provenance of its food centre stage.

'*The Warmest Season*' campaign is a celebration of a traditional British autumn and features Waitrose's real-life suppliers battling with the British weather to produce an array of delicious seasonal food.

The 60 second advert will launch on Friday 2 October and will be the supermarket's first TV advert in nearly 12 months, and the first produced for Waitrose by its new creative agency, adam&eve DDB.

To tie in with the strong seasonal theme, the advert is set to the soundtrack from the original 1968 Disney feature, '*Winnie the Pooh and the Blustery Day*' which depicts the classic children's character fighting against the elements on a windy, autumnal day.

Highlighting the supermarket's unique sourcing credentials, the advert features the Waitrose farm in Leckford, Hampshire which grows the crispest Bramley and Cox apples for the supermarket; husband and wife beef farmers who along with Dovecote Park in Yorkshire, supply Waitrose with its succulent dry-aged beef, hung on the bone for 30 days; and Keith Graham Ltd in Grimsby who have preserved traditional smoking techniques for three generations to create the tastiest and freshest haddock.

Rupert Thomas, Marketing Director, Waitrose, says: "As we welcome back the cold, crisp weather we wanted to bring out the warmth of autumnal food - from Sunday roasts to fish pie to apple crumble, especially highlighting quality British ingredients. We are very proud of our trusted relationships with our suppliers and know our customers appreciate the care we take producing the best quality food."

Richard Brim, Executive Creative Director, adam&eve DDB, says: "Our first ad for Waitrose is a true celebration of autumn - that feeling of shutting the door, turning the fire on, pouring yourself a glass of red wine and tucking into something hearty."

The campaign will debut on TV on Friday 2 October 2015 and be followed by digital and print media. Waitrose will also be launching a campaign called #AutumnWarmers to encourage its social media communities to share their favourite autumnal food photos.

Waitrose will also be creating four cinemagraphs to reinforce weekly themes which will be promoted on Facebook and Instagram and a geo-located Pinterest board to showcase regional activity across the UK.

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