

## FLORETTE'S NEW 'MADE WITH SUNSHINE' CAMPAIGN

Florette has launched a new brand campaign with a fresh look and feel that focuses solely on the key ingredient used in bags of Florette – the sunshine.

The work was created by the creative agency Now, and the illustration was done by Genevieve Gaukler. The campaign will run across outdoor 6 sheets, point of sale, press, digital and social. The work was created by two teams at Now, Dan Mountain & Amy Westbrook and Clint Harding & Juliet Kent.

To get the freshest, tastiest leaves Florette knows it needs to be grown in the sun, so they follow the sun drenched arc of Europe, from the South of Spain and Italy in winter, through Northern Spain and France then finally into the UK.

### Credits

#### Now

Now Executive Creative Director – Remco Graham

Now Art Directors – Dan Mountain and Clint Harding

Now Copywriters – Amy Westbrook and Juliet Kent

Now Creative Services Director – Simon Jerome

Now Account Director – Samantha Souter

Illustrator – Genevieve Gaukler

**Client** – Elaine Smith. Marketing Controller, Florette.

### Key stats for Florette

- Florette was set up as a family business in 1983, though the Florette brand didn't come about until 1987, born from the Lessay factory.
- In 1999 Florette opened their doors in Litchfield and they have been there ever since.