



May 2011

The Laughing Cow Relaunch: Set to create a laughing success

This summer, The Laughing Cow, the UK's number one selling cheese triangle¹ from Bel UK, will be relaunched via a multi-platform marketing "campaign. Beginning with, unique and engaging digital activity called 'Pull the Udder One', and exciting new TV advertising, launching during the Britain's Got Talent semi-final on the 29th May, and supported by PR, in-store theatre and promotional activity,

The relaunch will kick off with an engagement digital campaign called 'Pull the Udder One', which will feature video footage from famous comedian Milton Jones attempting to prove that cows really can laugh, by giving an exclusive standup show to a field of cows. Video content will be shared via a new The Laughing Cow Facebook page and website and will also be available on other video sharing sites including YouTube.

The brand is also launching new TV creative, entitled 'High Farm', which is an offbeat and fun animated ad that introduces The Laughing Cow and different characters from the farm, all taking part in a huge production line to create the Laughing Cow cheese. We discover various stages of the cheese making process where herds of cows, collect milk, to produce wheels of cheese and it then goes on to show the different stages of cutting, melting, and blending the cheese, before moulding it into The Laughing Cow's excellent cheese triangles. The Laughing Cow then joins her team to celebrate their

² Nielsen Scantrack MAT 16/04/11

great success. The ad will be on air throughout June and will also be available online and supported via digital advertising featuring an online cash prize competition

In-store theatre and strong promotional activity, including instore signage and radio will support the marketing activity across grocery outlets from 20th May to capture shoppers' attention at the point of purchase.

Fiona Riches, Senior Brand Manger at Bel UK, comments:

“Relaunching The Laughing Cow is set to drive awareness amongst both new and existing consumers. Beginning with the ‘Pull the Udder One’ digital campaign, followed by the launch of the ‘High Farm’ ad; we’ll be engaging with consumers on a scale not previously seen by the brand and will ensure that The Laughing Cow is front of consumers’ minds instore. We suggest retailers should stock up in advance as we expect demand for the brand in-store to be strong both during and following the awareness campaign.”

Ends

Notes to editors:

About The Laughing Cow brand

TLC has a total market share of 56% and is the No 1. Cheese Triangle in the UK spreads market²

About Bel UK

Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of Branded cheese portions.

The company was started in France in 1865 - today it has a presence in over 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®, Cheez Dippers®, Leerdammer®, Port Salut® and Boursin®.

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² Nielsen Scantrack MAT 16/04/11