



Media Release

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New 'We Are Family' ad campaign from McCain addresses call to represent modern families in advertising

New ads featuring real Australian families celebrate moments of togetherness at mealtimes

Melbourne – July 2019: With 84 per cent of Australians in agreement that brands need to do more to better represent modern, real-life families in advertising¹, today McCain Foods Australia launches a new campaign, *We Are Family*, highlighting the diversity of families.

Following a casting call across Australia, the ads feature real families and celebrate the importance of coming together over a meal. The advertisement showcases a single mum, two dads with adopted children and a family of five with a stay-at-home mum to reflect the changing dynamic of families in Australia.

What unites them is the love of sharing a meal together, an insight reinforced by McCain research into audience perceptions. The research found Australians are in nearly unanimous agreement (96 per cent) that mealtimes are an important way for families to spend quality time together¹, while 95 per cent agree that families shouldn't feel pressured to cook an elaborate meal¹.

As a family-owned company from its inception, McCain is committed to bringing delicious, convenient snacks and meals to Australian families, striving to foster moments of togetherness with products for every family and occasion.

McCain Foods ANZ Marketing Manager, Karen Marshall says McCain is excited to bring the business's commitment to family to life in the new campaign.

"This campaign is a representation of our continued commitment to bringing families together, no matter what the budget or time restrictions, with products that make it easy to create meals the whole family will love," Ms Marshall said.

"McCain celebrates 50 years in Australia in 2019, marking five decades of supporting our family Down Under, from the potato growers we've worked with for multiple generations, to our employees across five plants, to our suppliers, operators and customers. We feel privileged to consider them 'family' and will continue to support them with our investment in Australia for many years to come."

Produced by DDB Australia, the ad campaign localises McCain UK's successful campaign of the same name created by London-based sister agency, Adam&Eve. It is McCain's first campaign in Australia highlighting the company's brand ethos versus products, while retaining the "Ah McCain, you've done it again" tagline.

McCain Foods ANZ has an extensive range of ready-made meals and side dishes including potatoes, frozen pizza, frozen vegetables and side dishes that have become the central point of quick, daily mealtimes for Australian families.

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¹ Quantum Market Research 2019, *Family Dinner Omnibus Findings*



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About McCain Foods

McCain Foods Australia is a subsidiary of McCain Foods Limited that specialises in frozen potato products, vegetables, dinners, and pizza, for both the Retail and Foodservice sectors. The company operates production facilities, located on three sites in Ballarat in Victoria, Lisarow in New South Wales and Smithton in Tasmania.

McCain Foods is a privately-owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employing 21,000 people and operating 52 production facilities on six continents.

www.mccain.com.au