

#juntemoslasmesas

In Spain, 30% of households have separate tables, for adults and children, for their Christmas celebrations

Vigo, 2 December 2016.- In Spain, 30% of households have separate tables, for adults and children, for their Christmas celebrations, according to a survey of 1,100 people, aged between 18 and 65, and from all provinces which Pescanova has carried out.

68% of respondents say they have 8 or more guests on those dates. Christmas Eve and Christmas Day are generally family gatherings, whilst 21% say that for New Year's Eve and Epiphany celebrations they usually take the opportunity to meet with friends. In the particular case of New Year's Eve, 40% of respondents claim they separate adults from children.

According to the findings of this survey, the Nueva Pescanova Group launches this Christmas its new advertising campaign, whose purpose is to encourage Spanish people to gather around a single table and enjoy the happiness, spontaneity, and freshness of children at this time of the year.

Under the hashtag #juntemoslasmesas, the campaign consists of 1'30", 30" and 10" spots and ushers in the return of Pescanova to TV and social media with a much cooler and funnier claim than in the past. It should be noted that, except for the advertising campaign at Christmas 2015, Pescanova has not been seen on TV since 2011. The advertising agency MullenLowe Lola was chosen for the creativity of this campaign and is the start of a new phase and a fresh style in brand communication.

Our Prawns/Shrimps are the connecting link between the adults' table and children's table, this product is Pescanova's flagship since one out of three of these crustaceans sold in Spanish supermarkets bear the Pescanova brand. According to the last Kantar Worldpanel report on Christmas Consumption 2016, the most consumed products at Christmas in Spain are shrimps, prawns, Iberian ham, smoked fish, chocolates, Christmas cakes/sweets, cider, cava, and champagne.

On MullenLowe Lola

LOLA is the most recognized creative hub of the MullenLowe network. A Spanish agency but with global reach, which carries out integrated campaigns for clients such as Magnum, Mattel, Burger King or Axe. This is an agency that puts people at the center of the communication and has vast experience in brand repositioning.



About the Nueva Pescanova Group

The Nueva Pescanova Group is a Galician multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products. Founded in 1960, it employs more than 12,000 people and is present in 27 countries in 4 continents. Pescanova sells its products in more than 80 countries around the world.