



PRESS RELEASE

The Nueva Pescanova Group wins the Silver AMPE for its campaign "let's put our tables together"

Vigo May 26, 2017.- The Nueva Pescanova Group has been awarded with the Silver AMPE in the Best TV campaign category for the last Christmas spot "let's put our tables together" created by the advertising agency Lola MullenLowe.

With the claim, "let's put our tables together", Pescanova returned to Spanish homes last Christmas, encouraging them to gather around a single table to enjoy the joy and spontaneity of children, the link being the flagship of the brand, i.e. prawns/shrimps. The idea of the campaign emerged from a study carried out by the company, which revealed that 30% of the Spanish homes have separate tables for adults and children for their Christmas celebrations.

"This award is a recognition of the work undertaken by the Nueva Pescanova team to enhance our new brand image with which we want to call to emotion, progress and freshness, without forgetting our DNA as a company, to connect with our most faithful buyers and also be inviting and appealing to younger generations," says Ignacio González, CEO of the Group New Pescanova.

The 49th edition of the AMPE Awards was held on 24 May at the Palacio de la Prensa de Madrid, more than 500 pieces competed in this event which brought together almost 300 professionals from the advertising world and the media to know, first-hand, the best 2016 Advertising Campaigns.

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.