

14 years later, the Christmas “Calvo” returns

- British actor Clive Arrindell, sporting a mustache, leads the new Pescanova Christmas Campaign “Choose Whiskers”.
- Pescanova looked for the most beloved Christmas icon and according to a study carried out on 2,000 people, Spaniards wanted the “Calvo” (bald man) to return this Christmas, ahead of Raphael, Ramón García and Anne Igartiburu, or Cristina Pedroche.

Madrid, on December 4, 2019. Pescanova, a leading company in seafood products, once again surprises Spaniards by bringing back the Christmas “Calvo” (bald man) as the lead in their “Choose Whiskers” campaign. After Vicente del Bosque shaving his mustache last Christmas, Pescanova this year is bringing back the most beloved Christmas icon for Spaniards: the “Calvo”.

It isn't Christmas without whiskers

This campaign is inspired by values and the emotionality infused in the Christmas spirit of old classics; but with a touch of humor that sets Pescanova apart in its last campaigns and which sends a clear message: it isn't Christmas without whiskers. And in this case, starring the most beloved Christmas personality for Spaniards, with a new look. The “Calvo” is back with a mustache, like the prawn Rodolfo, the identity and quality symbol of Pescanova. All this in a family-oriented and magical setting that makes it easy to connect with and impress the audience.



Starting at 22:00 today, the advertisement will be shown with the new “Calvo” image

The Christmas “Calvo”, the returning favorite

This year Pescanova takes it a step further, asking Spaniards about the people they wanted to return this Christmas. The conclusion was clear and overwhelming in the study carried out on 2,000 people: Spaniards want the “Calvo” to return. In fact, half of those surveyed between 25 and 34 years old said so. The character



represented by Clive Arrindell was also the favorite when given the option among other candidates. In fact, 3 out of every 4 citizens put him in first place for returning for Christmas.

In Autonomous Communities such as Andalusia, Castile and León, Catalonia, the Valencian Community, Extremadura, and Madrid, the score asking for the return of the “Calvo” was even higher. In the case of Catalonia, just like nation-wide, young people between the age of 25 and 34 were those who most wanted him to return. Meanwhile, in the Valencian Community, those over 35 were those who most preferred the “Calvo”.

Juan Viñas, Pescanova Marketing Director, states that: *“At Pescanova, we were looking for a Christmas icon for our next campaign. And for us, it was key to check with Spaniards and find out what iconic Christmas personality that wanted to come back”.*

Behind the “Calvo”, Spaniards named other celebrities such as Raphael, Ramón García, Anne Igartiburu and Cristina Pedroche among their favorites for Christmas.

This study has allowed us to connect with our citizens, who also demanded humor and values in the campaigns, an active listening that now comes to fruition: *“We at Pescanova want to once again surprise our audience with a lot of freshness and humor, like we did in 2018. Last year, we shaved Vicente Del Bosque’s mustache, and what better this year than to bring back Spaniards’ favorite icon: the “Christmas Calvo”, to spread his magic, to spread whiskers”.*

About Pescanova’s Rodolfo

Rodolfos are prawns which are known for an unbeatable texture and flavor, thanks to a meticulous elaboration process which is groundbreaking and unique in the world. Rodolfos are selected one-by-one, cooked, packaged keeping them fully intact, due to which their appearance and texture cannot be beat, their long and intact whiskers being their guarantee of quality. Rodolfos will once again be the main product of the Pescanova campaign.

About the Nueva Pescanova Group

The Nueva Pescanova Group is a multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products, whether fresh, chilled or frozen.

Founded in 1960, it employs more than 10,000 people and is present in more than 20 countries in four continents. The Nueva Pescanova Group sells its products in more than 80 countries worldwide.